



# FACP

## Mid-Month Memo



### “Geo-Location Social Listening and the Impact on Tourism”

**June 23 at 2 p.m. (EST)**

*presented by*  
**Julio Fernandez**



What can search data tell us about user intent? Are users finding your content from desktop search as they plan their vacation and from mobile devices once they reach your city?

**Julio Fernandez**, Search Engine Optimization project manager for IBM and co-founder of SocialShelfspace.com, will cover how social business intelligence and search can help you increase the signals recognized by search engines. A member of the Destin Area Chamber of Commerce, Mr. Fernandez will review recent case studies and resources to help you optimize your web site and increase traffic.

**Register Me**

Free Webinar, but Advanced Registration is required.



## 2015 Annual Conference

**September 15-17, 2015**

South Seas Resort *Captiva Island*

**Register Now**

**for the  
Early Bird Rate!**

These topics and more...

**Horizon Initiative: Chambers 2025** - How will your chamber adapt to the *Eight Influences Shaping the Next Decade for Chambers of Commerce*?

**“Top 10” for Membership Growth** – Multi tasking and juggling priorities is a way of life in your chamber. How do you simplify steps for signing new members and strengthening retention?

**Your Chamber’s Relevant Value Proposition** – Are you delivering a value proposition that is relevant to all of your member types?

**How to Attract, Hire and Retain the Best People**  
Learn how high performing companies are using cutting edge behavioral analytics, combined with effective interviewing techniques, to build teams of winners.

*Watch for additional session topics coming soon!*

After a day of informative sessions, attendees will enjoy a sunset cruise reception aboard **The Lady Chadwick!**



# Application Deadlines are Approaching!



**Deadline: July 1**

**APPLY**



**Deadline: August 1**

**APPLY**



**Deadline: August 1**

**APPLY**



**Deadline: August 1**

**APPLY**

# Remember to Submit Your Service Awards

It's almost time to give the honors.....

Service Awards for chamber professionals celebrating monumental anniversaries (5, 10, 15, 20, 25, etc. years) in the chamber industry will be presented at the Annual Conference in Sanibel-Captiva.

Please submit recipient information -- including the professional's name and number of years in the industry -- to [director@facponline.com](mailto:director@facponline.com). Awards will be presented to those who are in attendance at the conference (see page 1 for additional conference information).



## Creating Non Dues Revenue via your Chamber's Website

Creating specific advertising packages to accommodate the level of exposure desired and marketing budget of your members. Years of experience will allow us to combine our advertising packages with your Chamber's website functionality and software's capabilities.

*"Crosspointe eliminated any concerns we may have had, and exceeded my very high expectations for creating additional annual revenue for the Chapel Hill Carrboro Chamber of Commerce. I would not hesitate to recommend them to other Chambers of Commerce throughout the country!"*

Aaron Nelson, IOM President and CEO  
Chapel Hill-Carrboro (NC) Chamber of Commerce

To set up a 10 minute phone consultation, contact:  
**Mike Baskerville, Owner/Managing Partner**  
[mike@cpsmap.com](mailto:mike@cpsmap.com) • (937) 829-0623

**VISITFLORIDA®**



Was your Chamber included in the **Visit Florida's 2015 Vacation Guide?**

Visit Florida distributes 600,000 copies of this magazine to visitors from across the globe. **Enroll as a Marketing Partner and receive a complimentary listing in the 2016 issue.** Explore more at [VisitFlorida.org/Join](http://VisitFlorida.org/Join).

Deadline is June 30, 2015.





ABOUT FACP MEMBER CENTER EVENTS & NEWS

## 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**

## Do You Need To Survey Your Members? Let FACP Help!



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).

## Attention: Spring Conference Attendees.... It's *Still* Not Too Late to Give Us Your Evaluations!

Your feedback is very important to us!

The SneakPeek evaluations are still open, so please take a moment to provide us with your opinions on the various speakers/topics as well as on the overall conference.

Didn't access the app yet? No worry -- scan the QR code or enter **facp.site.mobi** in your web browser!

Thank you for sharing your thoughts -- we can't grow if we don't know!



<http://facp.site.mobi>





BECAUSE U R THE ONE WHOSE ANSWERS COUNT!

## The Results Are In.... And Your Ideas 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!

### Lady Lake Chamber

Sue Kelly  
(352) 753-6029 • [susan@ladylakechamber.com](mailto:susan@ladylakechamber.com)

### Apalachicola Bay Chamber Of Commerce

John Solomon  
(850) 653-9419 • [execdirector@apalachicolabay.org](mailto:execdirector@apalachicolabay.org)

### Strategic Solutions for Growth

Shari Pash **Vendor Member**  
(517) 285-7127 • [shari@strategicsolutionsforgrowth.com](mailto:shari@strategicsolutionsforgrowth.com)

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

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**FACP**



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