

TCCE MONTHLY NEWSLETTER

APRIL 2022

News, Information & Resources for Texas
Chamber Professionals.

Membership Update

By Aaron Cox, Executive Director of TCCE

TCCE is the premier association for chamber professionals in Texas. We exist to bring you the resources, connectivity, and professional education necessary to operate at the highest level within your chamber and to help your organization and community be their best. Thank you for your member investment and belief in the TCCE mission. Because of your commitment, we can provide excellent programming to our valued members. As our state has continued to recover from the pandemic, chambers have led well and TCCE has provided information and resources to help you tackle the tasks at hand. In 2021 your investment in TCCE included:

- Launched a new website and continues to reorganize providing seamless information and service to members.
- Hosted four mentoring sessions for chamber professionals at all levels on key topics including board relations and government affairs.
- Penned white papers and issue papers on key issues during the legislative session to help our members navigate key items during the session.
- Conducted Chamber Basics, Chairman's Conference, Government Affairs 101, and the first-ever TCCE Sales Summit.

For 2022, the TCCE Board has set goals to bring you cutting-edge information on issues, trends, and answers to critical questions in chamber operations. With the return of CCCE to annual conference, webinars, and information through a redesigned and informational newsletter, you will get the highest quality education, resources, and ideas to strengthen you professionally.

Last year the board revised dues levels to be more streamlined making renewing or joining TCCE a simpler process.

Chamber Dues Revenue:

| | |
|--------------------------|---------|
| \$50,000 or less | \$185 |
| 50,001 to \$100,00 | \$250 |
| \$100,001 to \$250,000 | \$350 |
| \$250,001 to \$500,000 | \$450 |
| \$500,001 to \$1,000,000 | \$750 |
| \$1,000,000+ | \$1,000 |

Last year taught us that strong chambers are needed more now than ever before. TCCE also needs you to remain committed as we work to provide you accessible, helpful, and relevant tools that equip and empower chamber teams to serve the business community.



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

Chairman's Spotlight

KERI
SCHMIDT
CCE, IOM



Continuous learning is the minimum requirement for success in any field." — Brian Tracy.

The folks I know who are at the top of their game are consistently learning or re-learning something new.

"Learning is not a one-time event or a periodic luxury. Great leaders in great companies recognize that the ability to constantly learn, innovate, and improve is vital to their success." — Amy Edmondson

As Chamber executives, we must always be moving forward. When we don't continue to learn, we don't just stay still but we regress. TCCE exists to provide professional development for chamber professionals to keep moving forward.

This month's Chairman's Spotlight is Shari Pash, CEO of Strategic Solutions for Growth based out of Grand Rapids, Michigan. Shari's unique, hands-on approach to membership, volunteer, and sales development is rapidly changing the way organizations view recruitment, engagement, and retention. Shari breaks it down with clarity and tools to strengthen your member relationships and sales strategy. Enjoy this message from Shari and for more, visit sharipash.com and don't miss her at the 2022 TCCE-Annual-Conference in Rockwall on June 21-23. I hope to see you all there.

Strategic Member Onboarding

By Shari Pash, CEO of Strategic Solutions for Growth

Looking to show your value while building lasting relationships with your members? Then it's time to dust off your onboarding process!

Onboarding is an area that often gets a "set it and forget it" type approach. You have your beautifully crafted welcome email that goes out along with a social media or newsletter mention of the new member, and then your attention gets pulled into the deeper work of putting together programs and delivering the value you've promised. But what if, with a few simple extra steps, you could create a more relational and nurturing onboarding process that sets the tone for a sustainable, loyal, ongoing relationship with new members?

As you onboard a new member, this is often the first member experience an organization has with your Chamber. What does this experience look like for your members? Chambers have found that the onboarding journey involves building a community, not just followers. I often ask clients "would the steps of your onboarding be relevant and meaningful to you if you were a new member?"

Engage new members right away.

- Make it as easy as possible for them to participate. (Participate can mean many things)
- Remove any technical challenges.
- Deliver immediate value.
- Integrate the member into your Chamber community.
- Encourage content consumption and creation

Remember, your members are busy and have their own set of priorities and challenges to deal with each day. Are you stopping them in their tracks? Wowing them? All it takes is demonstrating the value of their membership with relational onboarding. Simply put, Relational onboarding means that you are nurturing and welcoming new members in a way that puts less emphasis on the transaction and more focus on laying the foundation for a sustainable relationship. We know that building relationships is essential to providing value to members.

