



FACP

Mid-Month Memo



**... Professional Development
Conference Call & Webinar Series**



Membership -- You Create the Content

April 17 at 2 p.m.

presented by

Jim Durland, Membership Monday

This information-packed session will be tailored to answer the questions that our members have provided and will cover a plethora of questions relating to membership recruitment, membership retention and trends in membership

This session alone could pay for your FACP membership multiple times over!

The webinar is free, but your advance registration is required.

Register Me

About Jim...

With more than 30 years of experience developing and managing chamber membership, Jim knows a thing or two about the business. He's personally secured more than 3,000 members, provided guidance and representation to more than 50 chambers, and hired, trained and managed more than 500 chamber representatives. Most recently he managed membership efforts for a State Chamber of Commerce where he helped lead them to national recognition with highest numbers in retention, member growth and market share.

An experienced recruiter, manager and trainer Jim has a proven understanding of what companies are looking for in their chamber memberships today. He is an expert in setting up successful sales programs, training and inspiring chamber representatives, and connecting chambers worldwide with their local communities and businesses as founder of Chamber-Find.com, generating more than half a million visitors a month.



Bringing some FACP SUNSHINE into your April 15th Forecast!

FACP Member Invites Fellow Member Chambers to International Trade Discussion

Join the Bonita Springs Area Chamber of Commerce and the Bonita Springs Estero Economic Development Council for a breakfast program to discuss International Trade opportunities with a focus on Panama.

Hear presentations from:

- **Todd Gates**, Chairman of **Gates Construction**, who is currently operating in Panama
- **Max Stewart**, Regional Manager International Trade Development at **Enterprise Florida**
- **Rick Michael**, Director of the **Lee County Economic Development Office**
- **Christine Ross**, President & CEO of the **Bonita Springs Area Chamber of Commerce**

May 6th, 7:30 – 9:30 a.m.

Shadow Wood Country Club

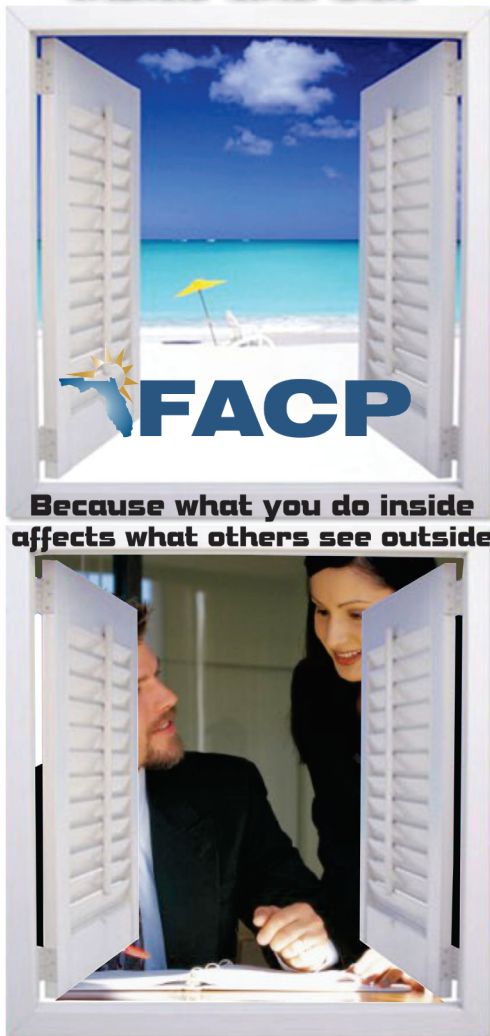
22801 Oakwilde Boulevard, Bonita Springs
Chamber members \$35 • Future Chamber members \$45
(includes continental breakfast)

Registration deadline is May 1 at 5 p.m.

For more information, please call (239) 992-2943.

Register Me

Your Chamber... Inside and Out



**Because what you do inside
affects what others see outside**

2014 Staff Conference

May 22-23, 2014

at the Sheraton Orlando North

Here's a Glimpse into what you will learn....

From Average to Extraordinary: 25 Innovative Ideas to Transform your Events

Have your events become mundane? Is your attendance suffering? Do you struggle with new ways to engage sponsors, volunteers, vendors and patrons? Staying innovative is one of the biggest challenges in today's competitive environment. The first half of this session will feature 25 ways to keep your special events fresh, while the second half will allow time for the group to share their ideas and experiences.

