

**2017 Spring Conference
Set for May 4-5**



Thanks to our members' feedback, the 2017 Spring Conference will be held at the historic and beautiful Plantation on Crystal River on **May 4-5!** We appreciate all of you who took the time to respond to our survey to help us pick the conference dates.

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).



**PR 101:
5 Simple Steps to
Landing Press**
January 19 • 2 pm (Eastern)

**This session will cover
5 Simple Steps to Landing Press:**

- 1. Media Formulas - How they Open the Door to Media Exposure:** What is a Media Formula?
- 2. How to Target the Correct Journalist, Producers & TV Host:** Who are the anchors/reporters that cover the segments that would relate to your company/brand/story?
- 3. Top PR Strategies that make the Media want to Talk to You:** What does the media want to hear? What makes a great story?
- 4. How to use a Publicity Calendar to get Booked on "Timely" Segments:** Having a pitch that is "Timely" significantly increases chances of getting booked
- 5. How to Write the Perfect Pitch:** Pitch vs. Press Release



Carolynn Smith is a Hall of Famer in NCAA Women's Basketball, Emcee of the 2015 NCAA Women's Basketball Final Four, a Former Fox Sports Radio personality, "Million Dollar Baby" in sales and marketing for Hilton Hotels Worldwide & Starwood Hotels and owner of the highly successful company, Seven

PR + Marketing— Carolynn Smith is a sales, marketing, and PR professional, specializing in marketing, public relations, and event production with over 15 years of experience in the sports, hospitality, and entertainment industries. Carolynn knows the critical components necessary to take your publicity and marketing to the championship level and ensure the bottom line increase.

Register

*This Seminar is Free
Advanced Registration is required.*



ABOUT FACP MEMBER CENTER EVENTS & NEWS

Available Jobs

Chamber

Open Position

Sanibel-Captiva Chamber of Commerce

Member Services Manager

Apply



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



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 | |

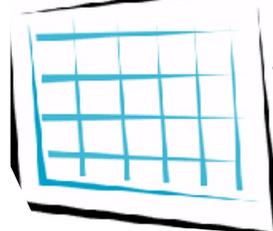


- | | |
|------------------------|-----------------|
| Clay County | Sarasota |
| Flagler County | Sebastian River |
| Gainesville Area | South Lake |
| Hispanic/Metro Orlando | West Orange |
| Saint Johns | |

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.



2017 Annual Conference



September 11-13

(Host Location within the North Florida area TBD)

It's Time to Submit Your Nominations....

2016 Professional of the Year Award Applications due before February 26!



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](#)



... Professional Development Conference Call & Webinar Series



How Does Your Chamber Position Itself as the Futurist for Your Community? March 3 • 2 pm (Eastern)



Jerry Parrish

The Florida Chamber's "**Florida Scorecard**" is a valuable tool that is available for your chamber!

Learn from **Dr. Jerry Parrish**, Chief Economist and Director of Research for the Florida Chamber Foundation and **Mark Wilson**, President of the Florida Chamber, how to use this important data for your chamber to become the futurist for your community.



Mark Wilson

[Register](#)

*This Seminar is Free
Advanced Registration is required.*

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.

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.



