

WESTERN ASSOCIATION
OF CHAMBER EXECUTIVES
2019 CONFERENCE

"DON'T JUST FLY, **SOAR**" —Dumbo

February 6-8

Disneyland Hotel
Anaheim, California



date 2/6/19

WACE conference

- * signature exercise
- * don't be afraid to try something new or to look foolish
- * if you don't grow you don't excel (soar)
- * try to do things you are uncomfortable w/
- * work small so you don't lose quality/quantity
- * you need to change all the time
- * Uncomfortable goal:
 - * if the stigma of a chamber keeps us from growing how can we overcome that?
 - * think outside a "chamber of commerce"
- * take who you are and grow from it
- * capture their attention!
- * use words + graphics + techniques to grab their attention.
- * Once you have the attention, then you can pitch, but you have a small window to capture (make them curious)
- * who is our truth teller?

8

(mine = Christy? or is it bc she's the only one el...
listen to?)

* to soar you need to trust
~~challenge the institution~~

* don't blame the tree

* ~~the system~~

* D in ~~DRIVE~~ DRIVEN.

* culture is more than a pretty castle

* open & feedback

* what does your team do when they aren't told what to do?

* 4 circumstances

* innovate

* support

* educate

* entertain

* you can have an ego, but don't be above learning from others.

* don't say "w blc..." say "yes if..."

* what is our core?

* culture = safety, control, flow, efficiency

* PLAXCC =

* tell them what important so they can critical think on their own to solve problems

* work w/o micro-management

* creativity is free

* how would you/team respond to last pieces?



New spin on old concepts

* how do you honor your past w/o repeating it?

* from organizing festivals to organizing political organizers

* can you host the event w/o owning it?

* everything you do needs to be good for the ~~whole~~ community, not just the chamber

* "morgan hill presents"

* "lax cultural presents"??

* who can we partner w/? reduce events? or add more?

* brainstorm aka complaint stone

* bring all ent organizers together to work together

* throughout country

* have chamber be the hub?

* connect business to education

* WE DO THIS!!

* if we teach students that a chamber is valuable, when they graduate & work in biz they will continue to think we are valuable

* break the cycle stigma?

* aging council

* legacy members "fall limp"



date / / date / /

* shop local in the digital age

* text marketing campaign?

* of our survey found at least half don't want that, tho... a text + sign up?

* text "shoplocal" to 69000

* "shop surprise, shape surprise"

* is it open local geographic or chamber members only?

* # your local chamber

* # shoplaxcoastal

* are we in the biz of fixing problems or are we just throwing events?

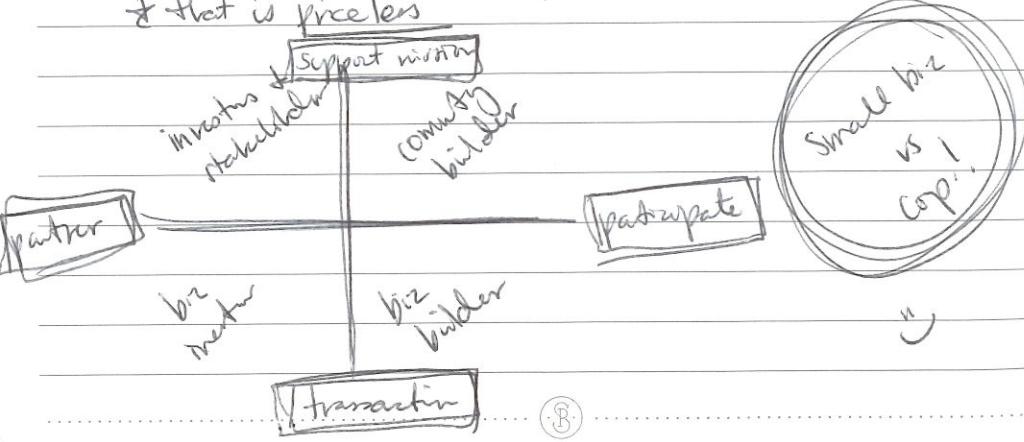
* how valuable is our brand & reputation to the community?

* add a "text for more info" to the promotion?

* how to monetize the chamber's role?

* connect like no other organization in the county

* that is priceless



* is text, must be unique!

* not just repeat of deal on website or FB

* if not unique, why sign up?

* are you stopping local b/c...

* support enviro? support country? same #?

* ???

* what % member vs. residents

* are you selling the deal spots?

* what copy handles the text campaign?

* new biz alert?

* hard to reconcile actions & results b/c we are a city

* no one can connect biz/city/community like a chamber
of help biz already established, not new (easier, cheaper, higher return)

* consumer, wt member base. is your public willing to opt-in? If not, wt web.

