



## AERIAL FOOTAGE LIFTS CHAMBER MEMBERS TO NEW HEIGHTS

### Bird's-Eye Video Offered By CGI Communications, Inc.

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CGI Videographer Operates Tricopter

Credit: Kevin Baer

#### Patrick McCabe Editor

The whir of the motor starts as you're lifted over 500 feet into the air. Trees, even birds look insignificant beneath your height. But you're up close, seeing the homes of your member's new residential development in stunning detail. You can see through the new glass ceiling of your local mall, traverse the

holes on the local golf course, and take in the breathtaking size of your college's new football field. You can do all of this because you're using tricopter video technology, courtesy of CGI Communications, Inc.

What is a tricopter? A tricopter is an aircraft piloted by remote technicians from the ground. The technique used for filming is referred to as Tricopter Aerial Photography.

It gets this name due to the three balanced propellers that lift the vehicle into the air. Attached to these tricopter aircraft is an HD camera, capturing footage of your town from above. It's a way to get feature film-quality production value without having to buy your own helicopter. Aerial footage make your video marketing capable of showing off your mem- (Continued to Page 9)

## A Radical Membership Idea



Frank J. Kenny, IOM  
Contributing Writer

I am going to ask you to consider doing something radical at your chamber.

Are you ready? Consider all businesses in your community members of your chamber, whether they pay dues or not.

I can hear it now. "What? Are you crazy?" Hear me out on this one.

I know you wouldn't do this in the 20th century. But we are a decade into the 21st century and things are very different now. Here are six factors that, when stacked one on top of another, may convince you to take a leadership role on implementing this radical idea. Factor One: You Already Serve All the Businesses

You serve every business in town. You might as well benefit from it.

To make my point, let's say somebody calls the chamber needing a beekeeper to get rid of a wasp nest in a thoughtful and safe way. That's fantastic. That person called the chamber. You want to be the

go-to resource for business referrals. And you, as the all-knowing, all-seeing chamber professional you are, happen to know a local beekeeper who could handle this opportunity, no problem. The problem is Miss Beekeeper isn't a member.

Because of that, are you going to tell the caller that you don't know a local beekeeper? Would you lie? Never. Of course not. Neither would any other chamber professional. The fact is, you are going to serve the caller and the community, and give the referral. In truth, you don't just serve the members. You may give preference to businesses who are members but you help all the businesses, membership or not. That is factor one. Factor Two: You Organize the Business Community for the General Community's Benefit

In the 20th century, your chamber, like all chambers, had a printed membership directory. It was a major asset for the chamber. If a business wasn't a member, it wasn't included. Simple as that. The chamber could charge serious bucks for advertising space in the annual printed directory. You might distribute thousands of them to visitors, new residents, current residents, and businesses. They were like the Yellow Pages, a valued and handy resource that might be kept close to the phone for years.

Today, your website is that major directorial asset. And if you are like many chambers, the printed membership directory has been scaled back or discontinued because, like the Yellow Pages, it just doesn't serve the

function as well as it used to. If a local resident is in need of a certain professional, say an experienced attorney, you hope your chamber's website is the first stop for that person to do a search for attorneys, knowing the results will be local and qualified (thank goodness for this perception, one of the strengths of the chamber's brand).

Yet, if you only list and represent current members on your website (your 21st century directory), what is the resident going to get? Limited and incomplete info because not everyone is a dues-paying member.

Now, about the potential referral. Does she want limited info? Not really. Remember, she went to your chamber's website not because she wanted a member; she wanted an attorney. Complete information is almost always better than limited or partial information. More choices are almost always preferable over fewer choices. Representing only your members in your online directory just doesn't make sense.

Let's look at it this scenario from another viewpoint. Say I need a dentist in your area. I hop online and Google "dentists in [your town]." Wouldn't it be great if the Google SERP (search engine results page) showed the chamber's membership directory in the results? Wouldn't it be awesome if the chamber's directory ranked really high in search engine results for all your local business classifications?

That is much more likely to happen if EVERY business is listed in your website directory (and you have a modern search engine optim (Continued to Page 7)

## Be The Magnetic Hammer: Smarter Marketing With CGI and NEXT!

#### Carly Morgan Staff Writer

What do television commercials, radio ads, junk mail, and telemarketers' calls all have in common? They get in the way. They get in the way of enjoying your favorite prime-time programs; of listening to your morning dose of classic rock on your commute to work; of checking your email in peace and getting through a family dinner without being assaulted by a sales pitch. They get in the way of your daily flow.

