



# FACP

## Mid-Month Memo

**Everything You've Always Wanted to Know, But Were Afraid to Ask...**



Okay...maybe you aren't afraid to ask, but maybe you haven't had the right opportunity to ask. If so, you will definitely want to add this call to your calendar!

When:

**March 25 from 2:30-3:30 p.m. (EST)**

What:

A casual informational session to provide details and answer questions regarding the Certification process.

Who:

Chambers that are considering applying for the Certification designation in 2014 or those that wish to learn more about the process.

Where:

In the comfort of your own office since it's by telephone!

Why:

To earn this designation for your chamber to show your community and your members that your organization models the best industry practices.

How:

To register, **click here**. The call is free, but reservations are requested.

Questions? Call 800-226-3269 or email [director@facponline.com](mailto:director@facponline.com)

Want to see what the Certification process entails? Click here for a printable copy of the application, criteria, and timeline.

Is your Chamber Accredited but not yet Certified? That's easy -- you are automatically eligible for Certification. All that is required is the completed basic application and the reduced application fee of \$100.

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*Wishing You A Happy St. Patrick's Day*



*Aren't we all "Lucky"  
to be Chamber Professionals in sunny Florida?!*

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## Spring Regional Meetings Set

Mark your calendar and plan to attend the Regional Meeting in your area. **Click here to register.**

### Central Regional Meeting

Date: 3/18/2014

Time: 8:30 AM TO 11:30 AM

Kissimmee-Osceola County Chamber of Commerce  
1425 East Vine Street, Kissimmee, FL 34744

### West Central & Southwest Regional Meeting (joint)

Date: 3/27/2014

Time: 9:00 AM TO 12:00 PM

Hilton St. Petersburg – Carillon Park  
950 Lake Carillon Dr., St. Petersburg, FL 33716

### Northwest Regional Meeting

Date: 4/3/2014

Time: 9:00 AM TO 2:00 PM

Edgewater Beach and Golf Resort  
11212 Front Beach Rd., Panama City Beach, FL 32407

### Northeast Regional Meeting

Date: 4/9/2014

Time: 9:00 AM TO 12:00 PM

Flagler County Chamber of Commerce & Affiliates  
20 Airport Road, Suite C, Palm Coast, FL 32164

### Southeast Regional Meeting

Date: 4/16/2014

Time: 9:00 AM TO 12:00 PM

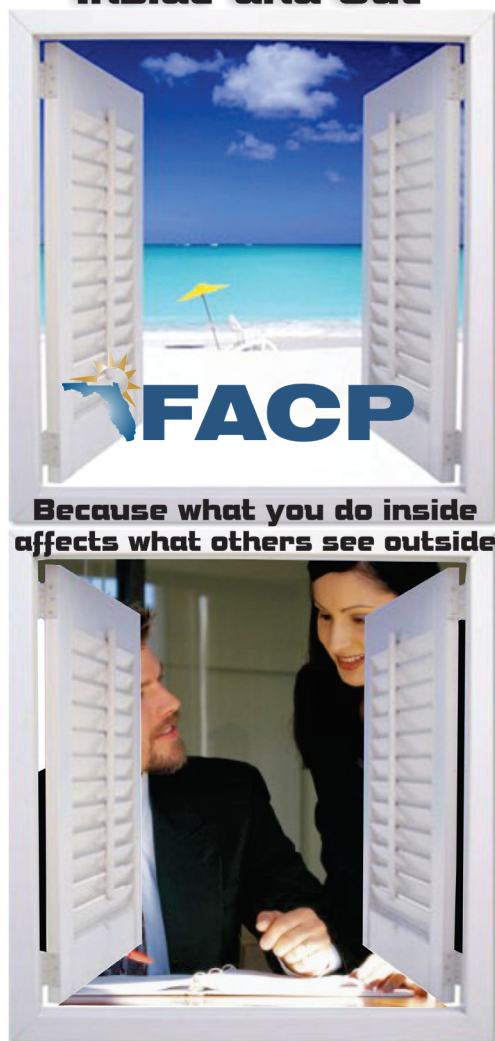
Greater Fort Lauderdale Chamber of Commerce  
512 NE Third Avenue, Fort Lauderdale, FL 33301

Can't make the meeting in your Region?  
Consider attending a meeting in an adjoining Region.  
All meetings are open to all FACP members.

