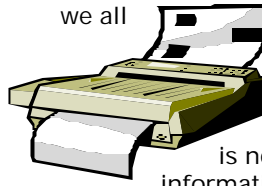


## Weekly Fax or Email

Communicate, communicate, communicate...what we all need to do to keep our members happy and retained, so here is another way to accomplish this. With the advent of broadcast faxing, it



is now easier than ever to get lots of information to members in high volume without it being a labor intensive nightmare. By having the fax sponsored (what a great, inexpensive way for one of your members to get exclusive advertising, i.e. a retailer promoting a weekly special) this program can be a revenue generator also. Be sure to have a column, with bullets for attention getting, that highlights what the Chamber has done this past week (i.e. city council meeting happenings, etc). E-mailing is also an option and is very well received in some markets (such as in **San Leandro, CA** where **Tom Guarino** has set a high standard in communications excellence!)

## Editor's Corner.

I Am Offering A Bribe Again



Not much of a bribe, granted, but still something for nothing! I have read all sorts of articles about "how to get your homepage read" and they all seem to get down to one thing: give the potential reader something.

So, here is the something: the new Chamber Development Services, Inc. website: [chamberdevelopment.com](http://chamberdevelopment.com) has clear straight info regarding growing a Chamber of Commerce. It compares different methods of membership development and membership drives. So if info is what you are seeking, you'll get some ideas, whether you ever enlist CDS as your assistant or not!

As an extra something, last newsletter I offered to send our beanbag monkey mascot to everyone who emailed in the "request for information" form. A set of luggage tags goes out to you just for making your comments on the "contact us-feedback" form. The offers still stand so, come on, take a moment to scan the site, tell me what you think...your critique is really wanted!

## Good Marketing of a Workshop

### Consider a "Drive" in the Country!

#### Your Best Meeting Yet!!

The Innsbrook Par Meeting is a morning of meetings and an afternoon of golf at a great price -- it's the perfect way to build your team. The package includes:

- Continental breakfast for energetic thinkers
- Meeting room complete with A.V. and Environmental Controls
- Coffee Break for recharging
- Lunch to exchange ideas
- 18 holes of golf with cart to continue developing ideas and relationships outside the meeting room

**All for \$69 per person**

Call 928-3366, Ext. 802 or 804 and ask about the Par Meeting

Available weekdays in March and April. Limited space available. Restrictions apply.



**Innsbrook Executive Conference Center**

## Economic Development

Tom Gallagher, Cortland County Chamber, NY (population 49,000, 440 members, 2 staff) became executive director of this upstate New York organization after retiring from the private sector and taking on the challenge of bringing life to a depressed community. After great success in bringing life to downtown, the Chamber recruited Tom to help the Chamber and the community leadership pull together even more and make their logo "Cortland is on the rise!" a reality. It is working! Tom swears one of the secrets to their success is "The Cortland County Business Leaders Alliance" an exclusive group of the "movers and shakers" of the community...so give him a call at 607-756-2814 and he'll fill you in or email at [crtchmbr@clarityconnect.com](mailto:crtchmbr@clarityconnect.com).

## Just Plain Silly Sexist Stuff

The purpose of this newsletter is to share ideas with Chambers, hopefully useful but at least informational. When I received the following from Val Boyle, former president of the Fremont, CA Chamber, I could not resist putting a little humor in this issue also.

*The Joys of Womanhood*

*by Brilliant Woman Author Unknown*

One of life's mysteries is how a 2 pound box of candy can make a woman gain 5 pounds.

I gave up jogging for my health when my thighs kept rubbing together and setting my pantyhose on fire.

Amazing! You hang something in your closet for awhile and it shrinks two sizes!

A friend of mine confused her valium with her birth control pills. She had 14 kids but she doesn't really care.

The trouble with some women is that they get all excited about nothing and then they marry him.

## Business Card Promotion

Allison Courville, Wachusett Chamber, Clinton, MA (population 46,000 with 650 members) has used the back of her business card as a handy Chamber promotion tool:

### 10 REASONS WHY A CHAMBER. INVESTMENT IS A GOOD INVESTMENT

1. New Business Contacts
2. Referrals
3. Legislative Action
4. Publicity and Exposure
5. Economic Development
6. Small Business Development
7. Web Site Links
8. Discount Services
9. Business & Management Assistance
10. Money Back Guarantee

## Odds and Ends

Chamber Director's Prayer:

Dear Lord: Help me to be careful of the toes I step on today, as they may be connected to the butt that I may have to kiss tomorrow.

Words of Wisdom:

Sometimes it is better to travel than to arrive.

Success always occurs in private, and failure in full view.

No one is listening until you make a mistake.

## Western Statistics compiled by W.A.C.E.

Many of you repeatedly request information about Chambers from other parts of the country, so for you non-Californians/Arizonans/Nevadans, here are some of the results of a recent survey done:

Average cancellation rate for all chambers responding in 2000 was 14.4%, compared to 14.9% in 1999.

64% showed total net membership increase, 3% same

Retention improved in 43%, compared to 48% in 1999.

14% said retention had gotten worse, 15% in 1999

Membership dues accounted for an average of 43% of total revenues in 2000, compared to 42% in 1999, with larger chambers averaging 48%, small at 38.1% and mid-sized averaging 46.3%.

In the comparison of Chamber members to total number of businesses in communities, the overall average was 26% compared to last year's 31%. Small Chambers were at 37% vs. 39% in 1999, large at 18% vs. 17% and midsize had the greatest change at 19% vs. 31 in 1999.

Average base dues for all Chambers reporting was \$210, the average highest level was \$3,217. Small Chambers' average base of \$175 with high at \$766. Midsize average of \$214 with high of \$2,022 and large Chambers base average of \$264 with high of \$9,187.

Most Popular Benefit:

Networking 39%

Referrals 16%

Legislative Advocacy 14%

Newsletter 10%

Directory 10%

Health Insurance 8%

Website Opportunities 7%

**Check out our new website: [www.chamberdevelopment.com](http://www.chamberdevelopment.com) email: [joan@chamberdevelopment.com](mailto:joan@chamberdevelopment.com)**