Characterized by its "disruptive" nature, outbound marketing is, essentially, any form of advertising that you might go out of your way to avoid. Television commercials, for example, can be easily bypassed using DVR technology, or avoided entirely by watching a show on Netflix. As iPods and MP3 players become more and more prevalent, music consumers are far less reliant on the radio for their tunes, thereby rendering radio ads that much less effective. Caller ID has made telemarketers' jobs all the more futile, while spam filters allow us to keep unsolicited correspondences out of our inboxes. It seems that the more technology advances, the harder it becomes to effectively reach consumers.

In an era where we are constantly inundated with advertisements, requests, and petitions of some kind - "Buy this!" "Donate here!" Sign up with us!" - how do you ensure that your

message is the one people pay attention to? Or, perhaps more importantly: how do you ensure that your message is the one people *want* to pay attention to?

HubSpot Marketing Manager Rick Burns speaks to this very point in his webinar on advanced business-to-business (B2B) blogging. In this presentation, Burns challenges businesses to allow their companies to act as the magnet, and not as the hammer.

The distinction is rather intuitive. "The hammer" is representative of traditional outbound methods: badgering and pestering your audience by way of disruptive advertisements that "beat them over the head" with messages of how great your product or service is. Conversely, being "the magnet" means using methods of inbound marketing to draw consumers in by presenting a message that happens to be exactly what they are looking for.

According to Brian Halligan's HubSpot article, "Inbound Marketing vs. Outbound Marketing," methods of inbound marketing position businesses to "get found" by potential customers through blogging, social networking, and search engine optimization (commonly referred to as SEO). Inbound methods are less about interrupting the consumers' lives with a one-sided bombardment of information, and more about earning consumers' permission to engage them in a two-way dialogue.

All anyone in the marketing and advertising industries seems to want to talk about these days is inbound marketing. But like so many things, the inbound/outbound marketing dichotomy need not be one of mutual exclusivity. If a commercial, whether on television or online, is engaging, interesting, and memorable, then, well, a company could do a whole lot worse than that, right? Good content is good content, and just as some of the world's most successful corporations do not yet seem convinced of the recently acquired futility of outbound methods (think about it: *how* much do these guys pay for a minute-long, prime-time spot?), I'm not convinced either.

In previous articles and issues, we've talked about how inbound marketing methods alone do not guarantee an increase in sales; just having a Facebook page or a Twitter account doesn't automatically increase your customer base if those tools are not used actively and effectively. The same can be applied to outbound principles: just because you're using video, radio, or print ads doesn't mean you're "doing it wrong." Good content is good content, and based on the number of video, radio, and print ads still circulating today, many companies seem to have come down on the side of outbound marketing's maintained effectiveness. (Otherwise those Super Bowl commer (Continued to Page 3)

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# Marketing Tips From Justin Bieber

**Carly Morgan**  
Staff Writer

While his music may leave something to be desired, and his personality may not come across as the most appealing, one thing Justin Bieber does have working in his favor is a stellar marketing campaign. When I pitched the idea

he kept hitting the bricks. Or perhaps, most accurately, his marketing team did. In the earlier stages of his career, Bieber's handlers (Braun included) became notorious for going out into the parking lot of sold-out shows, selecting a smattering of eager, teeny-bopping, ticket-less girls, and offering them free tickets to the show. Maybe Braun and his crew

"sell" your chamber, too. One of the best ways to drum up chamber membership, or to garner attention for your chamber, is to hit the pavement yourself and talk to as many people as possible. When Bieber's team bestows tickets upon those manic fangirls, the Biebs goes from an elusive, larger-than-life, super-human entity to an (almost) accessible person. It adds a person-

they'll remember you. Obviously, your methods should vary slightly from those employed by Bieber, since your goals and his goals aren't exactly analogous. (What I'm saying is: leave your guitar at home.) However, one thing that's applicable to almost any grassroots marketing campaign is what I like to call the Principles of S.W.A.G.

**S – Smile Like You Mean It**  
Have you ever seen a fake grin? It can look pretty terrifying. (Jack Nicholson in *The Shining*, anyone?) If you can manage, try to muster up a real, genuine smile for greeting people in your community. Being out of the office and moving around is way more fun than sitting at a desk anyway, right? If you're concerned about your black heart's ability to produce genuine feelings of glee, then practice in the mirror at home, using the muscles around your eyes as well as those around your mouth. I read an article in *Forbes* once that said plastering a goofy grin on your face can actually improve your mood, regardless of whether it's "real" or not. On top of that, a great smile makes you seem friendlier, more approachable, and more likeable.