The next round of Regional Meetings will be held in the Fall.

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## Your Chamber... Inside and Out



**Because what you do inside  
affects what others see outside**

# 2014 Staff Conference

**May 22-23, 2014**

**at the Sheraton Orlando North**

**Early Bird Registration Ends 3/31!**

**Here's a Glimpse into what you will learn....**

### **From Average to Extraordinary: 25 Innovative Ideas to Transform your Events**

Have your events become mundane? Is your attendance suffering? Do you struggle with new ways to engage sponsors, volunteers, vendors and patrons? Staying innovative is one of the biggest challenges in today's competitive environment. The first half of this session will feature 25 ways to keep your special events fresh, while the second half will allow time for the group to share their ideas and experiences.

*Presented by Suzanne Neve, Executive Director, Florida Festivals & Events Association*

### **Tiered Dues - What to do and what NOT to do**

One of the most talked about items in the Chamber world is dues and whether they are (or should be) tiered. What are the pros and cons of tiered dues? Learn from someone who has extensive, first-hand knowledge of this topic and has presented this informative session at a recent Pennsylvania Association of Chamber Professionals Annual Conference.

*Presented by Nancy P. Keefer, CCE, President & CEO, Daytona Regional Chamber of Commerce*

### **Internet Marketing Success... Is it Obtainable?**

The session will cover Internet Marketing, SEO (getting web traffic) and Social Media, including an in-depth discussion about what is hype, what is real and what direction Internet Marketing is headed for the future.

*Presented by Mike & Deb Long of Bay Water Marketing, Inc.*

### **Building Better Boards and Committees**

It doesn't take long in the chamber "world" to realize how important it is to have an effective Board of Directors and, equally importantly, strong, working committees. What role can chamber professionals play in increasing the odds that both are achieved?

This session, presented by a seasoned professional, will help to answer that question.

*Presented by Shane Adams, IOM, TMP, CEO of OrgSaver*

### **Advocacy: Why it's Important and how to use it as a Recruitment Tool**

So what is advocacy and why is it important for a Chamber (AND its members)? How does a Chamber build a government advocacy program and, equally importantly, how does it use the program as a recruitment tool? How do you create local, state and federal advocacy partners? Learn this and more during this informative session.

*Presented by David Hart, Executive Vice President of The Florida Chamber*

### **So what do Large Companies want from their Chamber Memberships?**

This question does not have a one-size-fits-all answer, so we've assembled a diverse panel to tell you what they -- and the companies they represent -- seek to gain from their memberships in local chambers. The info from this session alone could pay for your conference registration!

*Panel: Deborah Rios Barnes, Market Development Manager for CenturyLink; Joy Barrett Sabol, VP-Communications for Lockheed Martin Missiles and Fire Control; Tricia Setzer, Community Relations Manager for Duke Energy; Joe Kefauver, Managing Partner & Principal, Parquet Public Affairs*

### **Making the most of Your Communications**

Are your messages set up to meet the needs of almost half of your members who use their mobile devices for all of their communication? Is your Chamber taking advantage of available communication tools -- including Constant Contact? If not, learn about the latest and greatest version and set up your FREE account.

*Presented by: Pamela Starr, Area Director, Southeastern United States for Constant Contact*

**Special Room Rate  
\$99 per night**

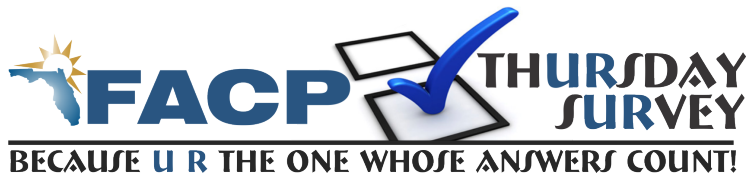
**Click here  
for hotel  
reservations**



Questions?

