



FACP

Mid-Month Memo



“Three Ways to Use Video to Inform, Engage and Promote Your Members & Your Chamber”

February 17 at 2 p.m. (EST)

presented by
Michelle West



Michelle West

Michelle West is an Emmy award winning video producer and a marketing and communications consultant with more than 20 years experience in for-profit and non-profit industries.

Her business, Chamber Speak, specializes in providing marketing and communications services for chambers of commerce and member associations.

Register Me

Free Webinar, but Advanced Registration is required.

Members, Media, Magicians and Money... Spring Conference

May 7-8, 2015 • Tampa
See Page 2 for Details!

Apply now for the Inaugural Professional of the Year Award

POY Applications Due Feb. 27

FACP is accepting nominations for the 2014 Professional of the Year Award to be given at the May Conference. Nominees must meet the following criteria:

- The nominee must be a current employee of an FACP member Chamber.
(Note: This award is for staff members only; CEO/President/Executive Directors are eligible to apply for the Executive of the Year Award, which is a separate award given at the Fall event).
- Nomination must be approved by the President/CEO/Executive Director.
- The nominee must have served a minimum of 3 years in the Chamber industry.
- The nominee's Chamber must have been a member of FACP a minimum of 2 years.

Nominations of Chamber professionals meeting the minimum criteria are welcome. A complete nomination will include:

- Completed Professional of the Year Nomination Form
- Essay - not exceeding 1,000 words - describing exemplary service as noted on nomination form
- Color headshot
- Application Fee of \$25

Nominations must be submitted electronically to director@facponline.com.



Click to Download Application & Award Criteria

2015 Spring Conference

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

Members, Media, Magicians and Money... Learn how they all relate to your Chamber!



Recruitment and Retention for a Strong Membership Foundation

LinkedIn – Maximize your Chamber’s LinkedIn Group and Your LinkedIn Profile for Member Recruitment and Retention

Presented by Shari Berger, owner of Strategic Solutions for Growth

Handling the Media in a Crisis/Sensitive Situation

Presented by Polk County Sheriff Grady Judd



What Level of Service are Your Members’ and Guests’ REALLY Receiving?

Presented by Darren Denington, Service with Style

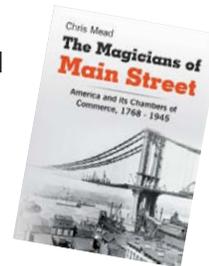
Improving your Chamber’s Audit or Financial Review

Presented by Dustin Orr, CPA, Hamilton & Phillips, CPAs, PA



The Magicians of Main Street – America and its Chambers of Commerce, 1768-1945

Presented by Chris Mead, Senior Vice President,
Association of Chamber of Commerce Executives



Building Community Through Non-Profit Work

Presented by Robert L. Goltz, IOM,
President & CEO, Miramar-Pembroke Pines Chamber of Commerce



7+ Unique Ways to Drive Non-Dues Revenue to Your Organization

Presented by Erica Castner, Queen of Results Coaching & Consulting

5 Mistakes that Chambers Make When Using their Membership Database

Presented by Curt Moss, WebLink International



Register at the \$195
Early Bird Rate!

Reserve Your Room
in the FACP Block



5...Count Them, Yes, 5... \$500 Scholarships Available for 1st Time Institute Attendees -- Apply by March 20th!

FACP is proud to partner with Institute for Organization Management, the U.S. Chamber of Commerce Foundation's professional development program for non-profit executives, and offer two \$500 partial tuition scholarships to one of Institute's 2015 sites. In addition, we are fortunate to have been given the opportunity to offer three \$500 partial tuition scholarships to the Southeast Institute, thanks to FACP Board Member Nancy Keefer (Daytona Regional Chamber), who is a former Chair of the Southeast Institute at UGA.

These scholarships, available to our members, will be awarded to students attending Institute for the first time to assist with enrollment fees and cannot be combined with any other Institute scholarships.

For over 90 years, Institute has educated association, chamber, and other nonprofit leaders across the country through its national program, highly rated curriculum and high caliber instructors. Thousands of executives have attended Institute sites across the country to strengthen their management skills, learn industry best practices, and gain a broad national perspective from peers. Participants earn points towards their CCE or

CAE certification as Institute's curriculum is directly tied to the bodies of knowledge of both the American Society of Association Executives and the Association of Chamber of Commerce Executives.

Upon completion of the Institute program, graduates receive the IOM recognition which allows them to use the letters "IOM" in public mention and professional correspondence. The IOM recognition signifies the completion of 96 hours of course instruction in nonprofit management and commitment to the industry.

If you are interested in this scholarship opportunity, please return completed applications to director@facponline.com by March 20th.

For more information about Institute's curriculum, sites, and dates, visit the [Institute Web site](#) and [Prospective Student Toolkit](#) to help you gain insight into the program.

