



## If You Don't Market Digitally Now, You'll Hate Yourself Later

Page 1

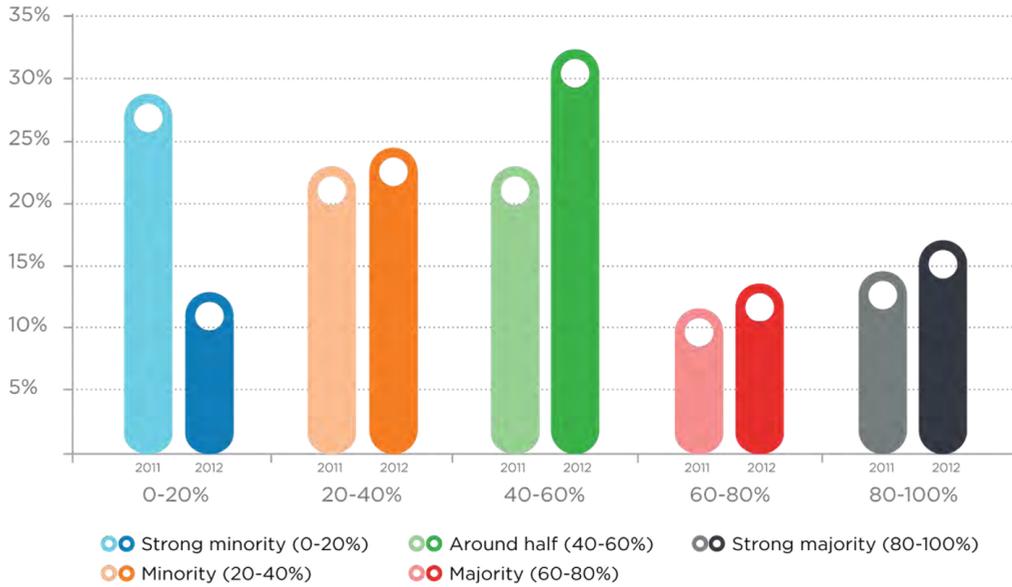
Patrick McCabe  
Editor

Relocators, new movers, whatever you want to call them; for Chambers of Commerce, these people are the desired audience for everything you do. The truth is, less and less people are contacting you for relocation packets, and instead, finding the vital information they need online. It's faster, easier, and far more accessible in the moment when the information is needed. Sure, your website is full of great information about your Chamber: you have a member directory, local attractions, and an events calendar. Ask yourself, *Is that enough?*

If you've noticed a significant decrease in relocation packet requests, if your membership numbers are falling, if you're losing revenue, the answer is almost certainly "No". Your website is a great tool, a landing page for those looking to move to your unique community; but if potential residents can't find everything they need by going to your website, isn't there more you could be doing?

Chambers used to be *the place* for relocators who were looking for information on their new town. Relocation

1: What % of your digital RFPs included an online video component in the past year?



Courtesy of BrightRoll U.S. Video Advertising Report 2012

packets provide them everything they need to know. Unfortunately for traditional media, people now search for that information online. Doesn't your Chamber want to be the first place they look? Your Chamber is still providing the information you know best, but is it hitting its mark? Is your Chamber reaching its target audience?

How do you provide the information on your website

in an exciting, engaging, and interactive way? The answer: video. Online video is becoming the go-to medium for advertisers. Using keywords and other Search Engine Optimization techniques, your video will also appear at the top of search queries. In a survey released in June 2012 by Bright Roll, an online video network, business owners were asked what percentage of their digital requests

for proposal (RFPs) included a video component (see graph 1).

From 2011 to 2012, the numbers increased dramatically. Almost 1/3 of those surveyed said that 40%-60% of their digital RFPs in 2012 included a video component, up 9% from the year before. Conversely, those who said that only 20% or less of their digital RFPs included a video component went

**Continued on Page 9**

### Look Inside!

Page 2: Learn how a successful event can help your Chamber.

Pages 3 & 4: Read up on 5 great Chambers in our Chamber Spotlight!

Page 5: When is a good time to raise your dues?

Page 6: Check out these cost-saving programs for your Chamber.

Page 7: What organizational myths are abundant in many Chambers?

Page 8: Upcoming Events, Businesses of the Month, & Chamber Anniversaries!

Page 9: How can your Chamber get noticed?

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### Military Relocation, What Your Chamber Can Do to Help



Soldiers at Fort Bragg // CREDIT USA SOC News Service

by Robyn Johnson & Patrick McCabe

With its close proximity to Fort Bragg Military Base, Fayetteville, North Carolina has cultivated a strong working relationship with the area's military personnel; the relationship is so strong that it extends to military families, the commu-

nity and the economy. With the development of the Fayetteville Chamber of Commerce's Military Affairs Council (MAC) over 60 years ago, the area has established a remarkable social partnership that offers resources and stability for the community at large- but particularly those new to the area. The Fayetteville Cham-

ber is actively involved in the area's economic interests, but the Chamber's involvement in military and the impacts and importance of military families is renowned. The area was recently termed "Pentagon South" because of its integral role as a military community. In an interview with the Fayetteville Chamber of Commerce CEO Doug Peters, the pride the community takes in its military involvement was made abundantly clear. Peters claimed that the Chamber's role in the MAC is that of offering opportunity. Peters stated, "We offer that warm welcome and want to meet the needs of the war-fighter...We offer leadership and a social outlet and we celebrate the military's contribution to the community." Peters also emphasized that while the Chamber is an "active part" of the area's military affairs, such interests are "well-received" by the community, too.

The Chamber's Military Affairs Committee plays a tremendous role in meeting the needs of military families in the area. Fayetteville welcomes a great deal of relocating families because of its closeness to Fort Bragg. The MAC is proficient in catering to the needs of new, relocating residents. Peters said his Chamber and community "look after those who look after us." He also noted that because so many families remain local after their family member is deployed, the MAC is responsible for being in touch with families, meeting their social needs and fulfilling the needs associated with establishing a permanent relocation to the area. "We don't want people to leave [after coming here]" Peters said. The council offers a variety of services and resources that aid

in keeping families secure and welcoming them to their new home. Peters described the Chamber's relocation services as being on "all levels of engagement." The Chamber offers families leadership, assists families with finding employment and has a pro-business attitude that encourages small business growth and job creation, benefiting those embarking on new endeavors. The Chamber's youth component, the Young Professionals Program, guides young people through their early years as business leaders and keeps the area's economy fresh and growing. Peters claims that the Chamber takes an overall "understanding" approach with relocating families and the benefits are clear- people move to the area and they stay.

The Chamber has been able to develop a strong and lasting relationship with the military community because of their interest in establishing relocation permanency for the base's military families. The strength of this relationship is due not only to the efforts the Chamber makes to welcome and retain military families, but is due greatly to the economic benefit Fort Bragg and defense-related production contribute to Fayetteville. Peters claimed, "37.7% of our Gross Domestic Product is military and defense-related. Our economy can be vulnerable at times because of cutbacks, but that's why we work so hard to keep this strong relationship with Fort Bragg."

Peters further explained the contribution military families bring to Fayetteville; "Diversity is first and foremost. Military families bring worldly experience to our community and everyone benefits from that."

**Continued on Page 5**

### A Letter of Thanks

Dear Chambers of Commerce, I want to thank you for all of the wonderful feedback we've received so far at The National Chamber Review. Your input is incredibly motivating for all of us who have put so much work into these first 3 issues. It is our hope to continue to provide you with the most up-to-date and relevant information you need to make your Chamber successful.

From the latest marketing trends, social media, and search engine optimization tips to highlights on community events, Chamber organizations, and the newest, most innovative member services, we're proud to be a valuable tool to our over 7,100 readers nationwide. We're always working to make ourselves better for your organization, your community, and everyone who works so hard to do what you do best.

Please continue to provide us with feedback as we work to make each issue better than the last. Write us letters, send us e-mails, drop us a line on our voicemail. We love speaking directly with Chamber Executives and Chamber members, and anything you have to say we'll be ready with an eager note pad.

We hope everyone in the Chamber universe had a wonderful Holiday. Here's to many more successful issues. Kindest regards (and happy reading!)

Patrick McCabe - Editor

National Chamber Review  
130 East Main Street, Granite Building  
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# How to Plan an Event That Earns You Money



Restaurants Dish Out Meals at The Taste of Pikesville \ CREDIT Michael Rosner

**Patrick McCabe**  
Editor

When you look back on events you've done in past, how do you deem them successful? The number of participating members? The number of new members joining as a result? How much money was earned by the Chamber? How it impacted the community?

Is there any guaranteed way of knowing an event will meet these criteria? No- but as a Chamber of Commerce, you are in a unique position to understand your community and what events will be received most positively. So while your annual gala dinners or golf tournaments will continue to reign in a majority of your budget, there's a lot you can do in between to show value to your current members, gain new members, and make some money. Let's take a look a couple of

events that exceeded expectations, both in terms of money earned and memberships gained.

The Pikesville, Maryland Chamber of Commerce had an event schedule similar to many Chambers: monthly networking meetings, business education seminars, and one large annual fundraiser earning \$30,000-\$40,000 for the Chamber, a majority of their yearly earnings.

When Jessica Normington became the Executive Director in July 2011, she wanted to implement a new event to supplement the Chamber's fund raising. The event she had in mind was "The Taste of Pikesville": local restaurants gathering to show off the best they have to offer, in a setting where visitors can sample all of the unique flavors of their community. The event was inspired by an idea from their Board President's wife, as well as from other Chambers in the surrounding

areas that host similar functions.

The planning started in December 2011, with Chamber staff going door-to-door to local restaurants, both members and non-members, and gauging interest. Their goal was to get 20 food vendors signed up for the event, promising them 200-250 attendees. They ended up with 27 food vendors, 6 beer/wine vendors, and more sponsor booths, totaling 40 different tables. As they got closer to the May 2<sup>nd</sup> event date, they decided to do a Groupon and sold another 300 tickets. All in all, over 500 people showed up. Add that to the 40 booths that signed up, and they doubled what they were hoping to achieve both in terms of attendees and sponsors.

For the restaurants that wanted to participate, they had to be Chamber members. Those that were already members got a booth free of charge. Those who weren't already

members had to pay the \$200 membership fee, earning them a years membership, plus a spot in the event. They had 10 new restaurants become members, just because of this event.

To say this event was successful is an understatement, especially considering there was absolutely nothing in the budget to support the costs. The event was paid for by sponsorships and entrance fees. After all was said and done, the event earned \$7000, a \$5000 profit.

Feedback from those that participated has also been huge, including many who wished the Chamber held two "Taste of Pikesville" events each year. "98% of those surveyed said they would definitely participate again", says Normington. Next year's event is scheduled for May 3<sup>rd</sup>, 2013, and it will kick-off another new event, Restaurant Week. The same vendors at the Taste will have different specials throughout the week, in the hopes of gaining new customers, and making some money in the process.

While Normington would recommend this event for every Chamber, she encourages you to "Look in your community, make sure it's something they want. Include restaurants in on the planning, on the committee." If it's a fit in your area, the results speak for themselves. Imagine having 3 smaller events like this per year. For example, that would earn Pikesville and extra 50% of what they earn on their year's biggest event, a huge increase for their Chamber's income.

This raises the question, how do we increase mem-

bership so we have businesses to participate in these new, money-making events?

For that answer, we look at what happened in Maryville, Tennessee at Blount Partnership Chamber of Commerce. They wanted to have a membership drive that really boosted their numbers. According to a recap of the event on their website, it was quite a success. "With the help of Your Chamber Connection and nearly 300 volunteers, the Blount Partnership brought in 387 new and upgraded memberships while generating \$166,420 for the Chamber of Commerce."

How did they achieve such staggering numbers?

"The Partnership has changed its business model, and we're reaching out to additional companies to expand our presence and our influence in the region and the community. At the end of the day, we're trying to bring more business and more opportunities here for our commerce," says Bryan Daniels, President and CEO of Blount Partnership, according to an article from *The Daily News* in Maryville.