* WHERE IS SURPRISE?? AZ

* are they small?

* book - "essentialism"

* repres = subscribe in segments? weekly vs monthly?

* if you walk w/ me, it can be effective for you. If not, there is nothing I can do.

date / / date / /

* square biz card ("less environmental footprint")

* Peeps:

* Patrick Ellis / Muneta

* Ben Dodd / Vail

* Candace / Grad Junction

3Cs of Branding

* "5 things the chamber did to help you this week"

* events? blog? press releases? website only?

* What is your value?

* advocacy, leadership, relationships

* promote events, is that imp? Or is that just how you execute a goal?

* a chamber isn't 'just events'. (if you don't want to be)

* "we work for you every day"

* how? tell them

* features + benefits of chamber investment

* "Investor Insider" envelope stuff

* member info or services



* communicate their members in the news + community events

* WE DO THIS

* CHAMPION

* citizen of the year (aka community champion)

* keep calm + get the facts

* ask members, how did we help you?

* what we do:

* in the news

* member pride

* coastal charm

* TRIPOD FOR PHONE (FB live)

* landing page on website for current needs?

* business affected by fire, etc...

* legitimate resources, know that we are the hub + help

* FB live all ribbon cuttings / Grad open?

* CATALYST

* free workshops [WE DO]

* HR trainings [WE DO]

* professional development workshops [WE DO]

* biz involved w/ hiring (NEED?)

* Chamber "re-tell" story to make it more palatable to community + give actual facts (NEED?)

* CONVENE

* connect community leaders to issues [WE DO]

(pulling people together)

- * message board on web to connect member to member **KIND OF DO** (just not well up MIC)
- * ask the city **KIND OF** (chamber tip?)
- * ask the chamber? What do you want to know?
- * blog on learn about #yourlocalchamber
- * do you know who we are or what we do? let us tell you...

TRYING TO GET INVOLVED

Poontable

- * Business walk
- * literal walk
- * how is your biz doing?
- * what issues are you facing?
- * how can the chamber help?

* BEST

- * biz entrepreneur success team
- * connect entre. to entre.
- * bring together, learn w/ biz plan & contacts
- * they can ask all their ? in a safe place



* SOUP

* \$S entry

- * they get bowl of soup, listen to pitches from people looking to ignore community (ie art, program, etc...)

* end they vote, winner gets entire pool

COMMUNICATE VALUE

- * Do your communication only talk about events, early bird, come to this
- * Or do they talk about what you're doing & how you have value?

* self members are saying they don't have time to join, that means you are subtly telling them they need time

* what are you known for?

* resource

* trust

* relationship

* support

* friendly

* what value does each member type see in you?

* what does "value" mean to corporate, small, professional



date / /

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* "I've joined the chamber, now what?"

* Chamber toolkit!!! 😊

* start with you...

* join

* like/follow social media

* attend 1 committee

* "member" badge

* update the MIC

* SEND DIANN CHAMBER TOOLKIT!



* value w/ no fee (WE DID THIS!)

* networking member vs mission member

* "how long do you hope to stay in biz for?"

* chamber's role in community is what

helps them stay in biz

* see PDR road diet

* find their interest & commit them to it

* WE DO THIS

* chamber is willing for you even when you don't show up

* tell them how

* "Mandy Minde"

* video of this is what we did for you over the week.

* Passive/Active benefit of membership

* Rack card vs Brochure?

* Upload to WACE Resource / CEO Fb

* 9 AM - 10 AM Sat 7:30 AM JMDP

* Tri City NOTE XPO 10 AM Sat!

* bridge the gap w/ millennials! Don't segregate them.

* ENGAGE, not join (invest in the future)

* biz bldgs, get hubs in the same room to share best practices + strategies

* DEVELOPING LEADERS

* do you have any resources you offer that you don't talk about?

* I DON'T THINK SO... ???

* today's chamber tip

* "member pride"

* blog

* website

* request biz license from city

* elevate = prosperity = success

* member = partner = investor

* Pcthy law toolkit & promo ceremonies

* SEND EMERALD PROMO (CEREMONY)

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Nerdy BFF

@nerdybff

- * google assistant to make phone calls
- * IFTTT, if this then that
- * Last Pass!
- * Voicea
- * Sly Dial! call right to voicemail
- * Sleep tile (?)
- * world's best annoying alarm
- * moonlight (safety)
(Hah! Tips & tricks w/ JK)

- * Comm Awards (mayainc)
- * greater flagstaff
- * billings mtainia
- * los mtns nevada ^{rejas}
- * greater riverside
- * e-newletter
- * greater inniside
- * carlsbad
- * tacoma-pierce
- * gilbert

* website

- * carlsbad
- * gilbert
- * san jacoro
- * tacoma-pierce

* video

*ista

- * part of the evolution of this country
- * greater inrie
- * preddy
- * "We are the change" (I am the change)

Blind spots

* MEDITATE

- * grow gray matter & reduce amygdala
- * try flat association quiz
- * SEE HER SLIDES
- * who is your common enemy?
- * as per chivty = ashles
- * toothpaste makes you with eyes ???
- * let your actions dictate your beliefs
- * do you actually believe your inner voice?

