

FACP **Mid-Month Memo**



... Professional Development Conference Call & Webinar Series



Service Awards to be Presented at 2014 Annual Conference... Submit Names Now!

Are you or a fellow professional at your Chamber celebrating a milestone in Chamber Service this year?

If so, let us give the proper recognition and thank you at the Annual Conference next month!

Awards will be presented to those in attendance for achieving 5, 10, 15, 20, 25, etc. years in the Chamber industry.

Please submit any recipients to director@facponline.com including the professional's name and years in service **before August 25**.

FACP Membership Dues

FACP Membership Renewal Invoices were sent last month. If you did not receive your invoice, please contact our office at (800) 226-3269 or email director@facponline.com.

For your convenience, renewal invoices can be paid online under the Member Section of the website.

Thank you, in advance, for your continued support of the chamber industry in Florida!

Yes! Your Chamber CAN Do Government Affairs!

August 25 at 2 p.m. (EDT)

presented by

Moore Hallmark

Is your chamber ready to take on government affairs, or just need a refresher on how to write a better legislative agendas, become greater advocates, and be more effective at local, state and federal government affairs?

Join us for this call to learn how their GoACT program can help educate your board/committee on best practices and ways to be better advocates for your issues of concern.



Moore Hallmark
Executive Director
Southeast Region
U.S. Chamber of Commerce
Congressional & Public Affairs

Register Me

The webinar is free, but your advanced registration is needed.



**Not yet registered for the 2014 Annual Conference
in beautiful Panama City Beach on September 9-11?
See page 2 for details and registration information!**

Register for
the FACP
Conference
in PCB!

Just Takin' Care of Business
in Panama City Beach at the
2014 FACP Conference!

See you soon!



Session Topics to Include:

- Chamber Choices and Winning Strategies
- Owning Your Time and Managing Your Choices
- Membership Recruitment & Retention Strategies
- Selling Chamber Engagement in 30 Seconds or Less
- Legal Risks Facing Chambers
- 50 Ideas in 50 Minutes
- Ethics in the Sunshine
- Effective Committees
- 10 Simple Ways to Promote Your Chamber
- Elected Officials' Views: What Advocacy efforts are effective?
- Government Advocacy at the State and National Levels

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FACP Block Code 10E4KU

Register Now!

Multiple attendee discount!
Receive a 20% discount on the
third & subsequent attendees!