Before working with Your Chamber Connection, they had set their membership levels based on the size of the company, and its impact on the community. They were finding that a lot of businesses didn't see themselves fitting into these constraints. They adopted a new tiered marketing model based on an "a la carte" menu of member services.

"Now that we have a membership product, they pick the services they want - versus

where we used to be, based on how many employees you had and your impact on the community," Daniels said. "Now everything's an even playing field, and you pay for the services you want to get." It's simple, but effective.

This membership event also made it fun for participants. With lots of enthusiasm, lots of great volunteers, and lots of motivation, they were able to embark on this aggressive campaign, and turn it into one of the most successful drives in the history of Your Chamber Connection. "We're going to be up here, ladies and gentlemen, with the top membership events in the country over the last couple of years. We are on our way to doing a \$100,000 membership event and bringing in 250 members," says Jimmy Cusano from Your Chamber Connection, speaking to the crowd. Having exceeded both of these projections, this membership event has brought Blount Partnership into a new frontier. It opens up opportunities for new events, and even more benefits for their members.

Get your members, earn your money. Think outside the box and find that you have 3 new events that make up 1/3 of your annual budget. A lofty goal, one that won't happen overnight, but one worth pursuing. And hey, we're always looking for news on great, new events here at The National Chamber Review. Let us be your megaphone, and show other Chambers the wonderful things you're doing to improve your Chamber and your community.

# The Impact of Sandy and Cloud Computing



**Scott Juranek**  
Contributing Writer

For those who understand cloud computing, you might be thinking, "Wait a minute. Storms don't impact the cloud." However, a survey conducted this past August by Citrix shows that most respondents believe the cloud is related to weather. Admittedly the term "cloud computing" is vague and invites creative speculation on its meaning. The survey points out that most people don't have a very good idea of what cloud computing is at all. In fact, one in five Americans (22 percent) admits they've pretended to know what the cloud is or how it works. Cloud computing is how we service our Chamber and association customers. Other businesses, such as Google, Microsoft and Amazon, already have most of their IT resources in the cloud as they know it eliminates many of the complex constraints of the traditional computing environment, including space, time, power, and cost, plus it creates a new business opportunity to offer cloud services to others as well.

## Survey Highlights:

- 95% of those who think they're not using the cloud, actually are.
- 3 in 5 (59%) believe the "workplace of the future" will exist entirely in the cloud.
- 40% believe accessing work information at home in their "birthday suit" would be an advantage.
- More than 1/3 agree that the cloud allows them to share information with people they'd rather not be interacting with in person.
- After being provided with the definition of the cloud, 68% recognized its economic benefits.
- 14% have pretended to know what the cloud is during a job interview.

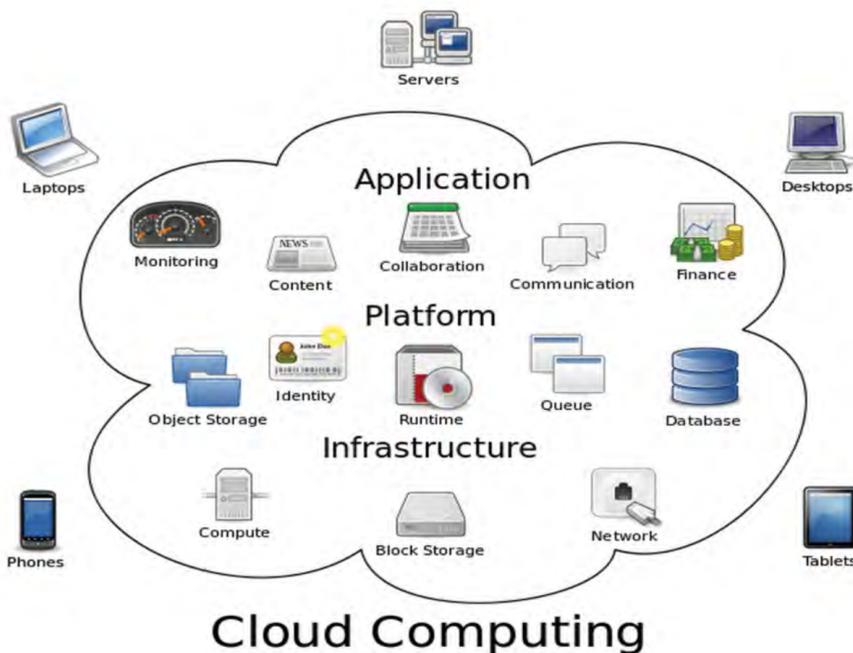
Cloud Computing Defined: According to Wikipedia, cloud computing is the use of computing resources (hardware and software) that are delivered as a service over a network (typically the Internet). The name comes from the use of a cloud-shaped symbol as an abstraction for the complex infrastructure it contains in system diagrams.

While tropical storm Sandy decimated towns, businesses, and people's lives, those Chambers who stored their member data in the cloud were at least spared the total loss of all their membership information and were able to login remotely from coffee shops or other places with power. They could provide essential services to their members at a critical time. We go into more detail on the advantages of cloud computing and disaster recovery

in a whitepaper titled, "Member Management Software Evaluation Guide" in the Resources section of our website.

For those of us in the high-tech community, we have to be careful that our jargon doesn't get in the way of people understanding the benefits offered by new computing models. And it's important that Chambers consider the very tangible benefits of an intangible like the cloud for member management services.

*Scott Juranek is the CEO of MicroNet, Inc., providers of membership management software and website solutions for over 1300 Chambers of Commerce and associations. His background is in software development and he is passionate about using technology to make business easier. Scott and his family live in Nisswa, Minnesota. Scott can be reached at Scott.Juranek@micronetonline.com*



CREDIT Sam Johnston

# Original COC

**Robyn Johnson**  
Staff Writer

In November of 1947, Lee M. Friedman recounted the history and development of the United States' first Chamber of Commerce. Although the group did not necessarily form entirely in the interests of commerce as we have come to know it, the organization has certainly established the foundation from which we have come to form our own societies of business persons, service providers, and economic informants.

In 1768, a group of about 20 citizens met in New York City to develop the "prototype" of what is now recognized as a largely abundant area of economic, social and community organization- the Chamber of Commerce. The citizens consisted of businessmen, members of mercantile societies, and hard-working community members interested in furthering their ventures. The group met at Bolton & Sigel's Tavern and from there developed a band of people centralized around the idea of generating a more efficiently functioning economic society. Prior to the development of the first "official" Chamber of Commerce (chamber-like organizations have existed since the Roman Era), Mercantile Societies served a similar role. Mercantile Societies were interested in trade and commercial relations, much like Chambers.

As the "original Chamber" began to develop, a set of norms, policies, and practices were established. The Chamber's first members consisted mainly of retailers. However, there was an auctioneer, a sea captain,

and a man who questionably claimed to be a "wholesaler and banker". More than half of the archetypal founders were born in the colonies, representing heritages such as English, Quaker, Jewish, and Scottish. Although power changed hands quite often in the early days, the Chamber's purpose and organization were consistent.

This group of very few men initiated the economic development of one of America's greatest cities. The organization dealt with trade abuses that negatively affected the area's local market. The group worked toward developing standardized methods of shipping, measurement of products, and grading of goods. The Chamber placed buoys in the harbors to enable better navigation. Meeting the first Tuesday of every month (and maintaining strict monetary consequences for tardiness or absenteeism), the "original Chamber" became the face of trade and navigation regulation, encouragement, and extension.

With the interest of the community and the economy at the forefront of all efforts, what was once a nameless organization of workers was soon coined The Chamber of Commerce of the State of New York. In 1779, Gaine's *New York Gazette* reported, "The City of New York has become an immense magazine of all kinds of supplies for a very extensive commerce." With such sentiments encouraging the Chamber's growth and rewarding the hard work, the Chamber continued to enable a sound economy. This "original Chamber", in cooperation with British authorities, slowly established its autonomy and prospered, thereby becoming the first of many.

# CHAMBER SPOTLIGHT

5 DIFFERENT CHAMBER, 5 UNIQUE COMMUNITIES  
Every Chamber of Commerce has a unique story to tell. In Chamber Spotlight, we take an in-depth look at 5 Chambers across the country and tell their story.  
Want to be considered for a Chamber Spotlight? Tell us why at [info@chamberreview.org](mailto:info@chamberreview.org)

## Hollywood Chamber of Commerce

- Hollywood, Florida

**Robyn Johnson**  
Staff Writer

The Hollywood Chamber of Commerce in Hollywood, Florida is a dynamic, enthusiastic and economically expansive and diverse organization that celebrates their area as both a unique touristic attraction and a fruitful residential community. Recently, The Hollywood Chamber of Commerce exceeded the 800 member mark and is continuing to grow. The community's ability to offer a sense of camaraderie and hospitality make Hollywood an ideal place to vacation, conduct business and live.

Local economic support, leadership and advocacy drive the Hollywood Chamber of Commerce, and produce the social and economic climate that attract a variety of people to the area. With a high percentage of the Chamber's member businesses being small, the Chamber's directory is promoted as the most valuable Hollywood resource, ensur-

ing that members, visitors and residents are supportive of local shops and small businesses.

With regard to membership, the Hollywood Chamber boasts a variety of programs and initiatives that benefit members and drive the local economy. The Hollywood Chamber's CEO Anne Hotte expressed the immense value of her Chamber's business members. Hotte claims that leadership and promotion are ways that the Chamber serves its businesses interests and connects with the community. "We offer a leadership program each year that provides in-depth understanding of the inner workings of our entire community. We also participate in monthly roundtables to find out early about projects coming to Hollywood so we can offer assistance. We offer a formidable array of networking opportunities." The Chamber's advocacy efforts are another source of member benefits that generate success for Chamber businesses. Bringing "both sides of an issue" to the appropriate board is a common practice when the issue affects the Chamber or its members. Hotte also mentioned that the Chamber will "attend Advisory Committee meetings to speak on behalf of the business community." In addition to the ad-

vantages of advocacy, Chamber members have access to the directory and online listings and over 200 networking events and programs. Hotte also stated that leads groups and educational seminars are free benefits that members reap. "We offer our online and print directories for marketing and we answer many requests from tourists and residents." Hotte continued by noting that through seminars that teach businesses how to promote themselves the Chamber is able to help its members accomplish their goals.

One of Hollywood's most notable community and chamber involvement efforts is the Community Redevelopment Agency. Its name speaks for itself in the sense that the program aims to invest in, and mobilize, the community through

partnerships and leaderships that further strengthen and develop the area's infrastructure. Hotte noted that her Chamber's connection to the CRA is valuable and that the organizations regularly interact to discuss upcoming issues. "They keep us aware of the activity in their districts" Hotte stated. This type of comprehensive community involvement and "genuine commitment" distinguish the Hollywood Chamber of Commerce as a valuable resource for the entire area. "Everyone is devoted to the greater good, and together we are making good things happen!" Hotte exclaimed.

Although some challenges are faced, particularly those which are often associated with an uncontrollable economic climate, the Hollywood Chamber has remained a stable source of

leadership for businesses and community members. Hotte wants businesses to take advantage of all of her chamber's resources- "...the most frustrating [aspect of my job] is when we know what tools we have that could assist businesses and they do not take advantage of them. The most rewarding is when I see businesses become successful through their involvement with the Chamber..."

Most recently, the Hollywood Chamber partnered with local organizations to produce candidate forums in honor of upcoming local elections. The Chamber, in conjunction with the Hollywood Business Association, has also recently passed an ordinance that makes changes to downtown parking which will be tremendously beneficial to area businesses.

The Hollywood Chamber of Commerce has worked tirelessly to ensure its members success through the use of educational programs, advocacy and networking opportunities catered to every type of business. The Chamber's efforts to collaborate with the community and focus diligently on the business arena's needs and potential has rendered the organization an invaluable resource.

For more information on Hollywood Chamber of Commerce, visit their website at [www.hollywoodchamber.com](http://www.hollywoodchamber.com) or call 954-923-4000.



