

TCCE MONTHLY NEWSLETTER

MAY 2022

News, Information & Resources for Texas
Chamber Professionals.

INVEST IN YOUR STATE CHAMBER!

By Mary Martin Frazier, IOM, CCE, TCCE Vice Chair of Membership

As times continue to be challenging, and change is more inevitable than ever, I find my TCCE membership is more valuable than ever as well.

The mentoring series started last year has proven to be helpful to ALL executives of chambers, not just new ones. The continuing education provided for all levels of chamber staff members is incomparable. The networking and knowledge shared at the annual conference that is jam-packed into two and a half days is a great experience for execs and staff members of any tenure. The Chairman's Conference where presidents and incoming chairmen of the board meet has helped set the basis of understanding for roles for many a chamber. Any one of these benefits is more than worth the price of the annual membership in TCCE.

What's the most important benefit to you? Share that with the chamber executives in your area and ask them to join – you know them and you know TCCE!

I'd be glad to follow up with any potential new member, just send me their name, chamber and contact info. Click here for the current TCCE membership info and share it!

TCCE MEMBERSHIP INFORMATION

MARK YOUR CALENDAR!

TCCE Media Award Submissions - May 13

TCCE Annual Conference: June 21-23

TCCE Chamber Basics: August 18

Chairman's Volunteer Conference - Oct. 27



To learn more about membership, events, sponsorships,
or additional information, visit us at [tcce.org](https://www.tcce.org).

Chairman's Spotlight

KERI
SCHMIDT
CCE, IOM



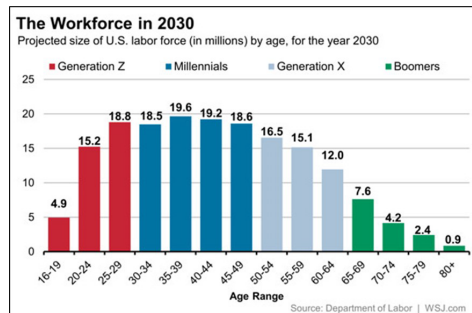
This month's Chairman's Spotlight is Cathi Hight, President of Hight Performance Group. Cathi has been leading chambers and their board through the good and challenging times. It may be time to check out the tools Cathi offers on subjects like board governance, member retention, leadership development and more. Enjoy this message from Cathi and for more, visit [hightperformance.com](https://www.hightperformance.com).

Focus on the Cause, Not the Club.

By Cathi Hight, President of Hight Performance Group

Abraham Maslow taught us that people seek belonging, connection, a common bond, and being part of something – the community, a solution to a problem for many, or a movement that creates transformational and lasting change for the future. By 2030, 75% of the workforce will be dominated by Millennials and Gen Zs and account for 40% of U.S. consumers. Research shows younger generations are purpose driven. They want to invest in initiatives that make a difference.

Over time, member-based organizations have created exclusive clubs with coveted benefits. The value proposition is to join the tribe to gain visibility, to have their voices heard, and to have a competitive edge in the market. But for tomorrow's members, they want to belong to a tribe that creates communities of mutual interest and drives change around issues that matter to them and goes beyond the membership base.



What is Important to Tomorrow's Members

The Deloitte Global 2021 Millennial and Gen Z Survey highlights the values and drivers of these dominant generations which will shape the actions of future leaders, policies, and the focus of member-based organizations. Based on interviews with over 14,000 young professionals, it is interesting to note their values and drivers have not changed over the last 10 years and the pandemic has accentuated them. Here are takeaways and considerations for association executives:

- **A Call for Action and Accountability**—the top cited concerns are Health Care and Disease Prevention, Wealth and Income Equality, Climate Change and the Need to Protect the Environment, and Systemic Racism. They are willing to be involved in political action and hold institutions accountable for their behaviors and how they address community challenges.
- **Businesses Have Little Impact on Societal Issues**—over 53% feel that businesses are more focused on their own agendas rather than considering the wider society.
- **Stressed About Financial Situations and Family Welfare**—over 41% say they are stressed all the time and worry about financial uncertainty and their careers.
- **Flexible and Adaptable Work Environments Are Desired**—25% want to return to a little to a lot less often time in the office and prefer a work environment that offers work options.
- **Preference to Work for Companies with a Purpose Beyond Profit**—over 44% cited that the type of work they want to do and who they want to work for needs to be aligned with their values and they are willing to make career changes accordingly.

Mission Over Membership

Organizations that focus on membership will always be relevant to a smaller group of stakeholders, but not necessarily essential to a community or an industry. Member-based organizations need to think bigger, act bolder, and change how they operate. The future of associations relies on embracing three strategic pillars:

- **Focus on Mission**—to make an impact, not just for members, and help solve the greatest challenges facing communities. Choose initiatives that influence positive changes and educate and communicate your focus in a public-facing strategic plan. People follow and support organizations that have a compelling mission and calls for action.
- **Lead with Courage and Purpose**—and convene stakeholders to solve problems, serve as the sane center among competing interests, and be a catalyst for change. Advocate for your investors, partners, and for key issues facing your community.
- **Adapt the Business Model**—by funding the mission and diversifying revenue beyond membership to support community-based work. Leverage your foundation to fund initiatives that support your mission. Not everything you do needs to be funded by members. Create an investment model to support your strategic plan and you may find that members and non-members will write a bigger check that is not focused on member benefits.