To be relational while welcoming new members, it's best to segment your strategy so that you are providing a personalized onboarding experience. Your onboarding process should not be the same for small businesses and large entities. Instead, customize the messaging in videos and emails, and the timeline you use based on the "Why" of each segment of members. The reason small organizations become members can vary greatly from large corporations, so your messaging should reflect these differences. If you really want to build strong relationships, you could go a step further and customize your messaging by industry or other factors.

Three tips for a strategic approach to onboarding new members.

1. Members invest in experiences and outcomes that an investment delivers
 - a. Make sure your onboarding educates members throughout the year on what their investment is doing for the business community and how this translates to their own business success. What does their investment allow you to accomplish? In return, what value are you delivering to them? Make sure they know this. Running a "Did You Know" campaign is a great way to educate.
2. Divide new members into two segments and move them each through a relevant new member journey.
 - a. List out the "Why" these members have joined your Chamber, along with the priorities for small businesses. Now do the same for large businesses. Where do you see overlap and where do you need to customize your approach?
3. Go beyond a simple email campaign.
 - a. Blend your welcome messaging with on-demand videos, social media, in person visits, and phone calls. Involve your staff, team, and volunteers to build depth in the member business and in the Chamber.

Remember, even if you are a Chamber with a staff of only one or two people, you can create a relational onboarding process. Your team can be paid staff or committed volunteers that help lay the groundwork for a sustainable relationship with new members.

About the Author

Shari Pash is the founder of Strategic Solutions for Growth, a training company headquartered in Grand Rapids, MI. Shari works with Chambers of Commerce, non-profit organizations, and associations across the United States and Canada on strategic membership growth. Connect with Shari to learn more about how she can add value to your Chamber.

YOUR PROFESSIONAL SOCIETY

CENTER FOR CHAMBER OF COMMERCE EXCELLENCE

By Beth Journey, IOM



Nearly 100 Texas chamber professionals descended on College Station, TX February 7-9 for the annual Center for Chamber of Commerce Excellence (CCCE) hosted by TCCE in partnership with Texas A&M University Division of Academic and Strategic Collaborations. The three-year, "institute-styled" training feature sessions ranging from "how to develop your business plan" and government affairs 101 for first-year participants to "working with entrepreneurs", leadership theory and behavioral economics to increase member sales for third-year and advanced studies participants.

As with every chamber event there was still plenty of fun, connecting, and growing in relationships with colleagues. This included the opening night kick-off in the Block T restaurant on campus, a visit and tour to the TAMU Bonfire Memorial and of course graduation night for year three. At graduation we were joined by former top-ranking CIA agent and TAMU professor Jim Olson who provided a keynote address that wowed the crowd as he shared the value of chambers of commerce and weaved in tales of his long career as a secret agent.

CCCE is a valuable training opportunity that grows and connects chamber professionals with the knowledge, resources and relationships necessary for success. Congratulations to the graduating class and we look forward to seeing (our largest ever) year 1 class, year 2 participants and YOU February 6-8, 2023 in College Station.



You met Housewarmers last summer in South Padre, and we're looking forward to seeing you again this year in Rockwall. With the exciting growth in Texas, we feel there's never been a better time to remind you of who we are.

Housewarmers provides a unique type of direct marketing service based on old-fashioned values of kindness and word of mouth. Outwardly, it looks like a welcoming service, with a friendly neighbor presenting newcomers a nice bag filled

with gifts, community information and exclusive offers, along with a warm hello. But local business sponsors know we're really providing a personal introduction to their products and/or services. And to the overall community, the Housewarmers affiliate owner is recognized as a proud advocate of mom-and-pop businesses, local schools, nonprofit organizations, and the city itself, especially through their popular monthly newsletters. They are great Chamber partners, too!

Here's how it works: Housewarmers affiliates contract with businesses, retailers, and professionals in their exclusive territories to become sponsors in the Housewarmers program. Each month, the affiliate gives their team of Greeters our signature red bags and a list of new residents to welcome. This bag gives a sponsoring business an introduction to newcomers when their information and welcome offers are placed directly into the hands of these new residents. And once a month, Affiliates send out an email newsletter to these newcomers (and MANY other residents who sign up to receive it!) providing yet another occasion for sponsoring businesses to remind people they're eager to serve them.