Members Enjoy Networking Event \ CREDIT Hollywood Chamber of Commerce

## Norman Chamber of Commerce

- Norman, Oklahoma

**Robyn Johnson**  
Staff Writer

The Norman, Oklahoma Chamber of Commerce has earned its success primarily through the implementation of the strong values that guide the area's business leaders and shape the community's rich economy. Focused on economic cultivation, promotion and presenting opportunity, the Norman Chamber has worked with the evolving economy to ensure member and community success.

Norman, Oklahoma boasts a pleasing mix of natural environments that offer entertainment, and an expansive shopping district that draws residents and visitors. The area celebrates over 25 annual festivals and events that showcase local culture, area commerce and recreational opportunity. Beautiful parks and golf courses entertain every age group while affordability and rich history provide a distinguished standard of living in the area. The Chamber of Commerce recognizes the area's features and the economy thrives because the Chamber caters to Norman's business and community needs.

The Chamber's vision is rooted in proactive service, and further fostering and enhancing the area's already exceptional quality of life. The Norman Chamber works diligently towards community and economic prosperity through the use of educational programs, and strives to strengthen the economy by collaborating with local leaders from a variety of disciplines and sectors. The outright value system of

the Norman Chamber of Commerce is indicative of the area's economic well-being and solidarity. The Chamber's values motivate the manner in which business is conducted, leadership is appointed and economic growth is harnessed. Norman's website shares an extensive list of the values that guide the Chamber's civic action. Of utmost importance to the Chamber (and most beneficial to the community) is attracting and retaining business. The website also boasts the Chamber's staff; it is the "energy and commitment" of those on the forefront of the area's economic endeavors that motivates change and growth. Similarly, the Chamber recognizes great value in cultivating a positive business environment in which the Chamber and the community can enjoy all that the Norman shopping, entertainment and dining districts have to offer. By concentrating on its role as a "vital link between businesses, the city...and other groups in the community", the Chamber is able to meet the needs and demands of an ever changing economy and continuously growing community.

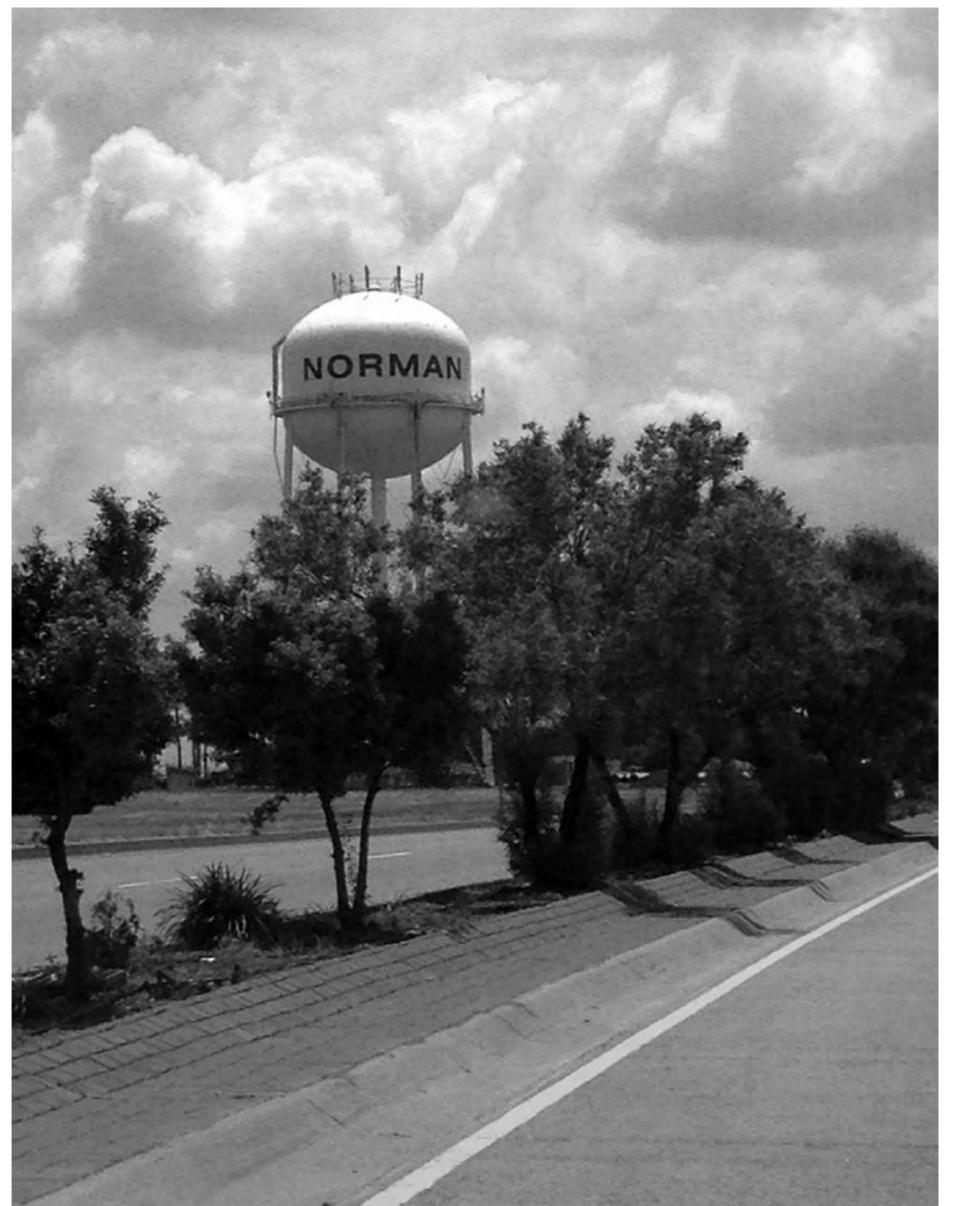
The Chamber's most notable link to the community is offering membership. The Chamber's members serve as the direct link between the area's economic interests and the community's needs. The Chamber strives to meet and exceed the needs of its business members and in turn, the community is able to benefit from a diverse economy that is rich with products, services, resources and opportunities. Through membership, busi-

nesses and business leaders gain access to tools that enable better business practices. In turn, patrons have a more satisfying experience, which is truly a benefit for the entire Norman area.

Chamber members benefit from a variety of networking opportunities that build a sense of community and collaboration in the area. The Chamber's Connect For Lunch program serves as an opportunity for business leaders to build relationships with one another. Members are also given opportunities for sponsorship, advertising, and small business insurance benefits. Finally, and perhaps most importantly, the Norman Chamber of Commerce is a strong and deliberate advocate with the interests of the Chamber members guiding all of the Chamber's efforts.

The Norman Chamber of Commerce is an economic and community leader that offers a tremendous amount of foresight and stability to the area. The Chamber's involvement and partnership with a variety of organizations and community leaders yields the growth that defines Norman as a unique and resourceful place to do anything from raising a family, to opening a business, to retiring. The innovation and resourcefulness of the Norman Chamber of Commerce is truly embodied in the prosperous and formidable community it serves.

For more information on the Norman Chamber of Commerce, please visit their website at [www.normanchamber.com](http://www.normanchamber.com) or feel free to give them a call at 405-321-7260.



Norman Watertower \ CREDIT Krista Garcia

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# Sandy Area Chamber of Commerce

- Sandy, Oregon



Downtown Sandy, Oregon \ CREDIT Clipdude at en.wikipedia

**Patrick McCabe**  
Editor

The flowers bloom in the gardens; the sunlight glistens on the river; the leaves crunch under your feet; the snow blankets the local mountain trails. A great place to live, work, and play, Sandy, Oregon lies at the foot of a majestic peak, earning it the nickname

“The Gateway to Mt. Hood.”

At Sandy Area Chamber of Commerce, staff and board members work to improve the business of their members through networking, education, advocacy, and events that highlight the local community. Members get up-to-date information through the Chamber's website and weekly Eblasts, the Chamber's referral program

garners new customers seeking local service businesses, and Member 2 Member programs offer incentives for local business owners to work together.

These basics set the foundation for more specialized programs offered by Sandy Area Chamber of Commerce. Monthly morning, luncheon and evening meetings are hosted by the Chamber, offering members a chance to meet one another, make connections, and help each other out. Even if you've been a member for years, this is a great opportunity to meet new members, welcome them to the Chamber, and see if a partnership can be built.

Educating members is also a big focus of this Chamber. Monthly “Brown Bag Lunches” are hosted the 3<sup>rd</sup> Thursday of every month. Members can bring their lunch, and learn about new improvements on topics like social media, finan-

cial planning, marketing, and more. It's a great, fun way to keep up-to-date on the latest innovations in these fields. The Sandy Area Chamber of Commerce also partners with the Small Business Development Center at Mt. Hood Community College. There, they offer several different classes each month to help small business owners with access to resources, confidential business counseling, referral services, and affordable training.

Maybe most importantly, Sandy Area Chamber of Commerce works hard to advocate on behalf of their members' needs to the local government. Through participation in City Council, Planning Commission, Parking, Wayfinding, and activities on Main Street, the Chamber is vital to getting their members' needs understood by local decision-makers.

Working on behalf of their members isn't all that Sandy

Area Chamber of Commerce does. Annual events hosted by the Chamber help bring a sense of togetherness, while also benefiting their members. In June, the Chamber hosts Sandy Brewfest, 2 days of craft beer, live music, and good food. In July, the Chamber hosts Sandy Music, Fair and Feast. This is part of Sandy Mountain Days, an annual event hosted by the city that brings 30,000 visitors to the area each year. The goal of Sandy Music, Fair and Feast is to bring money to local businesses by hosting an event that everyone can be a part of. The event brings lots of people to the area to celebrate the scenery, the food, the merchants, and the community.

In autumn, the Chamber hosts Fall for Sandy. From their website, “Fall for Sandy gives us the opportunity to celebrate all that our community has to offer. This event raises needed money to help the Sandy Area

Chamber of Commerce promote Sandy as a great place to Live, Work and Play. A portion of the proceeds will be given back to the community.” With an oral auction, silent auction, raffle baskets, prizes, and games, Fall for Sandy is a great way to get the community involved with local business.

Creating the connection between business and community allows The Sandy Area Chamber of Commerce to remain a vital part of their community. Networking, education, advocacy, and community involvement is what helps the Chamber make Sandy, Oregon a wonderful place to live, work, and play.

To learn more about Sandy Area Chamber of Commerce, visit their website at [www.sandyoregonchamber.com](http://www.sandyoregonchamber.com) or call 503-668-4006.

# Woodridge Area Chamber of Commerce

- Woodridge, Illinois

**Patrick McCabe**  
Editor

Take advantage of these services, no matter how much you can afford. Get involved, no matter what peaks your interest. Be active, it's a responsibility that members take seriously.

Formed in 1978, Woodridge Area Chamber of Commerce in Woodridge, Illinois gives businesses in their community every opportunity to expand their clientele, broaden their reach, and make an impact where it matters most. By offering several levels of membership, and the ability to take part in many different special interest committees, Woodridge Area Chamber of Commerce has become an invaluable part of its community.

From the Woodridge Area Chamber of Commerce website:

It all starts at the membership level, where Woodridge has 3: Standard, Emerald, and Diamond Membership. Standard Membership is just that, providing the basic network-

ing, marketing, and educational services offered by many Chambers. A listing on the Chamber website, job posting opportunities, e-coupon listings, Member-to-Member Discounts, and access to the Drug-Free Illinois Workplace Program are just a few of the opportunities available at this level.

At the Emerald level, members get all of the services offered at the standard level, but also get additional value added services. Monthly newsletter recognition, and any three of the following: free e-blast advertisement, free newsletter insert, free set of mailing labels, two tickets for the Chamber's Annual Meeting, or two tickets for a popular local event, Savor the Flavor. The Chamber estimates this at over \$230 in additional value for Emerald Members.

It gets even better at the Diamond level, where members receive all of the same services as the Standard Membership, but also receive their company logo and additional website link on the Chamber website, one



Woodridge, IL \ CREDIT Michael Kappel

free additional business category listing on the Chamber website, monthly newsletter recognition including a hyperlink to the member's website, and any four of the following: a free e-blast advertisement and free newsletter insert, one free set of mailing labels, four tickets to the Annual Meeting, 1 ticket per 10 employees (a minimum of 2) to Savor the Flavor, or two Chamber name badges at the beginning of their membership. The Chamber estimates this as an additional value of over \$665.

