



Your Chamber Connection



Chamber Growth!

Recent Events

- Alamogordo, NM
- Wilson, NC
- Orangeburg, SC
- Jackson, TN
- Pine Bluff, AR
- Mt. Home, AR
- Roanoke Valley, NC
- San Marcos, TX
- Springfield, IL

Coming Events

- Walla Walla, WA
- Galveston, TX
- Round Rock, TX
- Longview, TX
- Greeley, CO
- Allen, TX
- Pittsburg, KS
- Lodi, CA

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Centerfold
Membership Event
collages

Issue 73

October 2009

Springfield, IL Chamber of Commerce



\$75,892.00 & 261 New Members... in 3 days. Words cannot describe the excitement and emotion circulating during the 3 days of the Springfield, IL Membership Event. In their first ever Event, the campaign leadership assembled one of the

strongest groups of volunteers in the history of their chamber. More than 150 volunteers gathered at the Secret Recipes Reception Center over the 3 days. Each shift learned point by point features and benefits of the Springfield Chamber and then used their contacts and influence to recruit 261 new members and \$75,892.00 in revenue.

The Celebration Party was wall to wall with happy, enthusiastic team members that enjoyed an hour laughing, jeering and most importantly congratulating each other. "I just can't believe it." said David Earhart, Chamber Membership Director. "It was awesome." Way to go, Springfield!!

Wilson, NC— Now the champions of the Carolinas, Wilson broke all records with the greatest amount of revenue generated in a 3 day Membership Event and what an amazing event it was. There were limos and margaritas, laughs and sneers, and an all around outstanding program! Prominent Wilson County leaders overcame all inhibitions and created the most exciting, fun loving, and profitable Membership Event in the history of the Carolinas. Thank you Jeff Chesson, Charlie Bedgood, Chuck Finlea, Eliot Smith and Harry Gauss.



Wilson, NC Chamber of Commerce
\$58,038.00 & 177 New Members

Dear Friends,

There is a saying that when the going gets tough, the tough get going and we have witnessed this first hand over the past year. With the economists shouting recession, stirring unemployment fears and creating anxiety among the small business owners, we have seen a rallying of the troupes never seen before. Week after week, we experience record breaking Membership Events. Not only the number of new members recruited, but even more so in the number of volunteers willing to come together to build their chamber and ensure their voice in the community. We are so proud and thankful for the support of those individuals. They have proven that a sluggish economy brings out the best and hardest workers.

As we enter the fall, the one year anniversary of the financial storm, we are extremely optimistic about chamber membership. Thank you to all the volunteers and chamber staff members that have made this such an awesome year!

Best Regards,

Lorraine

President

Grins and Groans:

The scientific theory I like best is that the rings of Saturn are composed entirely of lost airline luggage.

- Mark Russell

The following was published last month in the Pine Bluff COMMERCIAL—Online Edition

COMMERCIAL EDITORIAL – ECONOMIC STRENGTH IN MEMBERSHIP -- FRIDAY, SEPTEMBER 4, 2009

Friday, September 4, 2009 12:40 AM CDT

Just when you think you've seen it all, that you can't be surprised anymore, along comes an effort like the one last week which culminated in 300 new members to the Chamber of Commerce — 325 at last count, and still growing. The volunteer-driven effort was one of the most successful drives in Arkansas so far this year.

Wow. How do you explain that?

It takes effort, that's for sure. More than 100 volunteers who were willing to make calls, send e-mails, knock on doors and — most of all — ask. Sure, they asked for membership, but they were also asking to join in an effort that affects all businesses and, in turn, can make a sizable difference in the community as a whole. Usually, good things happen when people come together.

It takes organization. You can't just send 125 people out on the street and expect them to return with fistfuls of commitments. No, it requires an organized effort. From the staff to the volunteers, there are lists to assemble, research to be done, packets to be gathered, meetings to be conducted, recognition to be thought of — and all that comes before the first contact can be made.