Call us at 800-226-3269 or  
email [director@facponline.com](mailto:director@facponline.com).

**Click here to  
Register Now  
and get the  
Early Bird  
Rate of \$195!**



## The Results Are In.... Our Members Like The Surveys!

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
- 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

Click here to view the results of any of the surveys listed above. (Please note that the Website Management survey is open through 3/17).

Your ideas and suggestions for survey topics are welcome (and needed!). Please submit your questions to [director@facponline.com](mailto:director@facponline.com).



## ... Professional Development Conference Call & Webinar Series



Did you miss the February or March webinar, but would like to see the materials that were covered?

Click the button below the webinar that you missed to access the PowerPoint.

## How to Become a Chamber of the Year

**Lance Allison**, President of the **Panama City Beach Chamber**, shared what it takes to be an award winning chamber and how he led his former chamber (Murray-Calloway County, KY) through the process and came out on top in the ACCE Chamber of the Year competition.



**Get the  
PowerPoint**

## 5 Steps to Growing Your Membership Through LinkedIn

**Curt Moss**, Senior Product Marketing Manager at **WebLink International**, shared how your chamber can utilize LinkedIn to help exceed your membership goals.



**Get the  
PowerPoint**

## Make Your Chamber an Award Winner in 2014!

It's never too early to begin preparing your submissions for the Annual FACP Awards that are given each year in September!

We are not saying that you have to kiss our awards...but you just might want to!

Click here for information about the Chamber of the Year Award, the Executive of the Year Award and the Communication Awards -- all have application deadlines of August 1.





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

## Available Jobs

[Home](#) > [Events & News](#) > [Job Openings](#)

Search Field

Search Keyword

Company Name	Position Title	Position Type	Posting Date
<a href="#">details</a> South Tampa Chamber of Commerce	Director of Membership	Membership Development	02/22/2014
<a href="#">details</a> South Tampa Chamber of Commerce	Admin / Bookkeeper	Administrative Assistant	02/22/2014

### Quick Links

[Calendar of Events](#)[Conferences](#)[FACP News](#)[Chamber Leader News](#)[Job Openings](#)

### Members Only

#### Chamber

South Tampa Chamber of Commerce

South Tampa Chamber of Commerce

Lake Wales Area Chamber of Commerce &amp; EDC

#### Open Position

Director of Membership

Admin/Bookkeeper

Executive Director

### Check It Out!

- Post jobs
- Apply confidentially



**FACP**  
**2014 Annual Conference**  
**September 9-11, 2014**  
**Edgewater Beach & Golf Resort**  
**Panama City Beach**



*We are “LUCKY”  
to have such  
wonderful sponsors!*



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

Are you looking for additional  
non-dues revenue for your chamber

**JOIN**

**Indus Travels - Harish Shroff  
& Mike Evans on this  
Informative  
Webinar**

- Discover why hundreds of chambers now offer International Chamber Trips
- Hear what's in it for you and your chamber
- Learn how to successfully setup & run a Chamber Travel Affinity Programme
- Learn how promoting travel actually creates new customers for your members including your member travel agents



Harish Shroff



Mike Evans

**Indus Travels** makes it easy for chambers of commerce to offer customized travel excursions for their members.

Chambers choose Indus because they know we will deliver unmatched travel experiences and treat their members with the same level of care that the chamber would.

Non-dues Revenue &  
Chamber Travel Affinity Programmes  
**19<sup>th</sup> Mar 2014** (12.00 PST / 15.00 EST)

Very Limited space

**Register Now**

Please submit your questions on registration  
and we will discuss them during the webinar