"At their very best, association are where the like-minded can band together and speak truth to power with a single, unified voice. They are where an industry or profession can gain the trust of the public and do good for society. They are where professionalism is developed and recognized, commerce is advanced, and the biggest problems are solved." ~ Michael Reed, Principal, Bloch & Reed Association Advisors

About the Author

Cathi Hight helps member-based organizations manage change, develop customer-loyalty and "work smarter, not harder". She is an organizational development consultant and president of Hight Performance Group and the developer of *The Member Retention Kit*, *A New Approach to Tiered Membership* and the *Work Smarter, Not Harder* program. Learn more at www.hightperformance.com.

YOUR PROFESSIONAL SOCIETY

REGISTER NOW!

TCCE Annual Conference June 21-23 in Rockwall, TX

Register for the Conference Today!



Join us for the 2022 where we will "Rock on the Dock" and convene on the beautiful lakefront of Lake Ray Hubbard in Rockwall, TX. TCCE Annual Conference is the premier professional education event for chamber of commerce leaders and staff members in the state. TCCE Annual Conference brings together chamber professionals and suppliers from all aspects of chamber management. Join us in a relaxed setting fit for intense learning. Over three days share your knowledge with your peers at unique and entertaining social gatherings, discover new ways to tackle your greatest challenges through expert-led education sessions, and be motivated by exceptional keynote presentations. You will also have the opportunity to engage with people who share your same role at their chamber; swap stories, grow your network and brainstorm new ideas.

A special block of rooms at the Hilton Dallas/Rockwall has been set aside at the conference hotel at the rate of \$165.00. To reserve your room [CLICK HERE](#) or call (214) 771-3700. Book early as rooms will go quickly. Rate is available until May 21, 2022. Registration per attendee (TCCE Member) is \$425 and \$499 for a Non-TCCE member. Each additional attendee is \$399.

NEWS UPDATE



Aaron Cox Departs as TCCE Executive Director

After six years as the TCCE Executive Director and 10 years total with the Texas Association of Business, Aaron Cox has moved to join the team at the American Cancer Society. Cox said, "I have treasured the time we have shared and will take with me life-long professional relationships, friendships and memories. Through prosperity, recession, good times and pandemic, we have grown as a chamber community and created a thriving organization that delivers the resources and opportunities to help you grow as a professional and connects you with a network of colleagues that will help you grow and advance in your career." We wish Aaron good luck in his endeavors and special thanks for his dedication and leadership.



One Proud Dad!

Drew Scheberle Named Interim TCCE Executive Director

Glenn Hamer, TAB CEO, named Drew Scheberle as TCCE interim executive director, in consultation with TCCE Chair Keri Schmidt. Drew brings nearly two decades of experience in Chamber World, first partnering with 12 state Chambers of Commerce on education initiatives 2003-2005 and then 2005-2021 as Senior Vice President at the Austin Chamber of Commerce.

In consultation with TCCE Chair Keri Schmidt, Drew said, "My highest priorities are protecting your assets/organization and marketing and delivering first-class Annual Conference content, executing Media, Longevity and Special Awards and the unveiling of the 2023 conference location while we are together." Please email about anything unresolved or underway: questions, issues, invoices, promised awards, meeting ideas and we can get on the phone to connect ASAP. Chambers are the lifeblood of all communities.

Lacy Roesler Named 2022 TCCE Annual Conference Coordinator

Glenn Hamer, TAB CEO, named Lacy Roesler at the 2022 TCCE Annual Conference Coordinator. Lacy has a wealth of experience, to include five years as Director of Programs and Partnerships at the Austin Chamber, plus a decade of world-class events at the Long Center for the Performing Arts and Austin Convention Center. Lacy has taken up the planning for the 2022 TCCE Annual Meeting in Rockwall, Texas, to include hotel, meals, transportation and entertainment in support of the leadership and direction of the TCCE Executive Committee. Email Lacy [here](#).



To learn more about membership, events, sponsorships, or additional information, visit us at tcce.org.

YOUR PROFESSIONAL SOCIETY

SHOW US WHAT YOUR CHAMBER IS ALL ABOUT!

Show off the hard work that your Chamber has been producing and enter our Media Awards Contest! Texas Chambers of Commerce are recognized each year for outstanding marketing and communications work through the Texas Chamber of Commerce Executive's (TCCE) Communication Award Program. Submissions are reviewed by an expert panel of judges who select a limited number of entries to be named as award winners. Entries are to be based on work completed between January 1, 2021 and December 31, 2021.