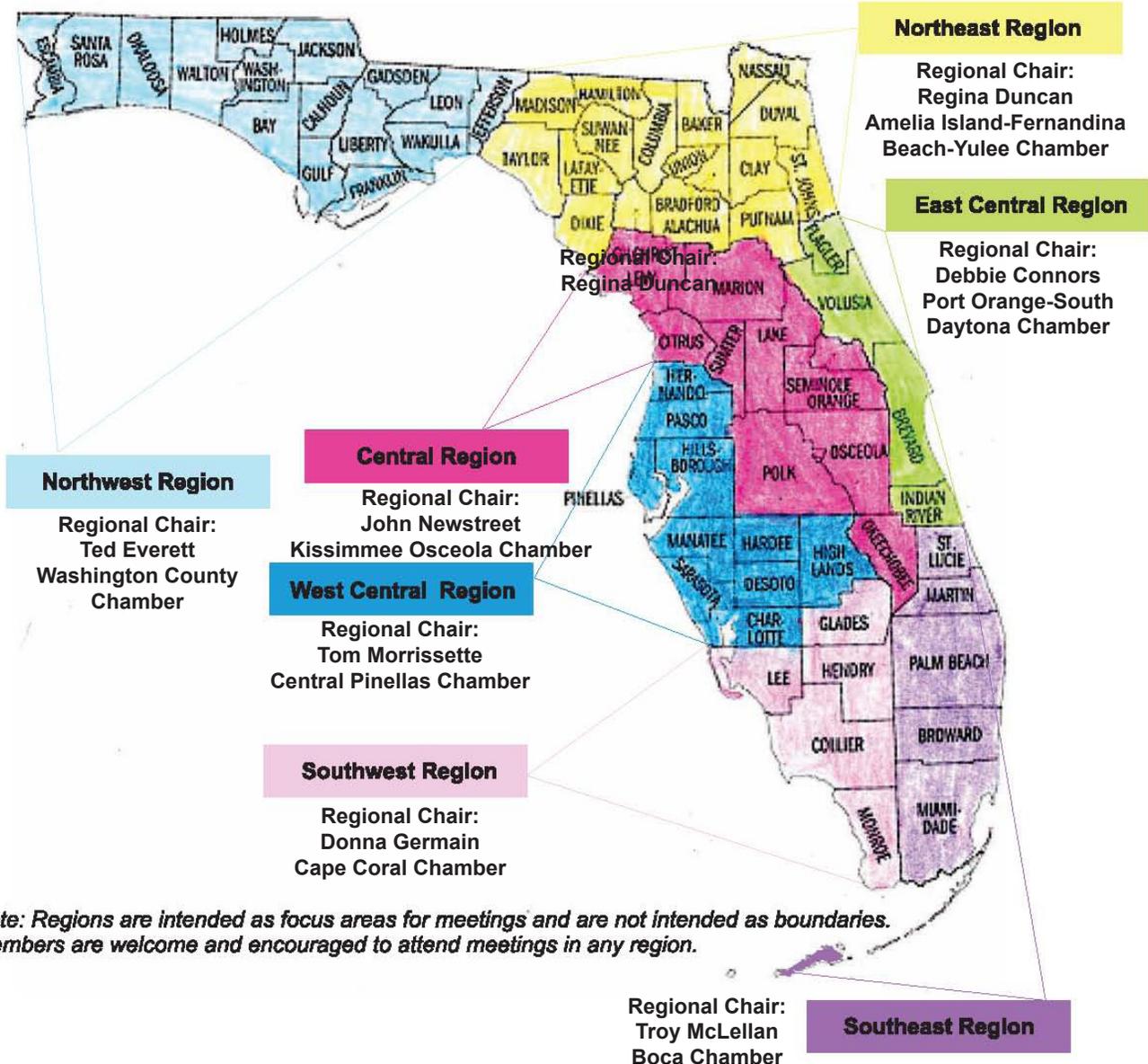
Scheduled meetings include:

East Central Regional Meeting

Date: 1/27/2017
 Time: 8:30 AM TO 12:00 PM
 Port Orange-South Daytona Chamber of Commerce
 3431 Ridgewood Avenue
 Port Orange, FL 32129

Central Region Meeting

Date: 4/7/2017
 Time: 9:00 AM TO 12:00 PM
 West Orange Chamber of Commerce
 12184 West Colonial Drive



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.

2016-2017 Board of Directors

Executive Committee

Chair

Nancy Keefer, CCE, IOM, FCCP
President
Daytona Beach Regional Chamber of Commerce