Regardless of the size of the member, and how much

money they are able to invest in the Chamber, there is still tremendous value to be gained. And it doesn't matter what level of membership you are in order to take part in the various types of committees sponsored by Woodridge Area Chamber of Commerce.

The Ambassadors Committee provides support for the members as a whole by mentoring new Chamber members, encouraging participation from inactive members, recruiting new Chamber members, attending and volunteering at Chamber events, and supporting Cham-

ber fund raising events. Similarly, the Women in Business Committee provides programs and opportunities in leadership, development, mentoring, education and networking; but these programs are specifically for female business owners. It's a small group environment that allows participants to share ideas, meet other Chamber members, and start profitable business relationships.

Other committees focus on government advocacy, marketing strategies and solutions, Chamber programming and events, and a spe-

cial not-for-profit network.

Between the services offered by the Chamber, and the volunteer and committee opportunities available to members, there is a great give and take between the Woodridge Area Chamber of Commerce and its members; a connection that helps improve the community for its Chamber, its business owners, and its residents.

For more information on Woodridge Area Chamber of Commerce, visit their website at [www.woodridgechamber.com](http://www.woodridgechamber.com) or call 630-960-7080.

# Lebanon Area Chamber of Commerce

- Lebanon, New Hampshire

**Robyn Johnson**  
Staff Writer

The Lebanon Area Chamber of Commerce epitomizes the commonly conceptualized idea of a small town sense of community, but the Chamber's efforts and success are much larger than the 425-member organization might lead you to believe. In an interview with the Chamber's President and CEO Paul Boucher, the investment of the Chamber in the area's economic success, commitment to community solidarity and dedication to business advocacy were immediately demonstrated.

Scenic and convenient, Lebanon is located at the “crossroads of New England.” The Chamber has been dependably and effectively leading area business since 1916.

The Lebanon Area Chamber has a unique feature that plays a role in the area's economic growth. The president described the Chamber as being central and accessible. He went on to explain that the Lebanon economy is a “pass-through econo-

my” and that being a “half-way point” to other cities and destinations has generated a great deal of business for Chamber members and the community. Boucher indicated that Dartmouth College is especially important to the Chamber because of the “trickle-down effect” the area experiences as a result of being near a college town. Similarly, he mentioned that the area's opera house and art gallery are “very active” and frequent performances and exhibits, in turn, create an economic boom for nearby downtown restaurants, shops and establishments.

With regard to advocating for his member businesses, the Chamber President jokingly stated that he goes about ensuring economic growth and smoothing community planning and development processes by “spending more time in city hall than [he] cares to.” With a well-maintained goal of “educating, promoting and representing” his Chamber members, Boucher and his colleagues guide Lebanon's business leaders through legal processes, advertising ventures and, for new

businesses, the initial stages of development and promotion.

While Paul Boucher described the Chamber's business members as “diverse”- spanning from manufacturers to professionals, to specialized retailers- each member reaps tremendous benefits for being involved in the organization. The Lebanon Area Chamber of Commerce offers members networking and advertising opportunities through programs and events as well as web and print publications. The Chamber also uses political advocacy to represent the interests of area businesses and scholarship opportunities are available for staff to encourage growth and educational opportunity. When asked about the needs of his Chamber's members, the CEO was simple and honest in his response- “They need viability.” Boucher further explained that small business leaders need to “keep their heads above the water. They need a black bottom line, not red.” The Chamber meets businesses' needs by offering trade-shows, utilizing the support of dues and providing reliability.

The Chamber CEO boasted the uninterrupted functioning of the economic organization

since 1916. In that time, there have only been two Presidents and CEO's. This sense of stability marks an effective, productive and valuable business resource. There is an unmatched sense of community in Lebanon that contributes to the area's prosperity. About a year ago, the effects of Hurricane Irene nearly devastated the region, but

Chamber and community members joined the successful clean-up effort and manned shelters to offer support to the area.

The Lebanon Area Chamber of Commerce is a member-driven, active organization guided by the principle of advancing “economic vitality.” Not only is Lebanon beautiful and in an optimal location, but

Lebanon offers opportunity to business leaders and provides the community a stable and responsible set of resources.

For more information on Lebanon Area Chamber of Commerce, visit their website at [www.lebanonchamber.com](http://www.lebanonchamber.com) or call 603-448-1203.



Lebanon Town Hall \ CREDIT Doug Kerr

# When Should You Raise Dues?



**Cathi Hight**  
Contributing Writer

Whenever I teach a course on membership dues, these questions always arise. "How often should we raise dues?" or "How much should we increase our dues?" Now that the economy seems to be slowly recovering, many associations who maintained their dues levels during the recession are wondering if it's time to raise them. We'll show you the most recent information available on dues increase trends, and then share with you some considerations to explore before you make your final decision.

According to 650 associations that responded to the 2011 survey conducted by Marketing General Inc., an association consulting firm, most of them raised their dues "as needed" and do not have a regular dues increase schedule. About 110 of them indicated they raise dues each year.

The number one cited reason for dues increased was

How often does your association raise membership dues?

How Often Are Dues Raised	Percent of Respondents
Annually	17.1%
Every Other Year	4.3%
As Needed	67.9%
Never	8.9%
Other	11.8%

When was the last time your association raised member dues?

Year of Last Dues Increase	Percent of Respondents
2011 (Did or Will)	30.1%
2010	16.2%
2009	16.0%
2008	8.8%
2007	7.8%
2006	7.8%
Previous	16.7%

"keeping up with inflation", followed by "increasing advocacy", and "addition of new programs and services". I'm sure those associations that only raised dues as needed had to increase them because they didn't do so each year and finally had to catch up with inflation!

According to the chart below, most associations raised dues between 1-10%. Associations that raised their dues more than 20% also indicated they had not done an increase since 2008. And associations that raised dues by up to 10% are significantly more likely to raise annually.

What was the average percentage of your last dues increase?

Percentage Increase	Percent of Respondents
1 to 10%	71.2%
11 to 20%	18.9%
21 to 30%	6.1%
31 to 40%	1.5%
Over 40%	2.3%

Are you wondering what impact dues increases have on retention rates? I did, too, and looked for the answer to the question in this Membership Marketing Benchmarking Report. The chart above indicated

Renewal Rates by Percentage of Last Dues Increase							
	N	Under 50%	50% to 59%	60% to 69%	70% to 79%	80% to 89%	90% or higher
1% to 10%	423	2%	6%	9%	23%	34%	25%
11% to 20%	112	2%	5%	10%	29%	34%	20%
21% or more	59	9%	5%	15%	20%	36%	12%

Associations whose last dues increase was between 1% and 10% are also significantly more likely to show renewal rates at 90% or higher, compared to associations whose dues increase was more than 10%.

that a dues increase under 20% does not create a large drop in overall renewal rates, but going over that amount of increase can severely erode your retention rate. (Associations who reported an increase in membership growth had higher retention rates than those who cited that membership had declined.)

If your retention rates have held pretty steady over the last couple of years, you could initiate a modest dues increase without much repercussion. Whether you have been blessed with this outcome or just feel that some forethought needs to take place before raising your dues, I would recommend that you consider these strategies before moving forward: -Have loyal members tout the value of membership. As much as we try to communicate the value of memberships, sometimes we don't do a very good job. It's not that we don't deliver value; we just tend to talk a lot about features (e.g. BAH, advocacy) and not touting outcomes that really make a difference to our members. Interview members who really "get it" and have them talk about specific outcomes they have realized because of their membership with you. Use their words verbatim and believe that your members can say it better than you can, in a language that is readily understood! -Prepare special offers and incentives. If you think your dues

increase might be too steep for some members, consider making contingency offers available. Allow members to pay their dues in monthly, quarterly, or semi-annual installments. Offer a slight discount on multiple-year memberships. Provide an incentive for members to pay their renewals early and receive a small early-bird discount. Additional resources to help you stay relevant: Our webinars are great resources for professional development or to supplement your staff and Board retreats. Although we have live webinars planned monthly, our recordings are available on our website. -Kill the Sacred Zombie Cows: This webinar offers an objective process and tools to evaluate your programs and services. The worksheets and proposed criteria can help you identify which benefits to keep and disinvest from on an annual basis. The recording is available on our site. -OH NO, Not Another Event: After analyzing the results from the Non-Dues Revenue Trends Survey conducted in April, we developed this webinar to highlight key themes and explore new and innovative ways to generate non-event dues revenue that deliver value to members. Frank J. Kenny and Glenn Shepard were co-presenters on this webinar and the recording is also available on our site. -The Fight for Relevance: This webinar explores the emerging

dues model from the book *The End of Membership As We Know It*. You'll discover how associations are adapting their models to be more inclusive and taking advantage of technology, the global market, and generational interests to offer memberships in a whole new way. Interestingly, you will see why the "fair share" model based on employee count is on its way out!

*Cathi Hight is president of Hight Performance Group and has over 20 years experience in performance improvement. She helps organizations build sustainable futures, improve processes, increase productivity, and develop staff & member loyalty. Hight Performance Group is the developer of the Member Retention Kit. A master facilitator, trainer and consultant, Cathi offers strategic planning, leadership, and staff development, and a toolkit for publications, webinars, and assessments. To learn how we can support your fight for relevance, contact Cathi at (720) 304-0747 or e-mail cathi@hightperformance.com*

## Grow Your Community, Shop Pasadena

The prosperity of Pasadena is dependent on the financial health of our local business community. One simple way everyone who lives, works or does business in Pasadena can aid in the recovery of our local economy is to spend money with Pasadena businesses. In collaboration with the City of Pasadena, the Pasadena Chamber of Commerce is promoting local shopping through its Grow Your Community, Shop Pasadena informational campaign.

Grow Your Community,

Shop Pasadena encourages residents, workers and business owners in Pasadena to patronize local shops, restaurants and services that create local jobs and provide the financial bedrock for Pasadena.

Sales tax dollars, business license fees, property taxes and other assessments paid by commercial interests return money to Pasadena to pay for essential services such as police and fire protection and also support our local public schools, parks and Pasadena City College. Spending in Pasadena also preserves local jobs, maintains local businesses and even saves travel time and reduces fuel consumption.

"Grow Your Community, Shop Pasadena encourages everyone to think locally when buying during the holiday season and beyond," said Eric Duyshart, economic development manager for the City of Pasadena. "Our local businesses contribute to the excellent quality of life in Pasadena and every dollar retained in Pasadena pays a dividend to our community."

"We all have memories of that favorite retailer, restaurant or entertainment venue that is no longer in business here in Pasadena," said Pasadena Chamber CEO Paul Little. "We are equally aware of our unemployment figures and the difficulty many have in finding work. At the same time we all take advantage of the high quality of services provided by the City of Pasadena to support the quality of life in our neighborhoods and the vitality of our commercial interests and business districts. Shopping with our local stores and eating in our local restaurants is something we can all do to help preserve and grow jobs in Pasadena for Pasadena residents."

To encourage local residents and workers to shop in Pasadena, the City of Pasadena and the Pasadena Chamber of Commerce are sponsoring Grow Your Community, Shop Pasadena promotional campaign to encourage local residents, workers, businesses and others to shop at Pasadena stores during the holidays.

"If we want to keep our favorite businesses open and continue to have services provided by the city, there is a simple thing we can all do: support local businesses," according to Mr. Little. "Shopping in Pasadena this holiday season, and beyond, has a positive ripple effect throughout our city."

Grow Your Community, Shop Pasadena features bus shelter ads that are on display throughout Pasadena from mid-November to mid-January. The ads were designed in partnership with The Agency, a student-run advertising cooperative at Art Center College of Design. CBS Outdoor generously provides bus shelter space for the oversized poster campaign.

*Republished with permission from The Pasadena Chamber of Commerce.*

## Military Relocation, What Your Chamber Can Do to Help

(Continued from Page 1)

He also explained that having military families relocate to his area has had a positive economic impact; families spend money at the businesses they are directed to and are able to develop economic relationships with area businesses.