DIVISIONS

- Division One: Organizations with a total annual revenue under \$350,000 (USD)
- Division Two: Organizations with a total annual revenue of \$350,000 to \$750,000
- Division Three: Organizations with a total annual revenue of \$750,000 to \$1,250,000
- Division Four: Organizations with a total annual revenue of \$1,250,000 or more

ENTRY TYPES

An organization may submit multiple entries but only one in each category below. For instance, a chamber can enter its website and a video as Digital Media entries. However, the submissions may only be entered once in the competition category. You cannot enter the same item in Digital Media and Event Marketing.

CATEGORIES

- Digital Media

Includes: websites, social media, videos,

- Event Marketing

Includes: event invitations, event advertisements, event promotion

- Print & Electronic Publications

Includes: annual reports, legislative agendas, community guides, community reports, directories, magazines, relocation guides, sponsorship guides, newsletters.

DEADLINE

- Friday, May 13, 2022

For more information, check out the TCCE website at <https://www.tcce.org/tcce-media-contest-awards> or contact Media Awards Chair Diane Probst at the Rockport-Fulton Chamber of Commerce. She can be reached at www.Rockport-Fulton.org or call her at 361-729-6445.

UPCOMING EVENTS

TCCE ANNUAL CONFERENCE / ROCKWALL

JUN 21, 10:00 AM – JUN 23, 1:00 PM CDT

ROCKWALL, 2055 SUMMER LEE DR, ROCKWALL, TX 75032, USA

SAVE THE DATE AND MAKE PLANS TODAY TO JOIN COLLEAGUES FROM AROUND THE STATE FOR THE 2022 ANNUAL CONFERENCE! THIS WILL BE AN EVENT YOU WON'T WANT TO MISS.

TCCE CHAMBER BASICS (SUMMER) / SUGAR LAND

AUG 18, 8:30 AM – 3:00 PM CDT

SUGAR LAND, SUGAR LAND, TX, USA

FOR THOSE NEW TO THE PROFESSION, EXCELLENT EDUCATION TO GET YOU READY FOR YOUR CHAMBER CAREER!

TCCE CHAIRMAN'S VOLUNTEER CONFERENCE / GEORGETOWN

OCT 27, 8:30 AM – 3:00 PM CDT

DESIGNED FOR CHAMBER CEOS, CHAIRMAN AND VOLUNTEER LEADERS; CHAMBER STAFF AND BOARD LEADERS LEARN TO SYNERGIZE FOR MAXIMUM EFFECTIVENESS

To learn more about our events visit <https://www.tcce.org/events>



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YOUR PROFESSIONAL SOCIETY

Board Recognition!



**Doug
Peters,
IOM, AP**

CHAMBER: Abilene Chamber of Commerce

TCCE BOARD POSITION: Vice Chair Governance

INTERESTING FACT: 36 year Chamber veteran, serving five communities in four states; former firefighter; moved families during summers to stay in shape for college football; retired hockey player; used to babysit my wife.

TOP THREE BUCKET LIST ITEMS: To ride from New York to LA on Pearl, my Harley; play the organ at a major league sporting event; learn to play the organ.

FIVE WORDS TO DESCRIBE YOURSELF: The funniest guy I know.

HOBBIES/INTERESTS: Family, illustration, ceramics, hunting, fishing, boating, travel, Harley enthusiast, music

FAVORITE CHAMBER MEMORY: Welcoming an association to town at their convention hotel – except it was the wrong group at the wrong hotel. They were very appreciative anyway.

WORDS TO LIVE BY: “Trust your gut”, and “you can’t reason with unreasonable people.”

MARVIN HURLEY AWARD

The TCCE Marvin Hurley Award is presented annually to an individual for chamber-related career accomplishments and exceptional contributions to the Chamber of Commerce profession as a whole. The items that may set an individual apart and make eligible for consideration include but are not limited to: **extraordinary service** to their chamber (or multiple chambers), **exemplary contributions** (locally, regionally, or nationally) to building the chamber industry and service to TCCE and/or other professional associations/programs (i.e. Institute, ACCE, etc.) and outstanding career accomplishments in program development, public policy, organization development, etc.

Nominations are due by MAY 21, 2022.

Nominate Someone Today!

TENURE AWARDS

We want to recognize your Staff members at the upcoming TCCE Awards Banquet that will be held at the upcoming Annual Conference in Rockwall in June. If you or a staff member are eligible to receive a tenure award for 5, 10, 15, 20, 25, 30, 35 or 40+ years of service please send an email to Drew Scheberle at dscheberle@txbiz.org by 5:00 p.m. Tuesday, May 31 if you or a staff member should be receiving an award.

Please include the following:

Chamber Name

Employee Name

Employee Start Date in the Chamber Business

CHAMBER AND INDIVIDUAL RECOGNITION

We are also recognizing Chambers for accreditations and members for certifications. Please send an email to Drew Scheberle at dscheberle@txbiz.org by 5:00 p.m. Tuesday, May 31. Include the name and type of certification.

Newsletter Credits and Contributions:

TCCE Vice Chair of Communications: **DIANE PROBST, CCE, IOM**

Design and Layout: **ALLISON GRAY** with

ODESSA CHAMBER OF COMMERCE

Have something you want to contribute?
Email Diane Probst at president@1rockport.org



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