For each local affiliate, Housewarmers offers an opportunity for business ownership in an exclusive territory that can be operated from home. Our entry costs are low, and we provide extensive training and support in both the startup phase and once the business is running well. Being a Housewarmers affiliate provides a steady income and flexibility in work/life schedule – something very appealing for today's work environment.

Because we protect our affiliates from competition within our company through exclusive territories, we're only looking for that one right person in each community. And who better to partner with on that search than people who know people? That's why we're excited to work with the TECC. We're guessing that there's a good chance someone in a local chamber knows the right person who would love to have their own business – a fun, happy business that puts money in their pocket and benefits the entire community!

What's in this for you, the Chamber executive? Well, aside from the chance to have a partnering business as a Chamber member, there's an opportunity to make some money. We pay nice referral commissions for each affiliate who successfully acquires a territory and gets their business up and running. It doesn't have to be a person in your community either. Perhaps you know a friend, a relative, or a colleague ready for a change. Someone who would leap at the chance to own their own business. We'd love to talk to you – and them – about Housewarmers.

Housewarmers is the Gold TCCE Annual Conference Hospitality/Registration Sponsor. For information about their company or services visit their website at www.housewarmersusa.com or contact Lou Johnson at ljohnson@housewarmersusa.com



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

YOUR PROFESSIONAL SOCIETY

MEET OUR LEADERSHIP

Chairman: **KERI SCHMIDT, CCE, IOM**

Chair-Elect: **JIM JOHNSON, CCE, IOM**

Treasurer: **TONY MOLINE, CCE, IOM**

Past Chair: **STEVE AHLENIUS, CECD**

VC Governance: **DOUG PETERS, IOM, AP**

VC Professional Development: **BECKI WOMBLE, IOM**

VC Membership: **MARY MARTIN FRAZIOR, CCE, IOM**

VC Communication: **DIANE PROBST, CCE, IOM**

VC Government Affairs: **RENEE EARLS, IOM**

Directors At Large:

EDDIE BROWN

MATHEW FERRARO, IOM

MICHAEL GALLOPS, IOM

HENRY FLORSHEIM, IOM

JILL MCCARTNEY, IOM

JULIE SNYDER, IOM

SHELLY STUART, IOM

ESMY VILLARREAL

BETH JOURNEYAY, IOM

MIKE MALONE

DARBY BURKEY

UPCOMING EVENTS MARK YOUR CALENDAR!

TCCE CHAMBER BASICS (SPRING) / BASTROP CONVENTION CENTER

APR 07, 8:30 AM – 3:00 PM CDT

BASTROP CONVENTION CENTER, 1408 CHESTNUT ST, BASTROP, TX 78602, USA

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

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!



Tony Moline, CCE, IOM

CHAMBER: Cedar Park Chamber of Commerce

TCCE BOARD POSITION: Treasurer

INTERESTING FACT: I was in Show Choir in High School, I was in the Nutcracker for several years and I won 1st Place in our Local Dancing with the Stars in 2014.

FAVORITE THING ABOUT WORKING FOR THE

CHAMBER: Seeing things come to fruition. Knowing that people know each other because they attended a Chamber event and met. The things we can accomplish when a group of like-minded individuals decide to do something is unreal.

FIVE WORDS TO DESCRIBE YOURSELF: Friendly, teachable, relaxed, procrastinator and foodie.

HOBBIES/INTERESTS: Food and Travel

FAVORITE CHAMBER MEMORY: Favorite Chamber memory may be when I went with a group from TCCE to China for a trip. I have dozens of stories – but the friendships made on that journey will last a lifetime! We got shanghaied in Shang-Hai, ate food that was “unique”, learned so much and laughed a lot!

WORDS TO LIVE BY: Know when to hold ‘em and know when to fold ‘em.

TCCE MEDIA CONTEST AND AWARDS INFORMATION

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.

Entry Category & Type

Entries are to be based on work completed between January 1, 2021 and December 31, 2021. Each submission is organized and reviewed based on the submitting organization's total annual revenue range division.

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.

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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YOUR PROFESSIONAL SOCIETY