Presented by Suzanne Neve, Executive Director, Florida Festivals & Events Association

Tiered Dues - What to do and what NOT to do

One of the most talked about items in the Chamber world is dues and whether they are (or should be) tiered. What are the pros and cons of tiered dues? Learn from someone who has extensive, first-hand knowledge of this topic and has presented this informative session at a recent Pennsylvania Association of Chamber Professionals Annual Conference.

Presented by Nancy P. Keefer, CCE, President & CEO, Daytona Regional Chamber of Commerce

Internet Marketing Success... Is it Obtainable?

The session will cover Internet Marketing, SEO (getting web traffic) and Social Media, including an in-depth discussion about what is hype, what is real and what direction Internet Marketing is headed for the future.

Presented by Mike & Deb Long of Bay Water Marketing, Inc.

Building Better Boards and Committees

It doesn't take long in the chamber "world" to realize how important it is to have an effective Board of Directors and, equally importantly, strong, working committees. What role can chamber professionals play in increasing the odds that both are achieved?

This session, presented by a seasoned professional, will help to answer that question.

Presented by Shane Adams, IOM, TMP, CEO of OrgSaver

Advocacy: Why it's Important and how to use it as a Recruitment Tool

So what is advocacy and why is it important for a Chamber (AND its members)? How does a Chamber build a government advocacy program and, equally importantly, how does it use the program as a recruitment tool? How do you create local, state and federal advocacy partners? Learn this and more during this informative session.

Presented by David Hart, Executive Vice President of The Florida Chamber

So what do Large Companies want from their Chamber Memberships?

This question does not have a one-size-fits-all answer, so we've assembled a diverse panel to tell you what they -- and the companies they represent -- seek to gain from their memberships in local chambers. The info from this session alone could pay for your conference registration!

Panel: Deborah Rios Barnes, Market Development Manager for CenturyLink; Joy Barrett Sabol, VP-Communications for Lockheed Martin Missiles and Fire Control; Tricia Setzer, Community Relations Manager for Duke Energy; Joe Kefauver, Managing Partner & Principal, Parquet Public Affairs

Making the most of Your Communications

Are your messages set up to meet the needs of almost half of your members who use their mobile devices for all of their communication? Is your Chamber taking advantage of available communication tools -- including Constant Contact? If not, learn about the latest and greatest version and set up your FREE account.

Presented by: Pamela Starr, Area Director, Southeastern United States for Constant Contact

**Special Room Rate
\$99 per night**

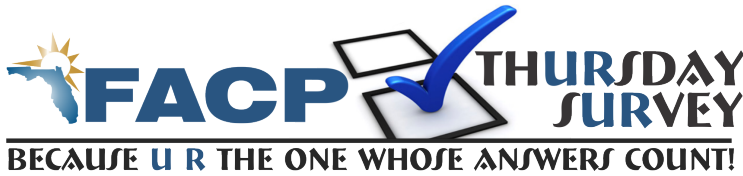
**Click here
for hotel
reservations**



Questions?
Call us at 800-226-3269 or
email director@facponline.com.

**Only
\$225 per person**

**Click here
to
Register Now!**



The Results Are In.... Our Members Like The Surveys!

As an FACP member, every Thursday morning brings you another opportunity to share (and later gather) feedback on topics relating to chamber management and operations.

Surveys to date have included questions regarding the following topics:

- Leadership Programs
- Golf Tournaments
- Social Media
- Membership Directories
- Member Billing - Annual or Anniversary?
- Salary Percentages
- Membership Campaigns
- Membership Retention Figures
- Renewal Staff & Commissions
- Networking Events
- Board Structures
- Board Orientation and Job Descriptions
- Ribbon Cuttings
- Chamber Facilities
- Paid Holidays, Vacation & ETO
- President/CEO/Executive Director
- Website Directory Disclaimers
- Website Management
- Accounting Methods
- Young Professionals Groups
- Membership Dues
- Hob Nobs/Political Candidates

Click here to view the results of any of the surveys listed above. (Please note that the Hob Nobs/Political Candidates survey is open through 4/15).

Your ideas and suggestions for survey topics are welcome (and needed!). If you have a question or need information, chances are, one of your peers have the same question and would also benefit from the survey responses.

Please submit your suggestions to director@facponline.com.

