FACP Mid-Month Memo

DRIVING CHAMBER SUCCESS
FACP Spring Conference 2016

THE PLAZA RESORT & SPA
DAYTONA BEACH'S GRAND RESORT

May 19-20



Stephen C. Lundin, Ph.D., best selling author of the book, FISH!, will show you how to make your chamber world famous using the FISH philosophy. This philosophy is not about what we do or how well we do it, but it is about who we are while we do what we do or how we "show up for life". It is a shorthand for the most powerful values in creating a workplace that is fully human and attractive to us....a place where we can feel alive and free.



Kyle Sexton, an award-winning marketing strategist and international speaker and author on the topics of membership development, marketing and innovation will share his unique insight on and innovative approach to one of the most important components of our chambers. Kyle was recognized in 2011 by Chamber Executive magazine as one of the most influential innovators in the chamber of commerce industry.



Hardy Smith, Consultant and Speaker, whose results-oriented approach is based on a career of more than 30 years in the high performance world of NASCAR racing, will speak on a topic that is pivotal to the success of all chambers -- board performance and engagement. His original research to answer the compelling question, "Why don't board members do what they're supposed to do?" will provide a unique perspective.



Deb Cottle, Founder and President of World on a String, will use her proven 4 Step GUTS Formula to teach how you can incorporate easy techniques to enhance business & personal relationships, overcome negativity, and create a more fulfilling and balanced lifestyle -- and stay motivated for more than a day!



Donna Rippley, Founder of the Center for Career Transition and author, will discuss the role that leadership plays within our chambers and will provide insight on how to keep everyone onboard thinking, responsible and working as a team. Her presentation will be beneficial not only for our chamber teams, but also as a message for community leadership programs.



Mark Freid, President, Brandatestic, Ironman and Family Man, with Think Creative, helps others see that even the craziest ideas are worth considering. His favorite saying is, "Yes." followed by "Now, let's figure out how." Mark will talk with us about "Happiness Counts" and why we should be investing in ensuring a deep sense of fulfillment in our teams.



Matthew Montoya, Regional Training & Development Specialist for Constant Contact, will show us how to best utilize our free use of Constant Contact and the many tools that are now included with this phenomenal program to enhance our membership recruitment and retention efforts and more!



Clark Thomason, with the U.S. Chamber's Southeast Region Congressional and Public Affairs Office, and Greg Blose', Grassroots Development and Engagement Manager for The Florida Chamber, will be giving important updates on issues that will impact our chambers and our members.



The room block at The Plaza Resort & Spa is sold out, but we have contracted with the Plaza Ocean Club Hotel, which is located directly next door, for an additional room block. Room reservations can be made by calling (386) 239-9800.

Register Me



Communication as a Strategic Business Tool

April 19 at 2 p.m. (EST)

Being a good communicator is more than telling people what you think they need to know.

This training examines the ways your target audiences access information and how you can influence and enlist them with your message. You'll learn why it's critical to share a consistent message and how to get others to pick up and repeat your words.

The training also covers how to handle tough questions, style issues and reviews critical tools for successful communicators.

What will you learn?

- The Spaeth Influence Model, which identifies the multiple routes of communication and the importance of message alignment
- Techniques to influence what your audience hears, believes and remembers
- How to structure information in a response
- Communication strategy: Leaders are watched and imitated – we discuss what that means for your approach to communication
- The role of storytelling in creating a culture and influencing memory
- The traditional elements of style. Your appearance and body language can add to the credibility of your message.

Webinar is Free - Advanced Registration Required

Register Me

Session will be capped at 25 people and will be presented by **Emily Turner, SVP for Spaeth Communications**. Having served both public and private industries, Emily has a wealth of experience in the areas of public relations, marketing and communications consulting.



Get Certified!

It's not too early to start working on your chamber's application to become a Certified Chamber in 2016!

Finished applications are due by **June 15** -- click the link below to download the criteria and application.

Download the Application

CERTIFIED+ CHAMBER
Florida Association of Chamber Professionals

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

CERTIFIED CHAMBER
Florida Association of Chamber Professionals

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



Greater Boynton Beach Chamber
Jonathan Porges
(561) 732-9501
jonathan@boyntonbeach.org

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

Click here for the online membership application or **Click here** for membership benefits information.





Is Your Chamber Hiring?

Don't forget to post your available positions on the FACP website. The job posting service is free to FACP member chambers and the applications from potential employees are sent directly to your chamber and are confidential and seen only by your chamber.

Post a Job



FACP

The 2016 Annual Conference will be held in conjunction with the Florida Chamber's Future of Florida Forum in honor of their 100th Anniversary. The event will be held at the **Hyatt Regency Grand Cypress**, One Grand Cypress Blvd. in Orlando.

Watch for details!

FACP THURSDAY SURVEY

BECAUSE U R THE ONE WHOSE ANSWERS COUNT!

The Florida Chamber is currently building a new version of the the ChamberViews system to better serve their members. The new version is currently being tested and should be available soon.

Until such time, we will not be conducting the Thursday Surveys and, unfortunately, some of the functionality of the surveys that are saved on our website is limited.

We apologize for any inconvenience and will resume the Thursday Survey as soon as the new software is available.

Institute.

Congratulations to our Scholarship Recipients

Congratulations to the recipients of our Institute Pay It Forward Program Scholarships!

We are happy to announce that the following members have received $500 scholarships to apply to their first year of Institute:

Kristen Loera
Gulf Breeze Chamber of Commerce

Dawn Badami
Hernando County Chamber of Commerce

Nancy Hoehn
East Orlando Chamber of Commerce

Thank you to the U.S. Chamber for their generosity and for helping us achieve our mission to advance excellence in chamber management!

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



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WebLink INTERNATIONAL

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Cowart Awards awardsthatwork.com

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Thank You

For Your Continued Support of our Mission to

Enhance Excellence in Chamber Management!