**W – Wander With Purpose**  
Pay attention to where community members seem to spend the most time, and make a point of getting over to those places. Dog park particularly packed on a Saturday morning? Perfect; why not spend the morning there yourself? Also, there are few better conversation starters than, "What a cute dog! What kind is it?" I can speak from experience that this same principle does not apply to small children. "What a cute baby! What kind is it?" is generally not met with the same enthusiasm as its canine-related counterpart.

**A – Attire Appropriately**  
If you *are* going to the dog park, don't wear your very best suit and tie. Yes, you're out there

representing your chamber, but more than anything else, you're out there as a member of your community, working to forge relationships with other members of the community. Overdressing is just another way of making yourself seem unapproachable, maybe even unlikeable. Of course, there's a flip side to this too: don't wear those cut-off sweatpants that you mow the lawn in, or the Crocs that you insist are the most comfortable shoes for yard work. Try to determine how the people with whom you plan to interact will be dressed, and dress to match them.

**G – Go Big Or Go Home**  
This isn't the sort of thing you can do halfheartedly. Going out and talking to community members as if you're only *kind* of interested in meeting them is probably offensive in a more meaningful, and more memorable, way than simply never speaking to them at all would ever be. Sell your chamber as the valuable community resource that it is by showing your community members that their interests, concerns, and goals matter on an individual level.

work ethic it takes to employ those resources most effectively. For the down-to-earth video marketing that got Bieber noticed not just by his current manager, but also by the likes of Usher and Justin Timberlake, all you need is a video camera and some simple editing software. You could also partner with a company that specializes in community promotion. CGI Communications, Inc. has been working with chambers, cities, counties, and local businesses in that very capacity since 1988. (For more information on CGI Communications, Inc. and their Community Video Network, visit [www.cgicompany.com](http://www.cgicompany.com).)

Getting out into the community, shaking hands, kissing babies, and introducing yourself to people on an individual basis requires little more than a pair of comfy shoes and a willingness to put yourself out there. Keep in mind, also, that it was this very approach to marketing himself that turned Justin Bieber from a kid with a guitar into The Biebs: a kid with a guitar who is also capable of selling out Madison Square Garden in a matter of seconds.



Justin Bieber in Concert

Credit: NRK P3

for this article to my boss, his response to my invoking the Biebs was, "He got famous pretty much from his mom making YouTube videos in Canada, right?" Yes. Exactly. In fact, Justin Bieber's road to stardom epitomizes "grassroots marketing" at its finest. It doesn't take much Internet-searching to find videos of a pint-sized Bieber busking on the steps of some building in his hometown of Stratford, Ontario, belting out that one Eagle-Eye Cherry song that was on the radio for virtually every minute of 1997. And even when he wasn't *literally* hitting the bricks, he was still doing so in the more figurative, digital sense: by posting videos to a personal YouTube account of himself, in his own home, singing his little butt off.

Once he was discovered by manager Scooter Braun,

handed out a dozen tickets on any given night. Maybe a hundred. Maybe it was only one or two. Either way, as if Bieber's fans aren't rabid enough, those lucky recipients are now fans for life. These are fans who will now, at least for the next several years, almost definitely continue to buy Justin Bieber albums, Justin Bieber concert tickets, and Justin Bieber merchandise. (Did you know you can buy a Justin Bieber iPhone case? How about a small vile of Justin Bieber's blood? I'm just kidding; you can't really buy that.) If they weren't already active participants in the Belieber community, chances are, they will be after that experience.

So how does this apply to your chamber?

Marketing strategies like the one fueling Bieber's career don't just sell pop musicians; they can

al touch to a relationship where the predominant feature is anonymity. And how about those steps of the Stratford, Ontario building on which mini-Bieber perched, earnestly strumming his guitar? You should be on those steps, too. Not only does it send the same "I love what I do" message that Bieber using his free time to advance his music career does, but it makes your chamber seem more accessible, and it's a great networking opportunity to boot.

