



FACP

Mid-Month Memo

Spring Conference May 4-5, 2017 in Crystal River



The dates have been set, esteemed speakers are being confirmed and the early birds are saving money and registering now for the Spring Conference, which has grown to become a favorite among our members -- both new and seasoned!

The **Early Bird Rate** of \$195 is available through **March 31**, so register today and take advantage of the savings. For even more savings, register 3 or more staff members and receive a 15% discount on the third and subsequent attendee!



Register

Hotel reservations can be made by calling **800-632-6262** and requesting the Florida Association of Chamber Professionals Room Block Rate of \$99 per night (or \$119 per night for a Patio Room).

Confirmed Speakers To Date

The Art of Being a Chamber Professional

Presented by Jason Hedden , Chair, Visual and Performing Arts at Gulf Coast State College

Being a Chamber Professional can be one of the most rewarding -- and, yet, equally challenging -- careers! This session will provide a unique spin on engaging members and selling.

The Future of Economic Development in Florida and Your Chamber's Role

Presented by Senator Wilton Simpson (D-10), Senate Majority Leader

Understanding Member/Prospect Buying Styles

Presented by Shari Pash, President & Owner, Strategic Solutions for Growth

Explore the priorities that drive each of your prospect or member's buying styles. This session will cover the buying styles of your members and how you can connect in a more meaningful way. Identify your best and most challenging members/prospects and rank the expectations of each. Discover tools to help in adapting and selling to diverse types of prospects and members, become more effective in your recruitment and retention sales, and discover why it's easier to connect to some prospects than it is to others.

Digital Marketing Trends in 2017

Presented by Ken Countess, Managing Director, The Countess Group

Digital marketing is changing thanks to widespread ownership of smartphones, ever-increasing data and video streaming, combined with a cultural desire for digestible and personalized content. Do you know which trends will impact YOUR organization in 2017? How can you jump on some of these trends to get an edge on your competition?

What is "Kindling" Your Chamber?

Presented by Jim Mathis, IPCS, CSP, MDIV, The Reinvention PRO™, J&L Mathis Group, Inc.

The Kindle has changed paper publishing forever, Netflix has changed movie theaters and the smart phone has altered banking, purchasing and interaction services. What is "kindling" your chamber?

Additional speakers are being confirmed and will be posted once confirmations have been received.



... Professional Development
Conference Call & Webinar Series



Building Your Brand on Social Media

March 28 • 2 pm (Eastern)

Social media has become embedded into our daily lives and has become essential for businesses. The potential to reach more and more customers is there, but these social networks are flooded with sponsored content. **How do you stand out?**

During this seminar, we'll talk about the steps you should take to build your brand using social media. You may say, "I've been posting every week and nothing happens" The old days of post and hope are gone. You have to connect with your audience and tell your brand's story strategically. Topics that will be covered include:

- Building your brand's story and connecting it with customers
- Picking which social networks will be best for your business and brand
- Creating content that works
- Effective paid advertisements on social media

Register

*This Seminar is Free
Advanced Registration is required.*

About our speaker: David C. Alvarez is the owner of DCA Media Consulting. Specializing in social media strategy and content creation, David has worked with all types of businesses building their social media presence. He started his career in video production and public relations working with companies like the City of Coral Gables, Fight Time Promotions, Brown-Forman and Port Miami.



2017
Annual
Conference

September 11-13

ONE OCEAN

REMINGTON

LUXURY ATLANTIC BEACH HOTEL & SPA



One Ocean Resort and Spa is situated on the sweeping white sands and rolling waves of the Atlantic Ocean, minutes from Jacksonville and Ponte Vedra Beach. The luxury resort entices guests with accommodations and stylish suites featuring views of the Atlantic Ocean. A personal Docent greets guests by their names and escorts them down the gallery-lit halls to their room. As the only full-service oceanfront spa in Northeast Florida, the Spa at One Ocean Resort offers beautiful views of the rolling surf from the comfort of its meditative lounge and offers a sensory stimulating journey in an intimate setting.

“We are too busy to take the time to apply for awards....”

“What benefit is there other than getting a plaque?”

If you have had those or similar thoughts, please take a moment to read this message from Carol Roberts, President & CEO of the Bay County Chamber.

“As a recipient of the Chamber of the Year Award in 2004, 2010 and 2016 it prides me to bring this award home to my community. That recognition brings attention and a level of excitement to our organization by our members and the community at large.