All for only
\$325
per person



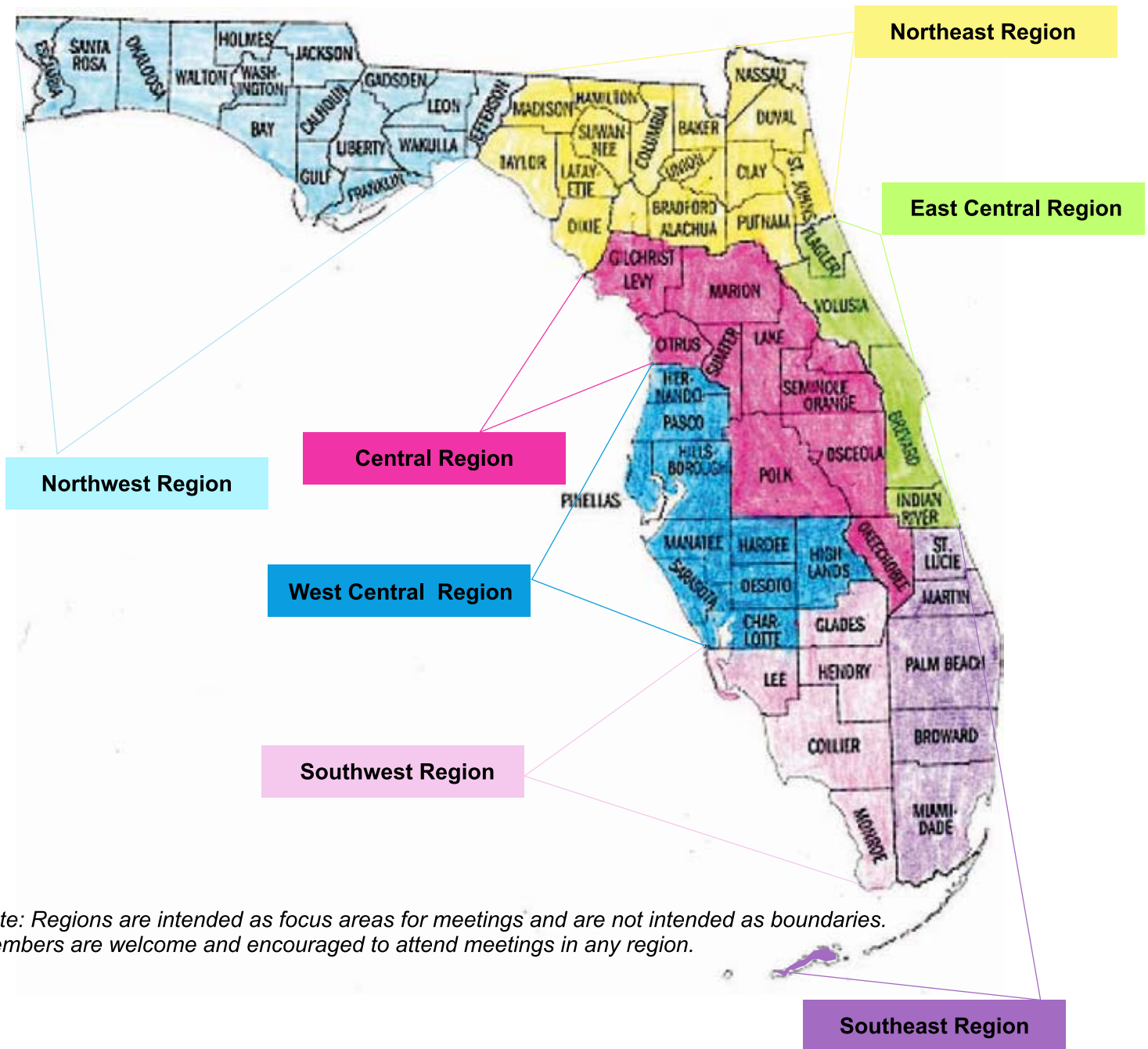
SEPTEMBER 9-11
PANAMA CITY BEACH
EDGEWATER BEACH
& GOLF RESORT

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Detailed
Agenda

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

2014 Regional Map



Business partners matter. Business referrals matter a bit more.

Contributed by DB Wienke



Business partners, by the very nature of the bond, are few in number.

By contrast, you probably have hundreds of distant colleagues that play a role in your professional life. These people are former co-workers, classmates or just interesting people you met at a conference.

Sociologists classify this as 'weak ties' since you have spent a small amount of low-intensity time with these people, but you're still friendly. Weak ties reside outside your inner circle and offer a greater chance to expose you to new information you'd otherwise miss. How?

A weak-tie connection is helpful because their social circle or industry niche can create different opportunities. If your connections have an identical background to yours, then your social network will be redundant. Think about connecting with professionals who will add diversity and broaden the overall reach of your network.

Your business partners, weak ties and all the other people you know are your first degree connections. But your friends and colleagues know people you don't. These friends of friends are your second-degree connections that monetize your activity on LinkedIn (help make you money on social media); in other words, you are one person away from a warm introduction to your targeted professional.

Geometric Expansion

Suppose you have 50 connections and each connection has 35 other friends, who in turn have 65 unique friends. If you do the math, that's $50 \times 35 \times 65 = 113,750$ people you can reach via an introduction. And that is the power of online networking; at least one person is acquainted with the person you'd like to meet.

Closed networks

A "closed network" means that each person within your network is personally known to you or your peers, meaning people from your inner circle. Organic connections are a slow-build strategy, but if you allocate about 15 minutes before or after each workday, you'll invite professionals who will be career-worthy connections for now and into the future. Your community will be smaller and more private.

LinkedIn Ninja

Open networks

If you spend about 5 or 10 minutes on a person's professional profile, your invitation to connect will stand out. Like dating, you are seeking a common interest to spark the link. "I noticed that you are a Steelers fan - my hometown is Pittsburgh. Any chance that we could swap notes about business opportunities?" I recommend that you schedule time in your workday as a daily ritual to build out your network, just like scheduling to meet someone for coffee.

When you want to meet a new person into your second level or third level of connections, you should ask for an introduction. Be direct and specific.

Don't say - "I'd love to meet Rebecca because she works in the medical industry."

Do say - "I'm interested in meeting Rebecca because my company is looking to partner with companies just like hers." There is an implied benefit to both parties.

Clone your network

Search for professionals using keywords for strategic alliances to increase your geographic reach or extend into related industries. For example, if you are seeking to link with dentists, dental suppliers who visit many dentists might be a good target group when adding connections to your network. Financial advisors might search for job changers as prospects for 401k rollover plans. Morgan Stanley clients have been highly successful with this approach.

Get to 500+ connections

Are you satisfied with your network connections? If your connections haven't reached 500+ yet, consider linking with Super Connectors, those super-sized LinkedIn professionals who have exhausted their 3,000 invitations but still want to increase their online net worth. TopLinked.com will provide the steps to increase your connections quickly, if organic growth alone isn't suitable for your purposes.

D.B. Wienke is a certified LinkedIn Ninja, who has trained financial institutions, law firms, small business and sales teams. She can be reached at 772-370-2889 or at dbwienke@gmail.com.



The Results Are In.... And Your Questions are Welcomed!

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 (Parts I & II)
- 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
- Board Retreats
- Street and Fun Maps
- Staff Appreciation
- Criminal Background Checks for Staff/Volunteers
- Employee & CEO Evaluations
- Business Expos
- Employee Benefits
- and too many more to list here!

Click here to view the results of any of the surveys listed above.

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 has the same question and would also benefit from the survey responses. Please click here to submit suggestions.



Which chambers will be added to this prestigious list of Certified Chambers?
Attend the Annual Conference to find out!

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



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Available Jobs

Chamber

Open Position

Gainesville Area Chamber
of Commerce

Director of Communications

Manatee Chamber of Commerce

Communications Director

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