The Chamber's ability to welcome and embrace families is unmatched. While most military base communities are familiar with families that frequently relocate, Fayetteville has fostered an economy that derives strength from families relocating to the area and the constant influx of new community members. The constant arrival of new people to the area offers Chamber members a great opportunity to reach out to new customers but it also presents a big challenge: How do your members make themselves stand out from other businesses? With a constant flow of new residents, how do your members achieve consistency in their clientele?

Fayetteville is not the only community with a high military population. Area Chambers like Colorado Springs, Colorado; Salina, Kansas; Cocoa Beach, Florida; Duluth, Minnesota; and Brookings, South Dakota face similar challenges. These communities also offer similar programs to Fayetteville's MAC. While having programs like the MAC are a wonderful benefit to families, Chambers with a

significant military population or high volumes of newcomers need a similar program that serves their members' needs.

CGI Communications, Inc. works nationwide with Chambers, Associations, Cities and Counties to show new movers what businesses they can expect to patronize. An online digital video production company, CGI can create a series of videos highlighting your Chamber and your community. In turn, your members will have the chance to have a video of their own attached to the program. So when more and more families come to your area each year, they will have an easy-to-access place to showcase your member business' services.

Programs like CGI's highlight your member's business and build your Chamber's ability to draw and retain members and consumers. By allowing businesses to market what they have to offer in a modern way, your members are the first businesses that these newcomers will be exposed to. Chambers of Commerce are unique in the fact that they work with both community residents and local business owners. Bridging the gap between these two is the primary goal, and through social programs like the MAC and marketing programs like CGI's community video program, both new movers and business owners are able to thrive.

For more information on the Fayetteville Chamber of Commerce and their programs, visit [www.fayettevillencchamber.org](http://www.fayettevillencchamber.org) or call 910-483-8133.

For more information on CGI Communications, Inc. and their programs, visit [www.cgicompany.com](http://www.cgicompany.com)

## How the Debate Over Making "The Rich" Pay Their "Fair Share" of Taxes Can Help Chamber Execs



**Glenn Shepard**  
Contributing Writer

In my previous column, we looked at the following example of what one Chamber incorrectly lists as "benefits" of membership:

1. Monthly business meeting
2. Committees
3. Task forces

Not only is the average small business owner not going to pay you for the privilege of participating in these, you couldn't pay him to participate.

These bullet points don't advance the sale, and they could actually cause someone who was about to join your chamber to change their mind, because "Meeting", "Committee" and "Task Force" have a negative connotation associated with them.

This is why it's so important to understand that words are EXTREMELY powerful in marketing.

You'll see a perfect example with the current debate over raising taxes. The political rhetoric goes something like this: "It's time the rich started paying their fair share of income taxes."

Regardless of where you stand politically, the word-

ing used in this argument is extremely revealing. There are two 800-pound gorillas in this short sentence.

Gorilla #1: No one in either party would stand up for wealthy people not paying their fair share of taxes. The question here is what constitutes "fair". While that issue is so controversial that Republicans and Democrats will never agree, the other gorilla is indisputable.

Gorilla #2: "Rich" refers to accumulated wealth. Income taxes are a tax on income, not wealth. The debate is over raising taxes on high income earners, not the rich.

There is a correlation between wealth and income, but they are not the same thing.

While the current debate is focused on the top 2% of income earners who make \$250,000 or more, the word "rich" is easier to make sound sinister than the word "earn".

There's also the fact that what statistically constitutes a high income is a lot less than what most people think. According to the IRS, if your combined household income is at least \$66,193, you're in the top 25% of income earners.

While having an after-tax income of around \$48,000 (depending on state and local taxes in your area) hardly makes you rich, it does mean you make more than 75% of Americans. Politicians know that the way to advance the argument is to keep referring to taxing "the rich".

This is the same reason they refer to "the looming fiscal cliff" instead of "Terms of the Budget Control Act of 2011 going into

effect". Even when a word or term has a positive connotation associated with it, that's not enough. Here's the fourth bullet point the chamber above incorrectly lists as a benefit of membership:

4. Golf Outing

While 18 holes of golf sounds a lot more enticing than a committee meeting, small business owners don't need to join a chamber to play golf. A golf outing is a feature, not a benefit. Features are what a product or service does; benefits are what it does for the customer.

By asking the simple WIFM question ("What's in it for me?"), here's how "Golf Outing" becomes a true customer benefit: \$\$\$ Annual Chamber Golf Outing \$\$\$

"More business deals are closed on the golf course than anywhere else. If you don't play, this is the perfect opportunity to learn (and is a LOT less than paying a pro \$1,000 or more). If you do play, this is the perfect opportunity to meet new customers in a serene setting with the scent of freshly cut greens and that unmistakable pinging sound when you hit the ball perfectly on the sweet spot. But hurry, because this event sells out every year. We only have (X) spots available, and once they're gone, they're gone. **NO EXCEPTIONS!**"

Not only does this short paragraph turn a feature into a real customer benefit, it also incorporates the marketing elements of urgency, scarcity, exclusivity, flagging, and most importantly - selling the sizzle instead of the steak.

*Glenn Shepard is the best-selling author of six books and president of Glenn Shepard Seminars in Nashville, TN. For more free resources for chamber execs, go to [www.glennshepard.com](http://www.glennshepard.com)*

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## Learning to Adapt In This Rapidly Changing World:

A note from Nina Akin, President & CEO, Tulare Chamber of Commerce – Tulare, CA



Nina Akin

I am weary of reading books about THIS or THAT... or about how I need to DO THIS RIGHT NOW. Unfortunately, it's a necessary step. I have to keep on top of the current trends. I went to my last W.A.C.E. (Western Association of Chamber Executives) academy, and graduated this year. (Woohoo!) It's been three years of learning wonderful information from the best in our industry on how to run a successful Chamber. One lesson I learned this time was these three very important trends in our culture: People are more demanding and less patient. Everyone loves new, fresh, and different ideas.

## Low Cost Energy: Get in the Game With Legends Energy Group

Patrick McCabe  
Editor

As a culture, we're always looking for ways to save money. For individuals, that may be on clothes or concert tickets; for families, maybe groceries or school supplies. When it comes to businesses, there's a necessary evil constantly burning through your budget: energy costs.

From the largest manufacturer to the smallest boutique, every business struggles to keep up with the rising energy costs in our country. While turning off your lights and powering down your air conditioning is a great start, there's much more you can do to not only save your Chamber some money, but pass those savings to your members as well.

Legends Energy Group (LEG) is designed to do just that. Through their collective of partners, LEG offers Chambers and their members opportunities to find the most cost-effective suppliers, the most energy-efficient equipment, and even earn money through participation in a demand response program. It's this full scope of services that allows LEG the opportunity to be the one and only firm their clients work with.

Legends Energy Group has aligned themselves with energy experts BidURenergy, Inc. (BUE), Energy Curtailment Specialists (ECS), and Ace Energy (Ace), administering energy procurement, demand response, and energy efficient

Everyone is suffering from "Time Poverty".

Doesn't that all make sense? It's just not the Chamber world that is feeling the "ouch" of society, it's everyone. What struck a chord with me was the "Time Poverty" issue. Everyone is pressed for time. I never really thought about it, but I do find myself saying to my friends: "I thought my life was going to get less complicated when I got older... not worse!" How this struck a chord for me pertains to the Chamber world. We worry all the time that our members do not come to our mixers and they don't attend our events. I found it relative to the whole "Time Poverty" issue. I hate to think you would skip one of our mixers to watch "Family Guy", but I think it might be true. We have to re-adjust how we think about things and understand that our members are pressed for time.

With the onset of our computer generation everyone gets the information they need online. You see less and less people attending events because they are just plain tired. I understand that concept all too well- But I am here to remind you of what the Chamber really means to you. That bit of human touch you can't get online.

The Chamber has always been the friendly face to help you with information about your community. But even more, we are here to put you in contact with the right people. I have never not been able to help someone with an issue, whether it be city or personal. Now, I am not a family counselor, but we have a heck of a group of girls working at your Chamber that can pretty much help you with

anything you ask... and with a smile too. That can't be found online. No matter how much we have online it will never replace that one-on-one conversation, the pat on the back that says: "I'm here for you". It's easy to say NO in a letter or e-mail, but not to your face. Take advantage of what we have to offer; elections are just around the corner! It's a big race this year, with a new President and 3 new council members being elected. Stay connected to your community, be a part of our Governmental affairs. I am sad to see that there are not more people running in the different districts. "Time Poverty" strikes again.

Don't forget: we are here for you, our members. Don't let us go to waste.

## Chambers and Realtors, You Have a Partner in BrokerSavant

Patrick McCabe  
Editor

Chambers of Commerce have a duty to serve the interests of everyone in their community, business owners and citizens alike. This can mean having to handle everything from networking events and sponsoring festivals, to government advocacy for tax rates and local park maintenance. The interests of outsiders often pull Chambers in many different directions, but there is one particularly common instance where a correlation between

decide to reduce is voluntary on your part, and yet another free service offered by LEG.

Ace brings LEG's services full circle. Ace specializes in customized, energy-efficient light and power management solutions for your company. From consulting and analysis to design and installation, Ace provides complete turn-key service for businesses seeking to reduce their energy costs and consumption. This way, you can ensure you have the most up-to-date equipment, making LEG's other services even more valuable. Businesses who work with LEG have the opportunity to get involved in 1, 2, or all 3 of these services.

So how does this work for your Chamber? LEG offers Chambers a program to promote their products, and when your members sign up for services, Chambers are compensated based on a predetermined package. Now before you go thinking this is a selfish program for Chambers, each member that joins the program receives discounts and special rates on LEG's services.

Legends Energy Group gets their name from their group of Regional Directors, former NFL and NHL athletes who want to give back to the communities that supported them so well during their playing careers. Each Regional Director hosts regular seminars in their communities to bring awareness of the program to local businesses. One of these Legends, Thurman Thomas, frequently speaks in the Western New York area.

"I founded Legends as a way to give back to the communities that have given me so much support over the years in

chamberreview.org

the interests of members and the community are in unison: new business start-ups.

When someone wants to open a new business, whether they're relocating to the area or already live there, their needs and the needs of Chamber members tend to line up pretty well. These people need service, and your members need new customers. This is especially true in the real estate market. While you can recommend realtors through relocation packets and member directories, there are more modern, and more convenient, ways to accomplish this goal in a mutually beneficial way.

BrokerSavant was founded in 2009 in Chicago, Illinois. "BrokerSavant provides an online, collaborative platform for organizations to effortlessly share commercial real estate opportunities that benefit a community's economic development goals," says Clay Rankin, Founder and CEO. Working with brokerages, municipalities, associations, and Chambers of Commerce, BrokerSavant provides an easy to operate, and easy to navigate, portal showcasing available commercial properties in your town.

Collaborators are able to submit any type of marketing document about a specific property, and the software automatically takes the most vital information and places it in their database. Realtors no longer have to worry about taking the time to manually submit this information, BrokerSavant's software does it for them. Because it's so easy, there's no training necessary for submitting information, it's as simple as sending

them a document. Users of the site are also met with ease, operating a one-click interface allowing them to easily find the properties that most interest them.

Former Mayor of New Lenox, Illinois, and current commercial real estate broker, Michael Smith, fully endorses the program for city organizations. "I highly recommend every public agency adopt BrokerSavant into their economic development platform. BrokerSavant delivers an effective tool to enhance economic development and improve the bottom line of stretched budgets during these difficult economic times."

Programs by BrokerSavant are offered at a flat rate of \$60/month for unlimited listings and updates, and because of the ease of the system, Clay Rankin says that "we can scale in any market worldwide in 3 days." Rankin also highlights the program's efficiency for Chambers of Commerce. "We are currently working with multiple Chambers to develop a solution that offsets their investment with sponsorship advertising. This is a great option for budget-conscious Chambers and creates a stronger community bond when sponsorships come from local and member businesses."

The sponsorship advertising is another product your Chamber can offer to members, not only increasing the value of their membership, but off-setting your cost for using BrokerSavant's program.