Get out in the middle of everything. Introduce yourself to people. Engage passer-by in conversation. The conversation doesn't always have to be about your chamber, either. Maybe someone has a kid on a local baseball team. Maybe someone else just started a kitchen remodel. Talk to them about what's important to them, and



Justin Bieber Merchandise

Credit: Charles & Hudson

It's a difficult thing to fake, but you probably wouldn't be in this line of business if you didn't take a genuine interest in the well-being of your community.

The homespun, grassroots marketing campaign doesn't require much in the way of resources. The only thing "extra" that it requires is the added

So, now that you have the Principles of S.W.A.G. in your arsenal, all that's left for you to do is to start hitting the bricks – literally, digitally, or both – and letting your community know what an excellent resource your chamber is.

## Aerial Footage

(Continued from Page 1)  
chambers like never before. Because with tricorder aerial technology, the sky's the limit...literally.

CGI Communications, Inc. was established in 1988, and continues to be a leader in digital marketing solutions. Headquartered in Rochester, NY, CGI employs approximately 300 full-time employees with branch offices growing across the United States. Having fully produced over 20,000 videos for municipalities, chambers of commerce, counties, associations, and local businesses across the country, CGI constantly evolves with changing technology to create new and interesting initiatives to promote communities and organizations.

This technology is a new service offered by the company, an entirely new way to capture the spirit of local communities and their businesses. CGI plans to use their aerial footage to not only appeal to new business and community clients, but to offer a better, higher-quality renewal program to their existing customers as well.

At first, you may not think that having aerial footage is all that much of an added value for your members. Why would they need that? But when you start to consider construction sites, new festival sites, waterfront proper-

ty, medical and education campuses, parks and outdoor recreation sites, and golf courses, you can see how valuable these

adjustments they need to get the perfect flight path, without having to land the vehicle and hope they got it right. It allows

make any golf course look like Augusta in April with CGI's golf course fly-over package. Short videos fly viewers over ev-

eryone excited to hit the links.

For tourism communities, nothing shows off beachfront property like a grand, sweeping aerial shot. With this view, you can see the magnitude of an entire area of hotels, restaurants, and shops with crowded beaches full of beautiful people enjoying your town in the sun. What about that new 20 story hotel? How cool would it be to see a close-up of the hotel's sign, only to zoom out and reveal that we're actually flying above the top of the hotel, at the highest point on the beach.

What about showing off a new hospital campus, shopping center, sports stadium, or park? It's this kind of creativity that you'll only get with tricorder aerial photography.

Now, if this article isn't the first time you've heard that phrase, it's not surprising. Aerial photography has really picked up steam in the last year. In the graph, you can see the number of hits the phrase "Quadcopter Aerial Photography" registered on Google searches every month since 2004 (CGI's three-propeller setup is the same idea). You'll notice at the beginning of that graph from January, 2004 to November, 2012 no one searched for it. The field was highly experimental in those days, not to mention expensive.

Since that time, the reach and interest in aerial photography has exploded. From December, 2012 up to now, the increase in the number of searches on that phrase has been huge. The results over the last year have been pretty consistent, suggesting that copter aerial photography is only starting to take off. Getting in on the ground floor of this kind of technology is crucial. Aerial footage will really set your members apart from others who don't have the access or the ambition to try out this kind of video.

Aerial tricorder videos are currently under production at CGI Communications, Inc. To see some examples of CGI's aerial work, visit [www.cgicompany.com/aerial](http://www.cgicompany.com/aerial). Then call Nicole Rongo, Vice President of Marketing at CGI Communications, Inc. at 1-800-398-3029 x203.

Web Search Interest: "quadcopter aerial photography" - 01/04-08/13



beautiful, HD aerial shots could be for your members. It shows off their facilities unlike any other type of video technology.

These tricorders fly higher than anyone on the ground can even see, so the way they're operated is pretty unique. Goggles give the pilot/camera operator a view of exactly what the aircraft is seeing in real time. This allows the pilot to make the necessary

CGI to add this value to your video, without increasing the timeline of the production. The size, travel ability, and operation of the aircraft makes a complicated objective much simpler, allowing CGI to offer these aerial packages at affordable prices.

Imagine offering this opportunity to golf courses in your membership. Aerial footage in a promotional video will

ery hole on the course in peak weather conditions, giving them tips on the hazards and club selections they'll need for each hole. Exactly the type of shots used in professional golf broadcasts. Now imagine promoting your next golf outing with state-of-the-art fly-overs for every hole. This alone will increase attendance for the event, as aerial footage will make ev-

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