We received multiple news stories throughout the panhandle of Florida and even by Governor Scott in person. Being recognized by your peers for outstanding business practices; organizational planning; financial stability and many more areas of involvement makes you stand out among the many competing organizations and Chambers. Being a 40 year Chamber veteran this one award in my opinion does more good for our organization than any other recognition that we could possibly obtain. I highly encourage all Chambers to apply! I assure you it will be worth the investment of time because everyone wants to be affiliated with an **AWARD WINNING** organization.” --- Carol Roberts, Bay County Chamber

The Bay County Chamber has also won numerous Communications Awards and Carol is a prior recipient of the Professional of the Year Award (now known as the Executive of the Year Award).

Chamber of the Year Application

Executive of the Year Application

Communications Awards Application

Chamber of the Year, Executive of the Year and Communications Awards applications are due by August 1, 2017.

2016 Professional of the Year Award Applications Due before March 20!



2015 Professional of the Year, **Krista Carter**, IOM, (right) of the West Orange Chamber of Commerce and **Debbie Cotton**, FACP Awards Chair, of the Ormond Beach Chamber of Commerce.

Attention: Chamber Presidents/CEOs/ Executive Directors

It's time to recognize your top performing staff member by nominating him/her for the **2016 Professional of the Year Award** which will be presented at the 2017 Spring Conference in May.

What a great way to say “thank you” to and recognize that staff member who always goes above and beyond!

Have more than one star performer?
No worry --
nominations are not limited to one per chamber.

Download the Application



... Professional Development
Conference Call & Webinar Series



Strengthen Your Ambassador Team and Maximize Its Impact April 18 • 2 pm (Eastern)

In this webinar, attendees will address the role of Chamber Ambassadors and how to maximize their impact and the value of peer-to-peer retention combined with staff-to-member retention.

Are your Ambassadors working strategically with the 3 areas of need: recruitment, retention and events?

Get enhancing member experience ideas for successful Ambassador programs and discuss how your Ambassador team can use social media to engage passive members and also learn some mini sales tips for a stronger impact.

Register

***This Seminar is Free
Advanced Registration is required.***

Shari Pash is changing the culture and way organizations approach membership recruitment and retention. She provides a customized multi-step recruitment and retention program with proven success in net new member growth. Client outcomes continue to excel through the implementation of foundational tools and reports that have proven success for accountability and growth. In addition to membership work, Shari conducts board of director orientation and planning sessions. She is an active conference presenter for many associations including National Home Builder's Association (NAHB), Association of Chamber of Commerce Executives (ACCE), Institute for Organization Management (IOM), Canadian Chamber of Commerce Executives (CCCE), and many state associations across the country. Prior to starting Strategic Solutions for Growth in 2010, Shari built her career at Michigan State University, the Kellogg Center, managing and working with the Association market for over 20 years. Success in revenue generation, new market identification, and business development earned her industry awards of excellence. Following her career with MSU, she was appointed VP of Sales for the Greater Lansing CVB.



Shari Pash



Bob Bartz

FACP Mourns Loss of Longtime Friend and Leader

Manatee County and the chamber world as a whole lost a dear friend, valued colleague and selfless leader on February 26 upon the passing of Bob Bartz.

Bob served as as the President of the Manatee County Chamber since 1982 and led the organization to achieve stellar recognition among its peers being named as the FACP Chamber of the Year four times.

He will be deeply missed and we extend our deepest condolences to his wife Vicki, their son Jason and the entire Manatee Chamber family.

Regional Meetings are Great Tools for Learning

If you haven't attended a Regional Meeting lately, you're missing out on a great opportunity to not only network with your peers, but also to share best practices and get ideas.

FACP currently has 7 regions, which are designed to be focus areas for meetings and are NOT intended to be boundaries or restrictions. Members are welcome to attend meetings in any region and are welcome to attend multiple meetings, should they desire to do so for additional benefits.