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* set alarm throughout the day, when it goes off take a conscious breath + "check-in"

Brand

* look into "Brand Birth" co.

* "helping biz prosper + helping community thrive!"

* "Who are you + why do i care?"

* Is there anything that only the chapter can do?
Can any other org do what we do in the same way?

* "your progress begins at..." (lax content)

* "everything we are + everything we do is for a
Hyper community"

* 33x80 stardee (step + repeat?)

* "help build a vibrant, diverse community at..."

| * CRYSTAL KNOWS |

Be magnetic

(B)

* Create impact, influence, + revenue?

* press release

* turn into flyer?? Eye-catching? Dist???

* Instead of "for immediate release...", do you need someone to talk about xyz? point of view below.

| * ASK YES OR NO QUESTION |

* "does this story work for you?"

* FIRST NAME, hello _____, draw them in

* subject line = grab them like a headline

* sound bite quote system

* see photo

* "if you are looking for a _____ to provide quotes/info in this story, let me know."

* Be the media

* walk + talk

* 1-2 min interview w/ pubes?

* Recur post

* Chapter podcast?

* member pride in a podcast!!!

* Anchor.fm

* or as a video (see Chisly)

* Give to give

* What is your personal mission?

* magnetic humans

| * BE THAT KID |

(B)

| * 1-min dance party |

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Last-minute

- * things I didn't have time to write down
 - * positive income
 - * office depot ✓ (where did the books go?)
 - * cost of signs (WE DO)
 - * room rental (WE DO)
 - * oh damn, ask Patrick, I forgot!
- * ChamberMaster workshop
 - * 1/1 no live demo on how to use MIC
 - * Chamber Toolkit but often + do it w/ them (orange bmg laptop)
 - * Just Kirby... Chamber brand consultant ???
 - * chambers are great, but they don't look the part :)
 - * Hire me for design (call)?
 - * hire me to design brand & then el bunge?
 - * Teach team to design better?
 - * HOW?
- * Prove to Ed that I do have Manhattan Beach mag on my desk, lol
 - * ask for his data re: print ad relevancy
 - * share "does print advertising work?" blg?
- * Tag Chamber followups (Shannon + Jim)



- * our presentation got mostly 4 stars!!!
 - * plus 2 "3 star"
 - * and 1 write in "5 star"
 - * (apparently they liked me, they wrote comments)
 - * how to pitch to board?
- * MORE PEEPS
 - * RevGen Apps / Marc + Greg
 - * "you're the coolest person at this conference. Can I say that? Did people mean me?"
 - * Fellow presenters!!!
 - * Chris + Marlene (Chris saved a life!! legit)
 - * Kimberly (conserv)
 - * Myke + Heather (Murieta rocks)
 - * HOLLYWOOD CoC!!! ↗
 - * Chris/Vail (all hate snow but love these people)
 - * Emily/Mammoth
 - * WHAT DID I FORGET???
 - * seriously, email me, add me on LinkedIn, friend me on Facebook & mention me

↑
Kirby
Israelson

(the one who makes things pretty.)



PREZ NOTES

* entrepreneur programs
by LAX Coastal + LAX County
Programs

* other what's
local resources
+ count blog
+ REBRAND A LOT
+ do it stuff so we work
+ cause there are people
+ just sit down or think
+ you sit down or think
+ if you know or think
+ do succeed good + bad

LNL workshop

LNL library

Happy hour/networking (w/ chamber, don't reinvent the wheel)

Blog

Meetup

Media promote

* how do we find them?

* put it's universe w/...

* how do we get them in?

* LNL workshops

* happy hrs/network

* REBRAND (they don't like loc)

* win a free meal w/ e-news

* free/draft days

- BE CAREFUL

* ~~affordable~~ "afford" seasons

- New Year New Biz

- marketing works best

* how to keep them?

* affordable rates

- partner w/ urban + county groups
to offset cost / sponsor

- referrals
- referral incentive
- DIDNT WORK

- Meetup Groups

- LMU - Innovate LA

- OTIS - ANYONE w/
large network

+ something to
say

* ~~Yours~~ Resources that they can reuse/use

- LNL library -

- blog

* happy chamber (bc that's what they really
want, this just don't know it)

* GREAT MNCR

L> lat obs collab