Spring Regional Meetings Near Completion

Five of the six regions have held their Regional Meetings with the sixth scheduled for tomorrow in the Southeast Region.

Special thanks to **Greg Blose**, Grassroots Development and Engagement Manager for the Florida Chamber, for providing legislative session updates during each of the regional meetings. We appreciate him taking time out of his busy schedule to bring us up-to-date on the House and Senate bills of interest.

Thank you, as well, to our Regional Chairs and their staff members who assist them with the planning and execution of these meetings:

Central: **Stina D'Uva**
Northeast: **Rebecca DeLorenzo**
Northwest: **Carol Roberts**
Southeast: **Troy McLellan**
Southwest: **Julie Mathis**
West Central: **Tom Morrisette**

To ensure that the Regional Meetings are providing maximum benefit, we encourage those of you who attended your region's meeting to **complete the brief evaluation survey**, if you have not yet done so.

The next round of Regional Meetings will be held in the Fall.



Welcome New Members

African American Chamber of Central Florida
John Davis
(407) 420-4870
jdavis@blackcommerce.org

Gulfport Area Chamber of Commerce
Barry Rubin, Board President
Mail@barryrubin.com

Help us grow FACP ... recommend and refer the chambers within your region and interested vendors!

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Chamber

Open Position

Seminole County Regional Chamber
of Commerce

Membership Account Executive

Sun City Center Chamber of Commerce

Membership Development Mgr.

Quick Links

[Calendar of Events](#)[Conferences](#)[FACP News](#)[Chamber Leader News](#)[Job Openings](#)**Check It
Out!**

- Post jobs
- Apply confidentially



FACP
2014 Annual Conference
September 9-11, 2014
Edgewater Beach & Golf Resort
Panama City Beach

**WANT TO RIDE THE BUS?****Take the Travel Survey NOW and give us your input!**

Summer (and Institute) ... Right Around the Corner (and so is your chance to save!)

Summer is just around the corner — and that brings the U.S. Chamber Foundation's Institute for Organization Management sessions. If you are thinking about Institute, the deadline for early registration for the Midwest and Southeast sites (and for you to save \$200 off the registration cost) is April 25, 2014.

For those of you who are already graduates (IOMs), please consider the value of sending your staff through this indispensable, dynamic chamber education course.

There are also two new opportunities for graduates:

- IOM Alumni Network encourages you to stay involved and share your experience with others. Click here for details. It's a great way to keep in touch with other graduates and to promote the value of Institute.
- The second is the Graduate Elective Program. The GEP is an opportunity to update your knowledge – and even gain continuing education hours for certifications. For information on the program, click here.

Join your peers this upcoming season for another round of the industry's top tools and best practices needed to run a successful nonprofit organization. With dozens of courses to choose from, networking opportunities to attend, and personalized consultations available, the year couldn't be better.



Southeast Institute
June 22-26, 2014

University of Georgia in Athens, GA
Early Enrollment Deadline: April 25, 2014

For more information about Institute's program, curriculum offerings, and newest enrollment incentives, take a look at the interactive digital catalog.

Learn. Grow. Connect.

DON'T MISS THE OPPORTUNITY TO ATTEND INSTITUTE

Make Your Chamber an Award Winner in 2014!

It's never too early to begin preparing your submissions for the Annual FACP Awards that are given each year in September!

We are not saying that you have to kiss our awards...but you just might want to!



Click here for more information about the Chamber of the Year Award, the Executive of the Year Award and the Communication Awards. All have application deadlines of **August 1**.



Join these chambers that have earned the **Certified Chamber** designation!

Click here for information. Deadline to apply is June 15

Bay County Boca Raton
Bonita Springs
Brandon
Charlotte County
Clay County
Delray Beach
Destin Area
Gainesville Area
Hispanic/Metro Orlando
Hollywood
Lakeland
Manatee
Melbourne Regional
Naples
Northern Palm Beach County
Ocala-Marion
Panama City Beach
Pensacola
Putnam County
Saint Johns
Sebastian River
South Lake
Greater Tampa
Tampa Bay Beaches
West Orange
Winter Haven



**Today and Everyday...
In **Sunshine** and in **Clouds****



**APPRECIATES ITS
SPONSORS!**



**Thank You For Your Continued Support
of our Mission to
*Enhance Excellence in Chamber Management!***