



# FACP

## Mid-Month Memo



... Professional Development  
Conference Call & Webinar Series



## Membership Prospecting and Sales

**January 20 at 2 p.m. (EST)**

*presented by*

**Kyle Sexton**



**"FUNNY AND  
ARTICULATE. ONE OF  
THE **brightest**  
MARKETING MINDS  
AROUND"**



**Kyle Sexton**  
*Marketing Strategist*

Kyle Sexton is an award-winning marketing strategist and international speaker on marketing and membership development.

His innovations have been featured in The Wall Street Journal, and his book **reMembership - New Thinking for Tomorrow's Membership Organization** is fueling transformations in membership organizations throughout North America

**Register Me**

Free Webinar, but Advanced Registration is required.

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## 2015 Spring Conference

**May 7-8, 2015**  
at the  
**Holiday Inn-Tampa/Westshore**

Mark your calendar (*or register now to get the Early Bird rate!*) for the **2015 Spring Conference**.

Last year's participants gave the conference rave reviews, so you won't want to miss this year's event.

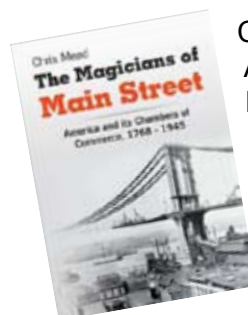
The full agenda will be released soon, but here's a sneak peek at two of our featured speakers....



**Chris Mead**



**Shari Berger**



Chris Mead, Senior Vice President, ACCE, is the author of "The Magicians of Main Street". This original history tells how pickup teams of American business people changed their communities and sometimes their nation and the world.

Shari Berger, Owner, Consultant and Trainer with Strategic Solutions for Growth, is an accomplished sales coach and trainer with expansive experience in transitioning to a revenue generating sales operation and changing skills and attitudes of long-term employees.

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*"If not for the connection to Shari Berger, we would still be struggling with how to move the needle on our membership growth.... Within the first two weeks of putting her process to work, our membership sales doubled."*

Laura Oblinger, Chief Operating Officer  
Traverse City Area Chamber of Commerce

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**Register at the \$195  
Early Bird Rate!**

**Reserve Your Room  
in the FACP Block**

[ABOUT FACP](#)[MEMBER CENTER](#)[EVENTS & NEWS](#)

## Available Jobs

Chamber	Open Position
Manatee Chamber of Commerce	<u>Vice President, Public Policy</u>
St. Cloud Greater Osceola Chamber of Commerce	<u>President/CEO</u>

## FACP Launches New Chamber Survey Service

Have you been tasked by your Board of Directors to do a **membership survey** and to have it conducted by an independent third-party? If so, we can help!

Using template questions customized for your chamber's needs, FACP will build the survey and will send it to your members on your behalf (using an excel list provided by you). Data will be collected and given to your chamber upon the completion (and throughout) the survey period.

So, how much does this new service cost? In an effort to keep it affordable, FACP member chambers can take advantage of this service for \$200-\$300, depending upon the size of the chamber:

Less than 500 members: \$200

501-999 members: \$250

Over 1000 members: \$300

For more information, please contact:  
[director@facponline.com](mailto:director@facponline.com).



*Brenna Dacks, Regional Partnership Manager with Visit Florida, addresses the attendees at the Northwest Regional Meeting in Pensacola on December 16.*



The 2015-16 VISIT FLORIDA grant application period is now open. These grants can assist your business with marketing the tourism advantages of the state to attract in- and out-of-state visitors.

To explore each grant program, [click here](#).

## Fall Regional Meetings Are Complete!

Thank you to **The Melbourne Regional Chamber, The Greater Boca Chamber, The Seminole County Chamber, The Tampa Chamber, The Bonita Springs Area Chamber** and **Gulf Power** for serving as hosts of the meetings in their regions.

Special thank you to our Corporate Sponsors, **Florida Chamber** and **Visit Florida**, for joining us at several of the regional meetings. Thank you, also, to **Ali Crain** with the **Kentucky Chamber of Commerce Executives (KCCE)** who presented at the Northwest Region meeting.

Watch future issues for the dates of the Spring Regional Meetings. Should you wish to contact your Regional Chair in the mean time, this year's Regional Chairs are listed below for your convenience:

Central: [Debbie Cotton](#), Seminole County  
East Central: [Rebecca DeLorenzo](#), Flagler County  
Northeast: [Dawn Adams](#), JAX  
Northwest: [Lance Allison](#), Panama City Beach  
Southeast: [Troy McLellan](#), Boca  
Southwest: [John Cox](#), Naples  
West Central: [Tom Morrisette](#), Central Pinellas



## **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](#).



**Bonita Springs  
Brandon  
Charlotte County  
Delray Beach  
Indian River  
Lakeland  
Melbourne Regional  
Miramar-Pembroke Pines  
Ocala-Marion  
Panama City Beach  
Pensacola  
Putnam County  
Greater Tampa  
Winter Haven**



**Bay County  
Clay County  
Destin Area  
Flagler County  
Gainesville Area  
Hispanic/Metro Orlando  
Naples  
Saint Johns  
Sarasota  
Sebastian River  
South Lake  
Tampa Bay Beaches  
West Orange**



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

Click here for the online membership application or click here for membership benefits information.

Feel free to share the links with prospective members or send their contact information to us at [director@facponline.com](mailto:director@facponline.com) and we will gladly contact them!



## 2015 Annual Conference Dates Are Set!

**September 15-17, 2015**

South Seas Resort  
*Captiva Island, Florida*



**THANKS TO OUR  
GENEROUS  
FACP  
SPONSORS,  
EVERYONE CAN...**



**FACP**



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