For more information on BrokerSavant, visit their website at [www.brokersavant.com](http://www.brokersavant.com), or contact Clay Rankin directly at [clay@brokersavant.com](mailto:clay@brokersavant.com) or 773-844-2830.

## Rome Goes Hi-Tech

Patrick McCabe  
Editor

The annual Spectrum of Technology Symposium, hosted by the Rome Chamber of Commerce in Rome, Georgia, has been renamed Confluence; as this conference will be a meeting of technological minds from a variety of fields. Chris Anderson, editor-in-chief of *Wired* magazine, will be the keynote speaker for the event scheduled for February 21-22, 2013.

"Right now we have focused on getting the right content," said Tricia Steele Seifert, chairman of the symposium planning committee. "There will be something worth while for manufacturing folks, for health care folks, for web folks, for educators, for small business owners, students, even for artists."

This event brings in business owners, entrepreneurs, technology experts and more, to see innovations expected to make the next decade the most advanced we've ever seen. "A lot of people in this field are scratching their heads about what will this decade be in terms of technology's influence on society and business and industry," said Seifert. "This is going to be a more profound transformation than what we've seen in the prior three decades."

Visit [www.romeconfluence.com](http://www.romeconfluence.com) for more information on the event, including schedules, tickets, and more.

From the Rome News-Tribune, original article by Doug Walker, Associate Editor.



Thurman Thomas

### Program Highlights

#### Save Money on your Utilities

- ⊕ Blind Auction Platform; ensures the best rates
- ⊕ Aggregation of thousands – Lower electric & natural gas rates
- ⊕ Save you time & effort while finding you the absolute best rate
- ⊕ Completely free service

#### Leaders in Demand Response

- ⊕ Advanced notification of issues on the electric grid
- ⊕ Source of thousands in revenues available for being on stand-by
- ⊕ Green Roots Initiative
- ⊕ Completely free program

#### Create a Smarter Building

- ⊕ Improve Your Facility and Lower Operating Costs
- ⊕ Control your lighting and your temperature with our software
- ⊕ Highest Ever State / Utility Rebates and Incentives
- ⊕ Free Facility Lighting Audits

# The 10 Organizational Myths of Chambers and Associations



David K. Aaker

**Myth 1:** I have been on the Board of Directors for four years, now it's "my turn" to be Chairman of the Board!

**Reality:** Leadership is earned, not awarded. Leaders are brought to a higher level by those they volunteer with. The Board, as a unified team, decides who can best represent the organization (not themselves, or their business) for the next 12 months. Getting the gavel in your hand at the Installation of Officers event does not include a crown or tiara.

**Myth 2:** Now that I joined the Chamber, I have not noticed an increase in business.

**Reality:** Joining your Chamber is like joining a health club. You must participate to benefit.

**Myth 3:** I just got my business license, and I am now ready for my grand opening ribbon cutting.

## Thanks for Calling

Geoff Toomey  
Staff Writer

For anyone looking for information offline, making a phone call should be the simplest way. Well, it used to be, when the call yielded a knowledgeable and passionate advocate on the other end; instead of a robotic voice or maze of messages asking you to choose your path down the telephone rabbit hole.

Today, you never want to have to call your cable/internet provider, non-local bank, or computer company. By the time you make contact with an actual human being on the other end, the pain in your head is probably unbearable, or you're at your wits end and furious. Many turn to the internet instead of making a simple call, because they know the outcome

**Reality:** Chamber/association membership is a privilege, not an obligation. This is a great opportunity to inform this new business person on the value and strength of the organization and membership. Ribbon cutting ceremonies are offered to Chamber members, this is just one of the countless benefits the Chamber offers its members. Like the Auto Club, they only insure their members, we only promote our members.

**Myth 4:** I am not going to renew my membership this year, as I am going to "donate" to another charity this year.

**Reality:** This membership was not sold for the right reason a year ago. Renewal starts the day they join. Inform, involve, and ignited each member every chance you get.

**Myth 5:** So how long have you worked for the city and municipal government as the Chamber President?

**Reality:** This is all about edifying the community on the distinct role of the Chamber of Commerce within a municipal government. This comment also opens up the conversation of who you are, your goals, your mission, and your organization's value to the community and its business success.

**Myth 6:** I have the perfect Board of Directors.

**Reality:** I have found that every Board of Directors has an "arsonist". If you have not had one in the past, or do not before they even dial - minutes of wait and no answers.

Chambers and community groups, like small businesses and entrepreneurs, don't want to navigate a phone maze or to look unorganized to those who call. They want an organized phone system that leads to results. They want a way to connect the inquisitor with an adviser who has the answers; a real person and not a slew of options; an immediate answer and not an unreturned voice-mail.

Although calling a cell phone tends to result in a pick-up or timely response, community leaders or business owners often don't want to give out their private numbers. But what other choice do they have?

Private Branch Exchange (PBX) providers, like Grasshopper, are defining what alternatives are available to Chambers, small local businesses, start-ups and entrepreneurs. "Grasshopper started as a way to make it easier to start and grow a small

chamberreview.org  
have one this year, chances are you will at some point have one board member who finds it more of a success to tear down instead of helping build the organization.

**Myth 7:** I know you spend a lot of time with the Chamber of Commerce, but what do you do for a living?

**Reality:** Chamber and association CEO's are among the top leaders of each community. We know this, but it is a well kept secret. Like large corporations, each require professional leadership, risk taking, and earned success. I always loved this question, and it usually ended up with a visit to their business, followed with a visit to the Chamber office to see what we do first hand.

**Myth 8:** Business is so good; I don't need you anymore, so I won't be renewing my membership.

**Reality:** I am thrilled with your success, and I agree, you don't need us. The truth is, we need you more than you need us. Successful businesses and companies built this organization. Your continued membership will continue the tools other members need to succeed and reach the point of success you now enjoy. You are part of this community's growth responsibility. I hope you understand why we, the community, need you more now than ever. Chamber membership can and should be a lifetime privilege.

**Myth 9:** You are a nonprofit, you don't need to make any money.

**Reality:** Nonprofits are businesses with overhead, employee payroll, taxes to pay, insurance, office supplies, market-

business," says Grasshopper's Ambassador of Buzz, Taylor Aldredge. These virtual phone network providers see benefits to entrepreneurs and small businesses, as well as organizations like Chambers of Commerce. Instead of a network only accessible to answer calls from a desk phone plugged in to the system, these virtual PBX systems do the same thing as if you were to call into a multi-division, multi-employee business. "Being tied down to a desk isn't always beneficial to a business or organization," Aldredge reiterates, "people need that ability to be free, to move about while maintaining a professional presence, and we definitely help those businesses, entrepreneurs, and organizations out because Grasshopper works on any phone in the world."

As a virtual PBX system, Grasshopper does not require any hardware or software installations. Instead, clients sign up for the plan that best

ing, and advertising expenses like every other business. Our nonprofit status is a tool that brings our services and products to build your business success, one business at a time.

**Myth 10:** Our staff is paid; we don't have to thank them like we do our volunteers.

**Reality:** There are several ways to say thank you to staff

## 4 Easy Ways To Improve Your Website Traffic

Jessica Frank  
Contributing Writer

Whether you're currently a business owner, a customer or just a prospect, most of us can agree that the internet has become a crucial part of our everyday lives. The internet has markedly changed the way our society functions, socially and professionally. Creating a live website for a business ensures that customers and clients have 24/7 access to that business' information. This concept goes hand-in-hand with our need for immediate gratification. Yes, businesses are strongly recommended to have websites in today's world. However, possessing a strong website takes effort, strategy, and someone to maintain it. In 2013, just having a home page isn't enough anymore- it's the quality of the website that matters now.

Here are some ways to make your site stronger, and see an increase in visits and traffic:

1. Content.

Right now, online marketing experts suggest quality over quantity. Do not post simply to post. Post meaningful information- that goes for social media, too. Certain key words and phrases can help increase traffic suits their needs. "The plans are all about usage," says Aldredge, "every plan comes with all included features and unlimited extensions, but the minutes and amount of phone numbers vary on each plan."

Through their system, Grasshopper clients can still use any phone, including their personal cell phone, but on their very own business line. Users choose between a local or toll free number and then manage the account online. When a call comes into the business number, individual cell phones then act as the extensions. "If you have multiple employees and departments, you can set up your departments and extensions with Grasshopper," says Aldredge, "you can manage how your phone system works through the cloud." Users manage these settings either from a computer, or their new app being developed for a 2013 release.

"I think it's a win-win for Chambers," Aldredge says when asked about benefits of virtual PBX systems, "we can help a Chamber stay organized, while being a resource for businesses they represent."

Staying organized in all formats is important. Whether it's keeping up with an online presence, or maintaining the ability to be contacted with a phone call. Chambers and businesses can both take advantage of services such as Grasshopper's. By delivering complete interactivity, a passionate representative on the other end of a phone may be a make or break point for your new neighbor or next business member.

To find out more about Grasshopper visit [www.grasshopper.com](http://www.grasshopper.com)

members. Pizza lunch, car wash certificate, hire a (Chamber member) massage therapist to come into the office for staff chair massages, close the office an hour early on a Friday. Chamber and association staff are the fuel of the organizational engine. We understand that, and need to pay attention to this more than anyone. Volunteers are also ap-

preciated all year long, not just during their specific hours invested for the organization's growth. Find a way to say thanks to staff and volunteers. They deserve it, and your acknowledgment to them is priceless.

2. Promote your link on other sites.

For example, your official Chamber home page may have more hits and visits than you expect. Find a site your target market visits often. Work with them and get your name on their site to spread your brand. This will not only funnel more visits to your site, but will attract the right audience as well. Eliminate advertising and promoting in areas on the web that do not generate a lot of traffic. Valuable resources should not be spent in places with little activity.

3. Social Networking

Lynn Terry, a full-time Internet Marketer with over 15 years of experience in online business, highly suggests having a presence in social media. This doesn't just mean a Facebook page with a cute photo. Social media means Facebook, Twitter, Flickr, blogging, and more. These are free and easy ways to promote your business, create awareness, and increase traffic to your website. The key is linking your URL

## Masthead

National Chamber Review  
EDITOR: Patrick McCabe

Text:

STAFF WRITERS: Robyn Johnson, Geoff Toomey  
CONTRIBUTING WRITERS: David K. Aaker, Nina Akin, Cathi Hight, Scott Juraneck, Glenn Shepard

Administration:

Kevin Baer  
Bob Bartosiewicz  
Tim Corcoran  
Greg Thoen

Photography:

PHOTOS & IMAGES COURTESY OF: Aaker & Associates, Shashi Bellamkonda, BrightRoll, Clipdude, Krista Garcia, Cathi Hight, CGI Communications, Inc., Hollywood Chamber of Commerce, Sam Johnston, Michael Kappel, Doug Kerr, Legends Energy Group, MicroNet, Inc., Relocate.org, Michael Rosner, Glenn Shepard, Tulare Chamber of Commerce, USA SOC News Service

Design/Art:

LAYOUT MANAGER: Katherine Philbin  
LAYOUT DESIGNERS: Joshua Doty, Katherine Philbin  
LOGO DESIGN: Joshua Doty  
ARTISTS: Justin Blue, Joshua Doty

National Chamber Review is published quarterly by CGI Communications, Inc. 130 East Main Street, Rochester, NY 14604. The information herein is compiled from a variety of reliable sources. However, we disclaim and deny any responsibility or liability for the timeliness, use, interpretation, accuracy and completeness of the information presented. All material, data, formats and intellectual concepts in this issue are copyrighted by National Chamber Review.



Justin Blue

# CHAMBER ANNIVERSARIES!

## Congratulations to these Chambers for years of wonderful service!

If your Chamber is celebrating one of these milestones in 2013, write [info@chamberreview.org](mailto:info@chamberreview.org) and let us know!

