



## 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.



## 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**





## **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

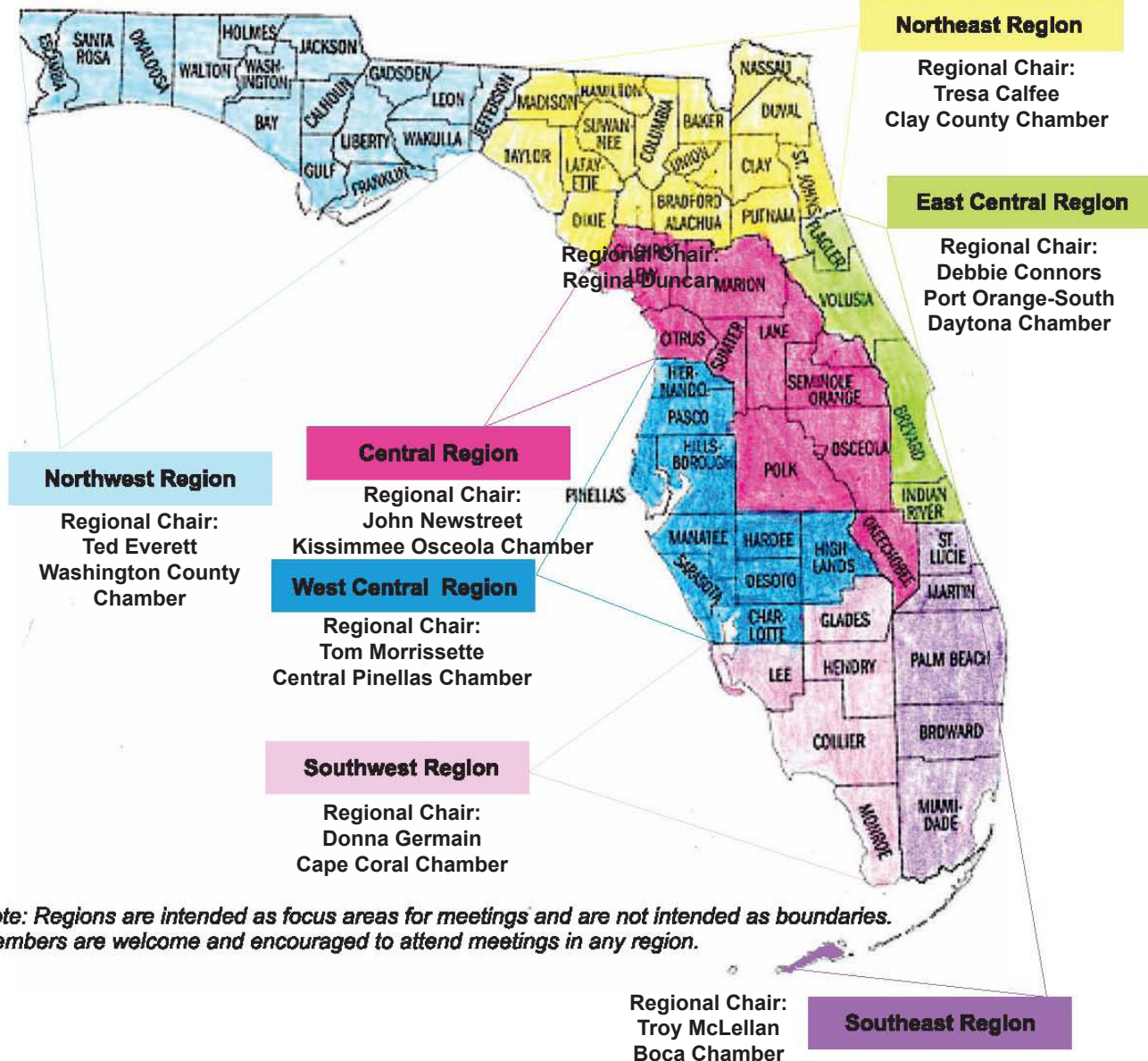
Date: 7/28/2017

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**



## 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](#).



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.



**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  
exceptional experiences! WEBINAR  
March 22 at 2 p.m.

[Click Here to Register Now!](#)

“

I Encourage  
Your  
Chamber  
To Partner  
With Indus  
Travels!

- Robin  
Anderson,  
Cce lom

#### 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

Tel: 604 279 8794 • Fax: 604 608 3421  
Toll free: 1 866 978 2997

Email: [mail@indus.travel](mailto:mail@indus.travel)  
[www.indus.travel](http://www.indus.travel)

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



**FACP**



**WebLink**  
*Grow Faster*



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