Immediate Past Chair

Stina D'Uva, IOM
President & CEO
West Orange Chamber of Commerce

Chair-Elect

Debbie Cotton
President
Ormond Beach Chamber of Commerce

Treasurer

Dawn Adams, IOM
Vice President of Finance & HR
JAX Chamber

Central Region Chair

John Newstreet
Kissimmee-Osceola County Chamber of Commerce
President & CEO

Southwest Region Chair

Donna Germain
President
Chamber of Commerce of Cape Coral

Northwest Region Chair

Ted Everett
Executive Director
Washington County Chamber

East Central Region Chair

Debbie Connors
President/CEO
Port Orange/South Daytona Chamber of Commerce

West Central Region Chair

Tom Morrissette
President
Central Pinellas Chamber of Commerce

Southeast Region Chair

Troy McLellan, CCE, FCCP
President & CEO
Greater Boca Raton Chamber of Commerce

Northwest Region Chair

Regina Duncan, CCE, CAE
President
Amelia Island-Fernadina Beach-Yulee Chamber

FACP President

Tammy C. Bracewell, IOM

Skip Alford, FCCP
CEO
South Dade Chamber of Commerce

Hope Allen, FCCP
President
Wesley Chapel Chamber of Commerce

Tresa Calfee
Vice President
Clay County Chamber of Commerce

Kelly Flannery
President/CEO
South Tampa Chamber of Commerce

Robert Goltz, IOM
President/CEO
Miramar-Pembroke Pines Chamber of Commerce

Brittany Lamont
Director of Communications and Events
Greater Sarasota Chamber of Commerce

Dan Linblade, CAE
President
Fort Lauderdale Chamber of Commerce

Beth Mitchell
Executive Director
Sebastian River Area Chamber of Commerce

John Newstreet
President & CEO
Kissimmee Osceola Co. Chamber of Commerce

Corydon "Cory" Skeates
President/CEO
Lakeland Area Chamber of Commerce

Elizabeth Spies
Vice President of Communications
Destin Area Chamber of Commerce

Jesse Walters
President
Miami Shores Chamber of Commerce

Mark Wilson, CCE
President & CEO
Florida Chamber of Commerce

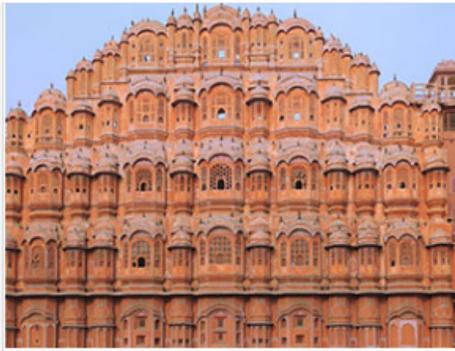
Katie Worthington
President
Winter Haven Chamber of Commerce



PERU EXPRESS

TOURS DAYS: 08 DAYS
USA - LIMA - CUZCO - MACHU
PICCHU - LIMA - USA

DEPARTURE DATE: 09 Feb, 2018



DISCOVER INDIA

TOURS DAYS: 10 DAYS
USA - DELHI - AGRA - BHARATPUR -
JAIPUR - DELHI - USA

DEPARTURE DATE: 31 Mar, 2018



SUPER SOUTH AFRICA

TOURS DAYS: 11 DAYS
USA - JOHANNESBURG - KRUGER
NATIONAL PARK - STELLENBOSCH -
CAPE TOWN - USA

DEPARTURE DATE: 20 Sep, 2017

Click Here for Trip Information & Earn \$ for Your Chamber

Destination and Departure Dates:

Peru – Feb. 9, 2018 **India** – Mar. 31, 2017 **South Africa** – Sept. 20, 2017

Trip Cost to Chamber Member

Peru - \$2,190 **India** - \$2,190 **South Africa** - \$2,990

Earn \$300 per passenger for your chamber!

Earn One FREE ticket for your chamber with every 20 trips that are booked

FACP and Indus Travels are pleased to announce an excellent non-dues revenue opportunity -- revenue-sharing trips to Peru, India and South Africa. Any FACP Member Chamber may participate in this opportunity.

Indus will assist you in marketing the trips, with a landing page already created for your use -- you can [click here](#) to view the page.

Registration is simple – Indus has created a registration site exclusive for the program with referring chambers listed in a drop-down menu to ensure that you receive credit for all trips that your chamber refers.

If your Chamber is interested in participating or would like more information, please email Harish at harish@indus.travel or call him at 647-526-0063.

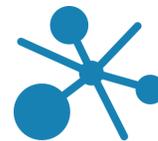
**NEW
Trip Dates!**



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



FACCP



WebLink
Grow Faster



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