### 125th Anniversaries!

-Greater Phoenix Chamber of Commerce in Phoenix, Arizona

-Los Angeles Area Chamber of Commerce in Los Angeles, California

-Pasadena Chamber of Commerce in Pasadena, California

-Christian County Chamber of Commerce in Hopkinsville, Kentucky

-Greater Haverhill Chamber of Commerce in Haverhill, Massachusetts

-Little Falls Chamber of Commerce in Little Falls, Minnesota

-Chillicothe Ross Chamber of

Commerce in Chillicothe, Ohio

### 100th Anniversaries!

-Burlingame Chamber of Commerce in Burlingame, California

-Chamber of Commerce of The Palm Beaches in West Palm Beach, Florida

-Kaua'i Chamber of Commerce in Lihue, Kaua'i, Hawaii

-Naperville Chamber of Commerce in Naperville, Illinois

-Greater Owensboro Chamber of Commerce in Owensboro, Kentucky

-Metro South Chamber of Commerce in Brockton, Massachusetts

-PennSuburban Chamber of Commerce in Lansdale, Pennsylvania

-Lubbock Chamber of Commerce in Lubbock, Texas

-Charlottesville Regional Chamber of Commerce in Charlottesville, Virginia

-West Bend Area Chamber of Commerce in West Bend, Wisconsin

### 75th Anniversaries!

-Cortez Area Chamber of Commerce in Cortez, Colorado

-Greater Southington Chamber of Commerce in Southington, Connecticut

-District of Columbia Chamber

of Commerce in Washington, D.C.

-Hartley Chamber of Commerce in Hartley, Iowa

-Marion Chamber of Commerce in Marion, Iowa

-Paducah Area Chamber of Commerce in Paducah, Kentucky

-Stoughton Chamber of Commerce in Stoughton, Massachusetts

-Rocky River Chamber of Commerce in Rocky River, Ohio

-Myrtle Beach Area Chamber of Commerce in Myrtle Beach, South Carolina

-Brookings Area Chamber of Commerce in Brookings, South Dakota

-Robertson County Chamber of Commerce in Springfield, Tennessee

-Alamo City Black Chamber of Commerce in San Antonio, Texas

### 50th Anniversaries!

-North Phoenix Chamber of Commerce in Phoenix, Arizona

-Suprise Regional Chamber of Commerce in Surprise, Arizona

-Cerritos Regional Chamber of Commerce in Cerritos, California

-San Marcos Chamber of Commerce in San Marcos, California

-Marcy Chamber of Commerce in Marcy, NY

-ChamberWest in West Valley City, Utah

-Greater Seattle Chinese Chamber of Commerce in Seattle, Washington

**25th Anniversaries!**  
-Colorado Women's Chamber of Commerce in Denver, Colorado

-Gulf Breeze Chamber of Commerce in Gulf Breeze, Florida

-Long Island Hispanic Chamber of Commerce in Westbury, New York

-Lake Township Chamber of Commerce in Hartville, Ohio

**10th Anniversaries!**  
-Harlem Valley Chamber of Commerce in Amenia, New York

-Holladay Chamber of Commerce in Holladay, Utah

-Montgomery County Chamber of Commerce in Blacksburg, Virginia

# CHAMBER OF COMMERCE BUSINESSES OF THE MONTH: 4th QUARTER, 2012

October:

- Greater Portage Chamber of Commerce, Portage, IN: El Contarito Mexican Cuisine. A fixture on Central Avenue, El Contarito has committed to insuring a combination of service and a quality menu from the first day they opened their doors.

- Hermiston Chamber of Commerce, Hermiston, OR: US Cellular. US Cellular offers solutions to customers to help them become more productive in their business to help them grow. All Business customers get free activation, instant pricing on equipment, special pricing, the ability to set appointments, rewards points, and free battery swap.

- South Baldwin Chamber of Commerce, Foley, AL: Gulf Coast Occupational, Sports & Pain Medicine. They offer a comprehensive array of industrial health services and programs to meet the needs of local companies.

- Greater Easley Chamber of Commerce, Easley, SC: Boren Chiropractic. They provide high quality, gentle, effective and ethical chiropractic care at affordable rates to Easley and

surrounding communities.

- Heart of the Rockies Chamber of Commerce, Salida, CO: Arkansas River Fly Shop and ArkAnglers. The company offers float trips on the Arkansas River from March into November and has guided wade trips on the Arkansas and South Platte rivers year-round and to alpine lakes and streams during summer.

- Greater Beaumont Chamber of Commerce, Beaumont, TX: Moncla's Catering and Vending. Specializing in off-premise catering for events, parties, company picnics, corporate events, safety meetings, open houses and weddings, Moncla's is the premier catering and food service catering company in Southeast Texas.

- Pickens County Chamber of Commerce, Jasper, GA: Kiker Wealth Management. The growth they have experienced over the past 12 years began in the back of Paul Kiker's car with one support staff, to currently managing over 100 million in assets with four support staff and another Investment Advisor.

- Richfield Area Chamber of Commerce, Richfield, UT: Cove

View Golf Course. The course has worked over the decades to significantly improve their facilities and the quality of life for people in the Richfield area.

### November:

- Lewis County Chamber of Commerce, Lowville, NY: Holly Gregory Day Care. This quality environment invites your children to learn and grow through lots of fun activities, both indoor and outdoor, that teach social skills as well as fundamentals to enhance their learning.

- Greater Mystic Chamber of Commerce, Mystic, CT: Advanced Improvements. Advanced Improvements has been providing high quality building renovations to home and business owners in Connecticut and Rhode Island since 2002. Their dedication to quality has made them a necessary part of the Mystic community.

- Irwindale Chamber of Commerce, Irwindale, CA: ParTEE Insurance Associates. For a continued role in community service and a continued desire to grow their business through the Irwindale Chamber of Commerce.

speakers, view booths, and learn about you can be successful in this unique community.

- Bolingbrook Area Chamber of Commerce, Bolingbrook, IL. On February 19<sup>th</sup> a Women in Business Seminar will be held from 11:30am-1pm at Brarmor's American Grill. This 1-day event also includes a meal and Chef Demonstration.

- Talkeetna Chamber of Commerce, Talkeetna, AK. On February 14<sup>th</sup>, The Complexities of Love Valentines Variety Show will be held, featuring acts from song to poetry, film to game. The entire community (and some visiting folks) come out to support every year, and be the audience and performers.

**March 2013**  
- Palm Springs Chamber of Commerce, Palm Spring, CA. The Indian Wells Tennis Garden Tournament will be held from March 4th-17<sup>th</sup> at Indian

- Penrose Chamber of Commerce, Penrose, CO: Penrose Laundrymat & Carwash. Honored for active membership in the Chamber, volunteering to local senior centers, and a desire to maintain an honest business in a close knit community.

- Meade County Area Chamber of Commerce, Brandenburg, KY: First Federal Savings Bank. First Federal Savings Bank was selected for its level of involvement in the community, recognition of a successful business, and as a member of the Chamber.

- Rio Rico Chamber of Commerce, Rio Rico, AZ: The Holiday Inn Express. For continuing to improve their facilities for the people in their community, The Holiday Inn Express has been awarded the 'Business of the Month' for November.

- Perry Chamber of Commerce, Perry, OK: Cherokee Strip Museum. For continuously honoring the history of our region through stories and exhibits that tell the history of the Cherokee people in Oklahoma.

### December:

- Pico Rivera Chamber of Commerce, Pico Rivera, CA: Clear-

man's Steak 'n Stein Restaurant. An active Chamber Member and community leader for over 66 years, Clearman's Steak 'n Stein Restaurant offers patrons an elegant and classy décor and menu.

- Humboldt Chamber of Commerce, Humboldt, TN: BancorpSouth. A regional bank with local, community service, BancorpSouth has been serving communities all over the south east for over 135 years. The Humboldt Chamber is proud to call them a member!

- North Tampa Chamber of Commerce, Tampa, FL: Carrollwood Copy Center & Printing. Family-owned and operated, Carrollwood Copy Center & Printing has been serving the Tampa since 1981. Specializing in quick printing with exceptional quality, Carrollwood is a vital part of the business community in Tampa.

- Gwinnett Chamber of Commerce, Duluth, GA: I-Tech Staffing Services, Inc. A full-service recruiting and placement company, I-Tech Staffing Services provides employees for temp to hire and long term or project driven/seasonal assignments in office support,

Wells Tennis Garden. Come out and see some great athletes face off head-to-head in this annual tournament.

- Greater Mystic Chamber of Commerce, Mystic, CT. The Mystic Irish Parade will be held on Sunday, March 24<sup>th</sup> from 1-4pm. Starting and Mystic Seaport and going all the way down to the Mystic Arts Center, the Irish Parade is a great, family friendly event for you to come out and enjoy a nice day.

- Galveston Chamber of Commerce, Galveston, TX. On March 1<sup>st</sup>, the Galveston Chamber of Commerce Annual Meeting will be held, with the title '167 Years and Still Rockin' This event will let members know everything they need about the Chambers recent calendar year, and how they can take advantage the following year.

- Lewis Clark Valley Chamber of Commerce, Clarkston, WA.

clerical, customer services, and light industrial/manufacturing.

- Greater Omaha Chamber of Commerce, Omaha, NE: Mail Marketing, Inc. Since 1997, Mail Marketing, Inc. has grown from a 4 person company with 40 customers to a workforce of 28 employees with over 400 customers today. Their commitment to the Chamber is an asset to the Omaha community.

- Hope Mills Area Chamber of Commerce, Hope Mills, NC: Just a Little Panache. A fashion accessories, home accents, and gifts boutique, Just a Little Panache recently opened on November 15<sup>th</sup>, 2012. The need for this type of specialty shop was recognized by the Chamber, as was their dedication to having available items you can't find anywhere else in Hope Mills.

- Dodge City Area Chamber of Commerce, Dodge City, KS: Fidelity State Bank & Trust Company. For over 100 years Fidelity has been building one of the strongest banks in the nation. The Chamber recognizes their commitment to the Dodge City community with this designation.

This Chamber is sponsoring a trip to Ireland! From March 12-21, they'll be exploring the Emerald Isle, highlights include: Dublin, Irish Evening, Kilkenny, Waterford Crystal, Blarney Castle, Jaunting Car Ride, Ring of Kerry, Killarney, Farm Visit, Limerick, Cliffs of Moher, Galway, Castle Stay.

- Delaware County Chamber of Commerce, Media, PA. This Chamber is hosting a trip to China! From March 6-15, guests will visit Beijing, Shanghai, Tiananmen Square, The Forbidden City, The Great Wall, The Temple of Heaven, and much, much more!

- Provincetown Chamber of Commerce, Provincetown, MA. The Chamber is hosting Monty Carlo Night with the local Lions Club! Hosted by The Crown & Anchor, this event is sure to be a success!

# UPCOMING EVENTS:

If you have important events coming up in April, May, and June of 2013, e-mail [info@chamberreview.org](mailto:info@chamberreview.org)!

### January 2013

- Jensen Beach Chamber of Commerce, Jensen Beach, FL. The Jensen Beach Fine Art & Craft Show is held every year. January 12-13 from 10am-5pm in Downtown Jensen Beach, local artists and craftsman show off their wares as residents peruse all there is to offer.

- Pasadena Chamber of Commerce, Pasadena, CA. Cheeseburger Week! From January 13-18, celebrate America's favorite food in its birthplace. From standard burgers to interpretations from Sushi Restaurants and Latvian Crepe Houses, the cheeseburger is king in Pasadena this January.

- Westerville Area Chamber of Commerce, Westerville, OH. On January 16<sup>th</sup>, the Chamber

will host a Women in Business Luncheon, featuring a 'Success Story' with Jane Grote Abell, Chairman of the Board and owner of Donatos Pizza.

- Cape Ann Chamber of Commerce, Cape Ann, MA. The Annual Dinner Dance will be held on January 26<sup>th</sup> at Cruiseport Gloucester. Come for a night of food, drinks, and dancing to support your local Chamber!

- Cary Chamber of Commerce, Cary, NC. On January 23<sup>rd</sup> they will be hosting The State of the Town Address, with speaker Mayor Harold Weinbrecht. The event is from 7:30am-9:00, with breakfast at 7:30, followed by the speech at 8am.

