



FACP

Mid-Month Memo



“E-Mail Marketing Made Simple & Effective”

April 29 at 2 p.m. (EST)

presented by

Juan Ortega



Juan Ortega

Effective marketing is vital for any organization and e-mail marketing is still the most cost effective and powerful method to reach your prospects and stay in constant contact with your existing database.

But, unless done properly, it is easy to become complacent with marginal results and slowly lose the level of engagement with your audience.

If you rely on email marketing to grow your chamber membership, engage its present members and elicit an actionable response, then this webinar is meant for you!

Register below to join marketing veteran and expert Juan Ortega as he helps you transform your e-mail marketing efforts to ensure it is truly simple & effective!

Register Me

Free Webinar, but Advanced Registration is required.

We *Survived* Another Tax Day!



Spring Conference

May 7-8, 2015 • Tampa

See Page 2 for Details!

Register Me

2015 Spring Conference

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

**Register Now
for only \$225!**

**Reserve Your Room in
the FACP Block (\$99)**

Download the Detailed Agenda



Recruitment and Retention for a Strong Membership Foundation

LinkedIn – Maximize your Chamber's LinkedIn Group and Your LinkedIn Profile for Member Recruitment and Retention

Presented by Shari Berger, Strategic Solutions for Growth

Embracing the Media in Real Time Presented by Polk County Sheriff Grady Judd



What Level of Service are Your Members' and Guests' REALLY Receiving?

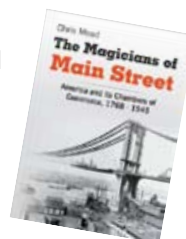
Presented by Darren Denington, Service with Style

Improving your Chamber's Audit or Financial Review Presented by Dustin Orr, CPA, Hamilton & Phillips, CPAs, PA



The Magicians of Main Street – America and its Chambers of Commerce, 1768-1945

Presented by Chris Mead, Senior Vice President,
Association of Chamber of Commerce Executives



Building Community Through Non-Profit Work

Presented by Robert L. Goltz, IOM,
President & CEO, Miramar-Pembroke Pines Chamber of Commerce



7+ Unique Ways to Drive Non-Dues Revenue to Your Organization

Presented by Erica Castner, Queen of Results Coaching & Consulting

5 Mistakes that Chambers Make When Using their Membership Database

Presented by Gregg Heggeland, WebLink International



Walk the Talk

Presented by Debbie Lundberg, Presenting Powerfully



And The Recipients Are...?? You Have to be “In It” to “Win It!”



FCCP
(Florida Certified Chamber
Professional)

Deadline: July 1

APPLY

**Certified and
Certified+ Chamber**

Deadline: June 15

APPLY



Start Preparing Your Applications Now!

Executive of the Year

Deadline: August 1

APPLY

Chamber of the Year

Deadline: August 1

APPLY

**Communications
Awards**

Deadline: August 1

APPLY





2015 Annual Conference Dates Are Set!

September 15-17, 2015
South Seas Resort Captiva Island



**Congratulations To Our
Scholarship Recipients!**

Congratulations to the five recipients of the **Pay It Forward Scholarships** presented by FACP in conjunction with the U.S. Chamber Institute for Organization Management!

The following FACP members were selected to receive the \$500 scholarships for first-time attendees:

Kim Dalglish

Manatee Chamber of Commerce

Kristopher McLane

Panama City Beach Chamber of Commerce

Samuel Ruiz

St. Johns County Chamber of Commerce

Corydon Skeates

Lakeland Area Chamber of Commerce

Elizabeth Smith

Bay County Chamber of Commerce

Special FACP thanks again to **Nancy Keefer, Daytona Regional Chamber of Commerce**, for offering three scholarship opportunities exclusively to our FACP members. Nancy, we appreciate your continued commitment to the chamber profession!

Spring Regional Meetings Underway!

Five of the seven Spring Regional Meetings have been held and were a hit! Thank you to our host chambers, Regional Chairs, and guest speakers for helping us make these meetings a huge success and a valuable resource for the members who participate.

The remaining two meetings are listed below, so please make plans now to attend a meeting, if one is near your chamber. Click on the meeting information to register. .

April 21 • 9 a.m. - Noon

East Central Region

Indian River County Chamber of Commerce
1216 21st Street
Vero Beach, FL 32961

April 22 • 9 a.m.-Noon

Southwest Region

Greater Naples Chamber of Commerce
2390 Tamiami Trail North, Suite 210
Naples, FL 34103



Constant Contact 

Spring Regional Meetings Featured Sponsor

2015 Regional Chairs

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



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Available Jobs



Is your chamber hiring? Don't forget to post your available positions on the FACP website. The job posting service is free to FACP member chambers and the applications from potential employees are sent directly to your chamber and are confidential and seen only by your chamber.

Post a Job

FACP Offers Customized Survey Service for Member Chambers!

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.



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 Thursday Surveys.

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
Manatee
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 chambers
within your region and
interested vendors!**

Greater Tallahassee Chamber
Sue Dick
(850) 521-3100 • sdick@talchamber.com

Lauderdale-By-The-Sea Chamber
Courtney Stanford
(954) 776-1000 • president@lbts.com

Deerfield Beach Chamber
Larry DeVille
(954) 427-1050 • director@deerfieldchamber.com

CrossPointe Interactive
Mike Baskerville
(937) 829-0623 • mike@cpsmap.com *Vendor Member*



2015 ANNUAL EDUCATION SOLUTIONS SUMMIT

June 9, 2015 @ 9:00 am – 6:30 pm

Location: Grand Hyatt Tampa Bay

Address: 2900 Bayport Drive Tampa, Florida, USA, 33607

REGISTER NOW

Register today to attend the Florida Chamber Foundation's Annual Education Solutions Summit. As businesses look for the next generation of ingenuity and leadership, this event will highlight and strengthen innovative partnerships between businesses and education organizations.

This year, the Chamber Foundation is holding the Annual Education Solutions Summit in conjunction with the Florida Department of Education Commissioner's Business Recognition Award program. Businesses from around Florida will be recognized for their contributions of time, resources, and personnel to improve the quality of education in our public schools.

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



FACCP



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