It takes commitment. Chamber officials said more than 125 volunteers came together in earnest to lend an extraordinary effort, which produced these amazing results. It's been proven over and over that volunteers are the ones most effective in promoting chamber membership. The testimony from a trusted customer can be more convincing than a pitch from a staffer.

It takes a compelling story. When the economy is rocking, it can be difficult to convince businesses that they need a helping hand to grow. A well-run chamber of commerce can be an important source for referrals, networking and support. It opens doors. What business doesn't need more of that during these times?

A good chamber also monitors legislation at all levels to help stave off regulation from getting in the way of commerce at all levels — local, state and national. The chamber serves as watchdog of sorts for issues that can affect our businesses because, let's face it, we don't always have the time to look for ourselves. It's much easier to prevent bad legislation than it is to repeal it.

It takes businesses that are willing to listen to the story being told. These challenging economic times will be remembered for a lot of things, most especially the time we had to re-think our businesses. The old ways no longer work the way they used to. The chamber serves as an essential resource during all times but most especially when a business needs assistance in cutting a new path to success. It seems obvious that many of these new members were open to a new voice from an old friend.

Opportunity and necessity collided last week in a perfect storm.

Nearly nine of 10 new jobs created in any community are produced by small businesses growing and adding staff one at a time. An effective chamber makes its members more successful. If half of the 700 chamber members were able to add even one new employee during the next year, the economic impact would be enormous.

Let's hope that the new members (and those of us who have been on board for awhile) will invest the time and effort necessary to make the chamber grow and prosper. As the chamber grows so will the community. The chamber has a staff, but its strength is not just in its staff. Its effectiveness and success is defined more by what the membership brings to the table. The staff can only complement it.

Orangeburg, SC— The Orangeburg Event volunteers were also determined to set records in the Carolinas and did just so. With **220 new members & \$44,300.00**, they lead both North and South Carolina in the number of new members recruited in 3 days! Wilson, NC still leads in revenue.



San Marcos, TX - In their 2nd Membership Event under their new CEO Phyllis Snodgrass, San Marcos volunteers rallied to recruit **199 new members** and raised over **\$63,000.00**. Brian McCoy, the new reigning Godfaddah, led the Green Beret Group!

Pine Bluff, AR—Some times you just get blindsided, and that is exactly what happened in the cozy little town of Pine Bluff. **320 New Members & \$69,020.00**. To top it all off, one particular team, led by Andy Lunsford, broke the national record for recruiting the most new members (102) by one team.



What Our Clients Say...

"Jimmy and YCC actually made our membership fun and exciting. This is something that normally does not happen. Jimmy's enthusiasm, attitude, drive and of course his suits brought a lot of excitement to our teams which helped produce extraordinary results. It was not only a success but a truly uplifting experience for the whole community."

David Burke
"Godfaddah"
Roanoke Valley, NC Chamber of Commerce

"Working with Jimmy is not for the quiet, the timid, or the unsure. Be loud, be proud, and ready to work for your chamber because he will be taking you to the next level in memberships"

Gerald Hill
Executive Director
Seton Hays Foundation
San Marcos TX Chamber of Commerce

CACCE & ACCE 2009
YCC proudly introduced our new Mascot at the 2009 CACCE & 2009 ACCE conferences in Raleigh, NC. Dressed in one of our original Zuit Suits, "Vinny" took both conferences by storm. On his first evening out, he took off on a private adventure, though. He was found the next morning gazing out the 6th floor window at the Sheraton Hotel. Following such unruly behavior, Vinny was forced to spend the rest of his evenings with our Pres. Lorraine, tucked snugly in...the corner.



Jackson, TN—217 new members and \$53,000.00 was most definitely a record breaking event for Jackson, TN. It was loud, in your face and bouncing off the walls. But most importantly, over 125 volunteers heard and shared the chamber story. That builds enthusiasm and a whole new volunteer base.



Minds are Like Parachutes...They Only Function When Open!

Our Team



Lorraine Deitchman
President



Jimmy Cusano
Sr. V.P. & Entertrainer



Ellie Jackson
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