Scheduled meetings (click each to register):

Central Region Meeting

Date: 4/7/2017
 Time: 12:30 PM TO 3:00 PM
 West Orange Chamber of Commerce
 12184 West Colonial Drive
 Winter Garden, FL 34787

West Central Region Meeting

Date: 4/21/2017
 Time: 8:00 AM TO NOON
 Florida Hospital Center Ice
 313 Cypress Ridge Blvd.
 Wesley Chapel, FL 33544

Southeast Region Meeting

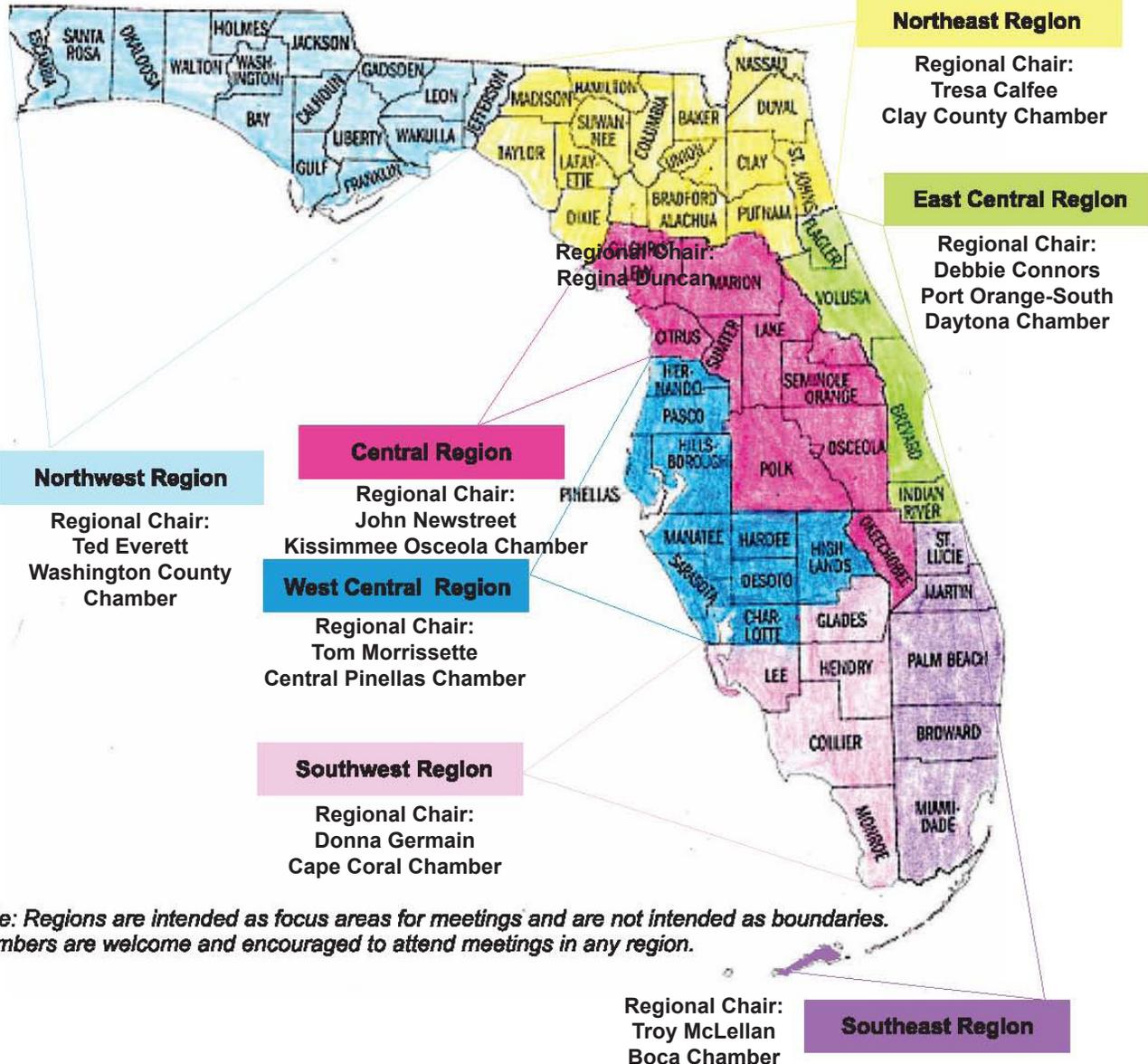
Date: 4/21/2017
 Time: 8:00 AM TO NOON
 Boca Chamber of Commerce
 1800 N. Dixie Hwy.
 Boca Raton, FL 33432

Northwest Region Meeting

Date: 4/27/2017
 Time: 10:00 AM TO 2:00 PM (Central)
 Bay County Chamber of Commerce
 235 W 5th St
 Panama City, FL 32401

East Central Region Meeting

Date: 7/28/2017
 Time: 8:30 AM TO Noon
 Southeast Volusia Chamber of Commerce
 115 Canal St.
 New Smyrna Beach, FL 32168



Note: Regions are intended as focus areas for meetings and are not intended as boundaries. Members are welcome and encouraged to attend meetings in any region.