### February 2013

- Greater North Fulton Cham-

# If You Don't Market Digitally Now, You'll Hate Yourself Later

(Continued from Page 1)

down from almost 30% to about 12.5%. And 1/3 of respondents said that 60% or more of their digital RFPs would contain a digital component. Businesses all across the country are embracing this change in a big way.

Misinformed views on the expenses of video are also going down. Once your video is created, you can make it available to everyone, all the time, for free. While you may have

to pay a hosting site a fee for your website, your video will remain up there as long as you want. Compare that to TV where you have to pay to get your commercial aired every time, not really knowing for sure if the right people will catch it, or just DVR right past it. Your members who want to advertise with commercials are far better doing so online. The targeting capabilities

of internet video is also much more direct than on television. When consumers are searching for the things they actually like, the videos they stumble upon will be much more likely to appeal to their buying habits. If one of your members is a contractor that specializes in cabinetry, wouldn't it be better to have prospective home builders search for them, rather than them having to cast their video net on TV, just hoping the right people will see it? Users are now selecting what content (read: advertisements) they want to see themselves, meaning that maybe not quite as many people will see your member's video, but those that do are much more likely to contact their business and pay (see graph 2).

This idea isn't brand new. Businesses expect online video advertising to be behaviorally targeted (see graph 3). And they should. Because, like we said, users are seeking out the content (read: advertisements) they want to see themselves. As a Chamber, this benefits you tremendously. You're primarily looking for people who are moving, relocating, or are

new to the area. You want you and your member's videos to fit the behavior of your community's newest residents.

CGI Communications, Inc. offers Chambers a program to get their community highlighted in a series of videos that showcase the best aspects of your town, city, or county. This program also offers an opportunity for your members to have their own videos attached to your Chamber's video program. The series of videos CGI creates for your Chamber are free of cost, no matter how many of your members end up joining the program. In return, your Chamber endorses their program to your members, who pay to have a video created and added to the program. CGI's videos provide new movers the information they need based on their expected future behavior: moving. So when a new mover searches online about their future home town, they find your Chamber's website. On your website, they find your videos, all on their own. No need for mail or anything! It's the personal independence that users love about the internet, you're

just giving them the information they need in the place you know they'll look for it.

Since 2005, CGI has been working with Chambers to create highly successful internet video programs (see graph 4). With the exception of 2011, when CGI briefly changed its focus, you can see the numbers grow, and how many Chambers have had success with this program. Their numbers continue to rise, with more and more Chambers benefiting from their program.

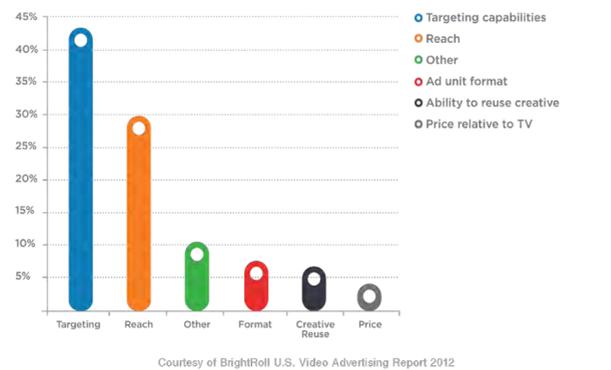
How do you know that your members will benefit from a video marketing program? Online advertising is easier to track based on the number of views each video has, how often your website was visited, etc. If you create a simple survey that users can take after watching the video, this information can also let you know the effectiveness of your online video campaign. Uploading your video to YouTube in addition to having it on your website is another free way to take advantage of a massive range of viewers, as well as track how many times your video has been viewed.

This data shows the big return on investment you'll get from this type of program, an aspect that most online video creators agree is the most vital (see graph 5). The ability to show this return on investment is a big reason why so many advertisers are going digital. In an industry of lots of hit and miss and trial and error, this medium provides more concrete proof than you can get from other types of advertising.

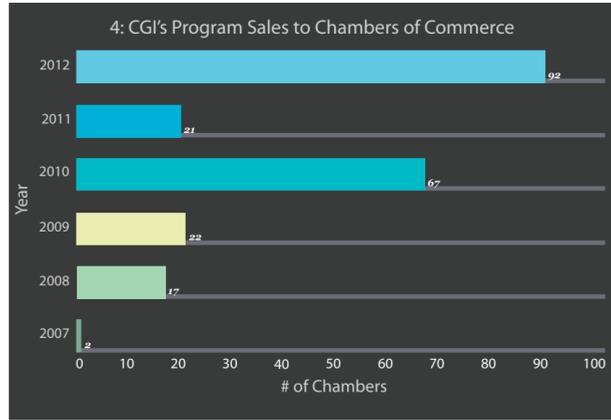
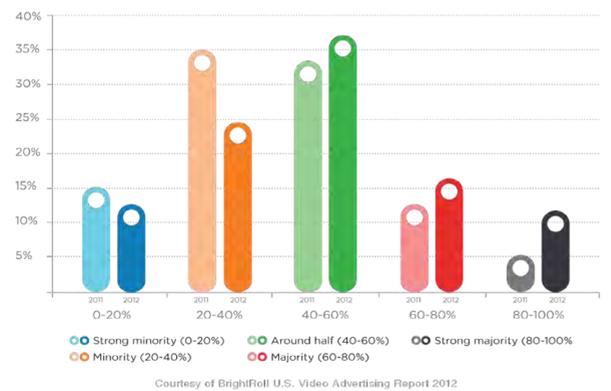
There's no reason to wait to start marketing video online. While more traditional types of media are getting more expensive, digital video is becoming much more affordable. The benefits are there, but it's up to you to take the first step. Give your future neighbors the opportunity to find you in the place they like to look. With the help of easy to find, easy to understand videos, your members will love the attention, and the new business.

For more information on CGI Communications, Inc. and their community video program, visit [www.cgicompany.com](http://www.cgicompany.com)

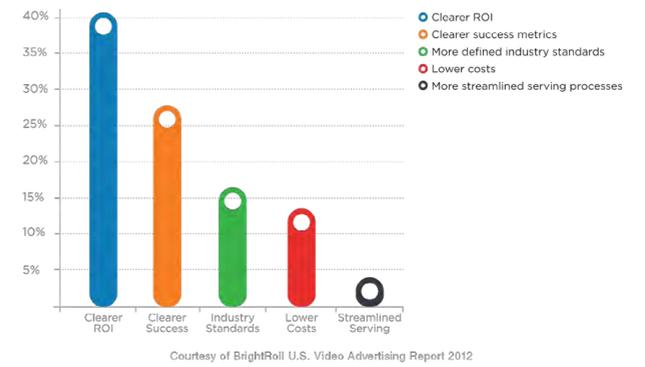
2: Which aspect of online video do your clients view as most valuable?



3: What percentage of your online ads do you expect to be behaviorally targeted in 2012?



5: Which of the following do you think would most encourage advertisers to increase online video advertising spending?



# 11 Simple Tips to Get Your Chamber Noticed

Robyn Johnson  
Staff Writer

Although Chambers of Commerce serve a variety of helpful purposes for small and local businesses, employers and business leaders are sometimes unaware of their local Chamber of Commerce or are uncertain about the benefits membership can offer their establishments. Drawing attention to your Chamber is an effective way to increase membership, gain notoriety in your com-

long relationship between the chamber and the business. 3. *Connect with Other Chambers.* Become allies with other local Chambers and even Chambers throughout the country. This helps build relationships with people who are new to your area, because you'll be the interface between the old community and the new. 4. *Develop Relationships with Your Business Members.* What's good for your members is ultimately good for your Chamber. 5. *Offer Something Unique.* With

family are excellent sources of advertising, networking and promotion of your Chamber and its ventures. 8. *Develop Elevator Speeches.* This may seem like Business 101, but being readily able to "brag" about specific features of your Chamber can impress potential business members and those who don't know much about Chambers of Commerce. 9. *Get Involved.* Being involved in community projects and events demonstrates to your area that you can benefit more than just business. 10. *Learn From Other Chambers.* The National Chamber Review shares success stories so Chambers across the country can benefit from one another. If you see an idea or a method from another Chamber, see if it can work for you. 11. *Share Advertising.* Advertising can be expensive, but a good way to cut costs and get the same point across is to share the financing. Split the cost of an advertisement with willing Chamber members or have lots of member businesses chip in to reduce the burden.

By adopting a few of these methods of sharing information about your Chamber of Commerce you'll begin to develop a stronger connection to its members, other organizations, and the community at large. Drawing attention to your Chamber will create more opportunity, strengthen economic viability, and bring greater value to your Chamber as an entity.

Adapted from/Inspired by: Dave Navarro, *Small Fuel Marketing*; Jim Clayton, *How to Get Your Business Noticed without Going Broke*; Tom Searcy, *CBS News, More Media Hooks to Get Your Business Noticed*

# How Small Businesses Prosper: A Success Story from That Cute Little Shop in Benton

Robyn Johnson  
Staff Writer

Founded just over a year ago by owner Tracy McDonald, That Cute Little Shop in Benton began as a small retail venue with a strong vision for future success. Specializing in Women's clothing and accessories, the shop has become a favorite of local patrons and gift-buyers in the Benton, Kentucky area. The shop was recently awarded "Business of the Month" by the Marshall County Chamber of Commerce for its success and draw in the local economy.

Located at 1106 Main Street at the Court Square, That Cute Little Shop in Benton has grown significantly since its grand opening. In an interview with the Marshall County Daily, Ms. McDonald mentions that the shop not only offers products unlike any other shop in the area, but her store is helping revamp the Court Square. "I would love to see the square get back to the marketplace that used to be here. The history and atmosphere on the square is so nostalgic and I love it," says McDonald.

Business has not slowed since the shop's introduction into the Benton community, and the staff is growing, too. McDonald started her business with just one other employee, and a year later, she now employs seven. The shop has also recently expanded to showcase merchandise on two floors. There is a constant influx of new inven-

tory for women of all ages and McDonald makes every effort to accommodate her shoppers' requests. "We are about customer service. If a client walks in the door and they're looking for something in particular, I make it my mission to find it. If I don't have it in the shop, I will make a note and see if I can get it. I like to know the styles my clients like so when they come back, I can better serve them."

With new shipments of merchandise weekly, That Cute Little Shop in Benton brings near-by Nashville's big-city fashion to the shop's small hometown. Patrons have come to value the accessibility of distinguished and unique pieces unlike anything else in the area.

The success of the shop is rooted in the many features that are also typically displayed in other successful small businesses. Although the current economic climate can be unsteady, successful small businesses are not an anomaly. Robert A. Normand of [www.businessknowhow.com](http://www.businessknowhow.com) points out that having "partnership and experience" are two important aspects of starting a business. Normand mentions that businesses with an "operational support system" offer greater stability. That Cute Little Shop in Benton's set of seven loyal employees is a tremendous asset.

Normand also illustrates that enthusiasm for the products and the industry is beneficial- and McDonald and her

staff certainly offer reason for that. It may seem obvious, but businesses with products that are a "cut above the rest", businesses that are perpetually developing, and businesses that have a respected rapport gain popularity and keep customers. With unique and beautiful merchandise, a set of business-savvy skills, consistent customer service, and a buzz around town, That Cute Little Shop in Benton has demonstrated that small businesses, regardless of the economy, can still prosper with the right tools.

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munity and showcase the features that make your Chamber a valuable economic asset. 1. *Use Social Media.* The Williston Area Chamber of Commerce in North Dakota can attest to the power of creating a Facebook account for connecting, using Twitter to promote events and using LinkedIn to find potential members or employees. 2. *Be Relatable.* Offer help and guidance to business leaders. Being a mentor to new or inexperienced professionals in your area will cultivate a life-

your staff and members, develop ideas for concepts, events and programs that represent your interests and your community. This is also a great way to better know who your colleagues are. 6. *Share Your Successes.* Talk about your Chamber, especially to people in the media. The writers at the National Chamber Review love to hear your stories and share them with other Chambers. Advertising opportunities are available, too! 7. *Network Professionally and Personally.* Friends and

A graphic featuring a central puzzle piece with the CGI logo and the text "COMMUNICATIONS, INC." surrounded by other puzzle pieces containing various services and logos.

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