Download the Scholarship Application

Thank You!
FACP thanks **Nancy Keefer** for offering three scholarship opportunities exclusively to our FACP members.
Thanks, Nancy, we appreciate your continued commitment to the chamber profession!

IMPORTANT DATES AND DEADLINES

| | | | |
|---|---|--|------------------------|
| INSTITUTE SITES AND DATES | | EARLY ENROLLMENT DEADLINES | |
| 2015 Winter Institute University of Arizona Tucson, AZ January 4-8, 2015 | 2015 Southeast Institute University of Georgia Athens, GA June 28- July 2, 2015 | Be sure to register for the Institute site of your choice before the early enrollment deadline to save \$200 on your tuition! Individual tuitions increase \$200 after the deadline. | |
| 2015 Midwest Institute University of Wisconsin Madison, WI June 7-11, 2015 | 2015 West Institute Loyola Marymount University Los Angeles, CA July 12-16, 2015 | Winter Institute | Friday, Nov. 21, 2014 |
| | 2015 Northeast Institute Villanova University Villanova, PA July 26- July 30, 2015 | Midwest Institute | Friday, April 24, 2015 |
| | | Southeast Institute | Friday, April 24, 2015 |
| | | West Institute | Friday, May 29, 2015 |
| | | Northeast Institute | Friday, May 29, 2015 |
|  | | SCHOLARSHIP DEADLINES | |
| Institute for Organization Management | | Winter- | October 24, 2014 |
| | | Summer- | March 27, 2015 |





ABOUT FACP MEMBER CENTER EVENTS & NEWS

Available Jobs



Chamber

Open Position

Melbourne Regional Chamber
of East Central Florida

President/CEO

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.

Spring Regional Meetings Being Scheduled

Your Regional Chairs are currently scheduling the Spring Regional Meetings. Scheduled to-date are the following (click to register):

March 26 • 9 a.m.- Noon

Southeast Region

Greater Boca Raton Chamber of Commerce
1800 North Dixie Highway
Boca Raton, FL 3343

March 27 • 9 a.m.-Noon

Northeast Region

JAX Chamber
3 Independent Drive
Jacksonville, FL 32202

April 3 • 9 a.m.-Noon

Southwest Region

Greater Naples Chamber of Commerce
2390 Tamiami Trail North, Suite 210
Naples, FL 34103

Featured sponsor at the Spring Meetings will be Constant Contact.

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

Central: Debbie Cotton, Seminole County

East Central: Rebecca DeLorenzo, Flagler County

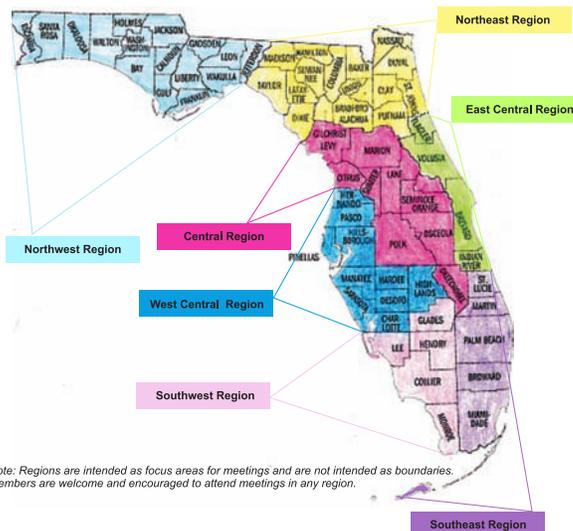
Northeast: Dawn Adams, JAX

Northwest: Lance Allison, Panama City Beach

Southeast: Troy McLellan, Boca

Southwest: John Cox, Naples

West Central: Tom Morrissette, Central Pinellas



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.





BECAUSE U R THE ONE WHOSE ANSWERS COUNT!

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

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.



2015 Annual Conference Dates Are Set!

September 15-17, 2015

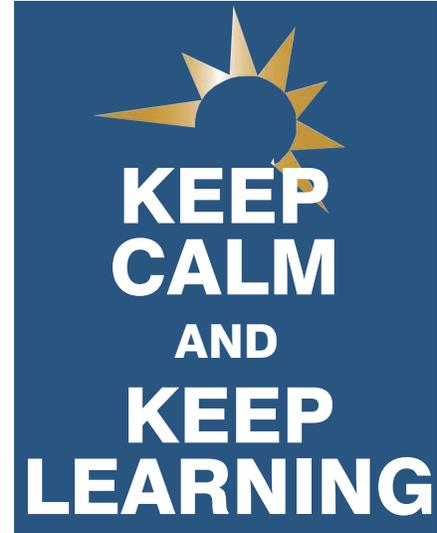
South Seas Resort
Captiva Island, Florida



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



FACCP



**FLORIDA
CHAMBER**
of Commerce



VISITFLORIDA
FLORIDA



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