



Editor's Corner:

A different kind of retreat (planning session)

Want a change in your annual board retreat/planning session? One that does not include the typical setting out of the action plan (program of work) nor does it include the analyzing of issues, objectives and accomplishments. This half day (or more) program has a goal: each participating volunteer and staff leadership will leave the session with a clearer vision of who and what the Chamber is and with a higher determination that with this knowledge, as well as with a plan, tools and additional training, they can spread the Chamber message to the entire community. WOW!

I recently had a wonderful experience facilitating just such a program for a great growing Chamber, Ft. Walton Beach, FL (population 125,000+-, 1,300+- members, 6 staff). The response from the group was heartening...they really grasped onto the concept. Covered were topics such as:

- what is our Chamber ?
- where did we come from & where are we now?
- how did we get here ?
- where do we want to be ?
- how do we get there?
- what is working elsewhere ?

Treating the Chamber as a business, a business that has a product (benefits), a product that needs to be tweaked periodically to match the ever changing needs of the customer base (members/prospective members) was a high priority to this group. They are studying and enhancing their "product" (benefit package) and will soon implement a plan to outreach to current and prospective members to tell all!

They not only accomplished a very fruitful and eye opening planning session, the set up for a membership recruitment and retention plan at its very best! Give this approach some consideration the next time you hear your leadership struggling to answer the "who, what, why" questions!

Terrific Marketing Piece

From Medicine Hat, Canada comes this wonderful marketing tool that tells it all...and well!

Your Chamber...
...is working for you!

MAKING YOU MONEY

- Network at monthly Chamber Exchange Luncheons
- Exhibit at one of four Chamber Trade Shows
- Gain access to the Open Bidding System
- Advertise business-to-business in Commerce Magazine
- Register for Seminars and Workshops
- Participate in Business Partners in Education
- Exhibit in the Mini Business Expo
- Receive business referrals from the Chamber office

SAVING YOU MONEY

- Group Insurance Programs (employee benefits)
- General Insurance (home and auto)
- Visa and MasterCard Discounts
- Esso Fuel Discounts
- Hotel Discounts in Calgary & Edmonton
- 25% off PCM Computer Training Courses
- 20% off Just-In-Time Flyer Delivery
- 10% discount on Chamber Trade Show booth rates
- 25% off advertising rates in the Commerce Magazine
- Purolator Courier discounts
- Discounts on all Chamber functions and programs
- 25% off Alberta Best training courses
- 25% off Superior Carpet Cleaning Services
- Free use of the Chamber board room
- 75% off estimate with Certa Pro Painters
- 25% off with Westclean Equipment & Cleaning Supplies
- 10% discount with Prestige Specialty Advertising
- 10% discount on internet services with Shockware Inc.
- 10% off for corporate with Bountiful Baskets & Gifts
- Discounts with Delta hotels across Canada

PROTECTING YOUR MONEY

- As the 'voice of business', the Chamber of Commerce advocates the views of the business community to decision-makers at all levels of government
- The Chamber of Commerce actively promotes local economic development in partnership with the City.
- As the lead organization, the Chamber is examining the feasibility of the Meridian Water Storage project.
- The Chamber helps to prepare our youth for the future workplace through business/education partnerships and programs
- By representing over 800 businesses, we make a difference in this community.

Call for details on your Chamber benefits: 527-5214



Medicine Hat Chamber of Commerce

Thank you for your continued support!

Brochure Swap at Events

Many Chambers encourage their members to bring their brochures, business cards, flyers, ad promo pieces, etc. to all events to put out on display at tables provided. A free advertising venue for your members and at no cost to you.

Quotes for the Month

- ◆ Lead me not into temptation, I can find it myself.
- ◆ Unqualified praise is the best kind of criticism.
- ◆ Work is for people who don't know how to fish.
- ◆ Most people spend so much time working IN their businesses, they never step back to work ON their business!
- ◆ To handle yourself, use your head. To handle others, use your heart.
- ◆ Women like silent men. They think they're listening.
- ◆ The older you get, the better you realize you were.
- ◆ Few women admit their age. Few men act it!
- ◆ It's lonely at the top, but you eat better.
- ◆ It's official, life is unfair.
- ◆ Do Lipton employees take coffee breaks?
- ◆ It's hard to make a comeback when you haven't been anywhere

Wisconsin Execs Play as Hard as They Work



It was quite an experience to facilitate the Wisconsin Chamber of Commerce Execs Association's December 4th and 5th, 2001 Conference in Manitowoc. They had a very full agenda, lots of good information sharing and networking.....plus entertainment, refreshments, and the sacred Packers paraphernalia including the cheese head I am wearing. Hint: be prepared when you go to Wisconsin to learn lots from some pretty progressive Chambers, but you also better be ready for lots of "snits"... ever flowing beer that automatically comes with everything, including a free beer chaser to every other liquid refreshment ordered!

"The Yellow Pages for Syracuse Business"

One of the best promotions I have seen for a website:

"You can increase your visibility within the Syracuse (NY) business community with an enhanced listing in our on-line Business Directory. Thousands of consumers visit the Chamber web site each month, browsing the business directory in search of local companies offering particular goods and services.

Whether you currently have a web site or not, you "mini-homepage" on the Chamber web site can get you more customers as you grab the attention of this captive audience!

As a Chamber member, you are automatically listed in the directory along with links to your e-mail and web site addresses. But now, special features are available for you to add a description of your company products and services, a map of your location, a company photo or logo- even a special offer or discount to those people who locate you within the Chamber web site!"

Increase your visibility! **Add pertinent information!**

Add color with a logo or photo! **Entice customers with a special discount!**

Make it easier for customers to find you with a map of your location! **Get more referrals and DO MORE BUSINESS!**

Annual fees

Description: \$125 Special Offer: \$100

Graphic, Photo or Logo: \$100 Map: \$50

"The Works" all of the above: \$250