ABOUT FACP MEMBER CENTER EVENTS & NEWS

Available Jobs



Chamber **Open Position**

Ormond Beach Chamber of Commerce Membership Director

Apply

Melbour Regional Chamber of Commerce Director of Membership

Apply

Greater Tampa Chamber of Commerce Senior VP, Strategy

Apply



Is Your Chamber Hiring?

Post a Job



Shane Moody, CCE, FCCP, Destin Area Chamber
Stephen Queior, FCCP, Sarasota Chamber
Troy McLellan, CCE, FCCP, Greater Boca Chamber
Hope Allen, FCCP, Wesley Chapel Chamber
Skip Alford, FCCP, South Dade Chamber
Cindy Brief, FCCP, Coral Springs Chamber
Robert Goltz, IOM, FCCP, Miramar/Pembroke Pines Chamber
Nancy Keefer, IOM, CCE, FCCP, Daytona Regional Chamber
Bob Rohrlack, CCE, FCCP, Tampa Chamber
Dana Dittmar, FCCP, Sun City Center Chamber
Robin Sollie, IOM, FCCP, Tampa Bay Beaches Chamber



Bay County	Ocala-Marion
Bonita Springs	Panama City Beach
Charlotte County	Pensacola
Delray Beach	Seminole County
Indian River	Greater Tampa
Manatee	Wesley Chapel
Melbourne Regional	Winter Haven
Miramar-Pembroke Pines	



Clay County	Sarasota
Flagler County	Sebastian River
Gainesville Area	South Lake
Hispanic/Metro Orlando	West Orange
Saint Johns	

Want to add your chamber to the above list?
It's never too early to start working on your application -- due date is June 15, 2017.



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.

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](#).



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

IMPORTANT: Please note that FACP has a new mailing address!
Please update our address in your system to:
P.O. Box 415, Babson Park, FL 33827

PERU EXPRESS



Departure Date:
Feb. 9, 2018

from
\$ 2190

DISCOVER INDIA



Departure Date:
Mar. 31, 2018

from
\$ 2190

SUPER SOUTH AFRICA



Departure Date:
Sept. 20, 2017

from
\$ 2990

[CLICK HERE FOR TRIP INFORMATION & EARN \\$ FOR YOUR CHAMBER](#)



What our Clients Say!

indus NO OBLIGATION
WEBINAR
exceptional experiences! March 22 at 2 p.m.

[Click Here to Register Now!](#)

“

I Encourage
Your
Chamber
To Partner
With Indus
Travels!

- Robin
Anderson,
Cce Iom

PERU

Last April, we traveled with Indus to Peru. I am very impressed with the manner in which Indus staff kept in touch with me throughout the sales campaign.

Once our trip was booked, the helpful staff at Indus worked very hard to arrange a trip of a lifetime for our travelers.

INDIA

Indus made customized our trip to India by arranging for a special visit to the Ministry of Agriculture in New Delhi that was important to our delegation.

India is a fabulous destination and our experience was made even more enjoyable through the efforts of Indus Travels and its partners. The motor coach was clean, comfortable, and operated by a skilled driver. Our knowledgeable and personable guide spoke perfect English and attended to our every need.

SOUTH AFRICA

Recently, our chamber partnered with Indus Travels for the third time. Indus will be our vendor for a ten-day trip to South Africa.

This itinerary proved to be so popular with our members, that we immediately booked a second date, and now both trips are full.

CHAMBER TRAVEL

We view our travel program as a way our chamber can assist members in successfully making the transition to a global economy.

We select destinations that are important U.S. trading partners--countries that our



Indus Travels Inc.

#233-11951 Hammersmith Way,
Richmond BC V7A 5H9

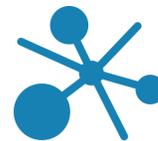
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Email: mail@indus.travel
www.indus.travel

**THANKS TO OUR
GENEROUS
FACCP
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FACCP



WebLink
Grow Faster



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