



# FACP

## Mid-Month Memo



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

**Early Bird Registration  
is Now Open!**



Mark your calendar (*or register now to get the Early Bird rate!*) for the **2015 Spring Conference**.

It is never too early to plan for your professional development and valuable networking with your peers. Last year's participants gave the conference rave reviews, so you won't want to miss this year's event.

Watch for updates...but remember to plan (*or register!*) now to get the Early Bird Rate of \$195!



... Professional Development  
Conference Call & Webinar Series



## Membership Prospecting and Sales

**January 20 at 2 p.m. (EST)**

presented by  
**Kyle Sexton**



"FUNNY AND  
ARTICULATE. ONE OF  
THE **brightest**  
MARKETING MINDS  
AROUND"



**Kyle Sexton**  
Marketing Strategist

Kyle Sexton is an award-winning marketing strategist and international speaker on marketing and membership development.

His innovations have been featured in The Wall Street Journal, and his book **reMembership - New Thinking for Tomorrow's Membership Organization** is fueling transformations in membership organizations throughout North America

**Register Me**

The webinar is free, but your advanced registration is needed.

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

## Available Jobs

Chamber	Open Position
West Florida Regional Planning Council	<a href="#">Regional Planner I</a> <a href="#">Economic Development</a>
Greater Brandon Chamber of Commerce	<a href="#">Executive Director</a>
St. Cloud Greater Osceola Chamber of Commerce	<a href="#">President/CEO</a>

## FACP Launches New Chamber Survey Service

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).



## Message from the Chairman

Chamber executives in the great state of Florida often share ideas and advice. The Florida Association of Chamber Professionals (FACP) and ACCE help us do this and more. Currently, ACCE is asking for us to participate in an important service.

If you've ever had a request from your board for data comparing your chamber to others, or if you've ever needed charts and graphs to justify salaries, budgets or new projects, ACCE's new Dynamic Chamber Benchmarking (DCB) service is a great solution for these needs.

As the current FACP chairman and ACCE member, I'm writing to ask you to access DCB and make sure your [Chamber Profile and Salary Survey](#) are complete. The Operations Survey is also available, and something we all can use as a management tool. It's open for updates and data entry for fiscal years 2012 through 2014.

And, in case I haven't mentioned it, DCB is FREE and available 24/7 to ACCE members. It is an expensive service, the kind of thing only a national association like ACCE can provide, but members must use this tool to realize its value. I assure you that the insights and perspectives we'll gain from our collective effort will be extremely valuable. Please make sure your organization participates this year, starting with the Salary Survey.

To get started, review these links:

- [Participate now](#) - Note the multiple fiscal year descriptions.
- [Webinar schedule to learn more](#)
- [Quick Start Guide](#)
- [Data Collection Worksheet \(all survey questions\)](#)
- Email [HERO@acce.org](mailto:HERO@acce.org) for help

Once you complete the survey you can choose to output the information as a PowerPoint or Excel spreadsheet that is ready to use with your executive committee, your board or your staff, instantly. Reporting on compensation for virtually every employee, this new Salary Survey tool will help you make more competitive compensation decisions.

Please join me and the rest of the chambers in Florida in using Dynamic Chamber Benchmarking. The more who participate, the more we'll know the facts about a "typical" or "outstanding" performance.

Sincerely,

Bob Rohrlack, President and CEO  
Greater Tampa Chamber of Commerce



FACP Chairman 2014-2015

## Fall Regional Meetings Near Completion!

The Fall series of Regional Meetings are almost complete, with the one remaining meeting scheduled for the **Northwest Region** on **December 16** at Gulf Power in Pensacola!

Thank you to **The Melbourne Regional Chamber**, **The Greater Boca Chamber**, **The Seminole County Chamber**, **The Tampa Chamber** and **The Bonita Springs Area Chamber** for serving as hosts of the meetings in their regions.

Special thank you to our Corporate Sponsors, **Florida Chamber** and **Visit Florida**, for joining us at several of the regional meetings. Thank you, in advance, to **Ali Crain** with the **Kentucky Chamber of Commerce Executives (KCCE)** who will be presenting at the upcoming Northwest Region meeting.

Watch future issues for the dates of the Spring Regional Meetings. Should you wish to contact your Regional Chair in the mean time, this year's Regional Chairs are listed below for your convenience:

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







## **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 surveys listed above.

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  
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**



Amelia Island-Fernandina Beach-Yulee  
Chamber of Commerce  
Regina Duncan, CCE, CAE  
(904) 261-3248  
[regina@aifby.com](mailto:regina@aifby.com)

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

[Click here for the online membership application](#) or [click here for membership benefits information](#).

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



**FACP**



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



**FACP**

**Member Dues REMINDER**

Just a reminder that all membership renewals were due on September 1, 2014. If you need another copy of your invoice, please contact our office at (800) 226-3269 or email [director@facponline.com](mailto:director@facponline.com).

For your convenience, renewal invoices can be accessed and paid online under the [Member Section](#) of the website.

Thank you, as always, for your continued support of the chamber industry in Florida!