

TCCE MONTHLY NEWSLETTER

February 2022

News, Information & Resources for Texas
Chamber Professionals.

Membership Update

'Tis the season for renewal!

It is time for many TCCE Chamber members to renew your membership. We appreciate your support in 2021 which saw a return to in-person meetings, great new government affairs resources, a new website and more.

2022 is going to be exceptional. 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 CCE 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.

As you recall, last year the board revised dues levels. Last year was optional. This year you will see your chamber's new dues amount reflected on your invoice. Please double check for accuracy and send any correction and payment for your membership investment. We are looking forward to a phenomenal year. We hope to see you soon at a professional education event.

MARK YOUR CALENDAR!

TCCE Chamber Basics: April 7

TCCE Annual Conference: June 21-23

TCCE Chamber Basics: August 18

TCCE Chairman's Volunteer Conf: Oct 27



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

YOUR PROFESSIONAL SOCIETY

Chairman's Spotlight



A new year offers a fresh start, a clean slate and a resolve to find the opportunities hidden in each new day. I am especially excited and honored to serve as your Chair for 2022. The plans for the year are being finalized and I look forward to seeing all of you at the upcoming events. After twenty one years in the Chamber world, I have been inspired, educated and entertained by those speakers, writers, and motivators that help support the work we do. This year, we are going to spotlight one of these leaders each month.

Our first contributor is Glenn Shepard. I met Glenn many years ago and we have had Glenn speak to sold-out audiences at our chamber. I know you will enjoy this message from Glenn and for more of Glenn check out glenshepard.com. Glenn was the keynote speaker at the upcoming Center for Chamber of Commerce Excellence at Texas A & M.



Become Your Mom's "Magic Spit"

See if this sounds familiar.

GLENN

SHEPARD

Your mom's spit was like 409 that could remove anything on your face. And your dad knew how to fix everything, from teddy bears that lost an eye to bicycle chains that broke. It was like they went to a Harry Potter Hogwarts School of Magic Powers for Parents. While they weren't really magic, the feeling of safety and security you got from them guiding you through your childhood sure was.

Now apply this to small business owners. I bought my first business in 1988. It was a small spinoff of a Nashville publishing company, and we eventually added seminars to our product mix. After building the company for three years, Operation Desert Storm happened in 1991. People were freaking out and didn't know how to carry on their daily lives. New customers stopped coming, and we lost many existing customers who were in the reserves and got deployed. That's when I learned that one of the biggest threats to small businesses is uncertainty about the future. But eventually, we got through it.

In 2001, business shut down again after the 9/11 attacks. Eventually, we got through that too. But the toughest thing I've ever been through was a 500-year flood that hit Nashville in 2010. My home didn't get hit, but my business did. I lost hundreds of thousands of dollars of printing and mailing equipment, and insurance didn't cover it because we didn't have a flood policy. As I stood in my warehouse amazed at how a business that was successful for over 20 years could be destroyed so quickly, Paul, our banker, called. He was calling all his commercial customers to let them know he was there to help any way he could. There wasn't anything he could do, and it took about six months to rebuild. I've never felt as scared and alone as I did that year. But that one call meant so much that I'm still talking about it 12 years later.

Right now, small business owners everywhere are scared. Going into the third year of a pandemic, with a historic labor shortage and a 40-year high inflation rate, they're thinking "What's next?"

As the #1 advocate for small business owners, now is a perfect time for chambers to shine. Contact every member of your chamber (by email if you don't have enough staff to do it by phone) and let them know that whatever 2022 has in store for us, you're here to help. Don't pretend you can solve all their problems because no one can. But as the song goes, "We all need somebody to lean on". A little reassurance can go a long way when people are uncertain about their future.

Small business owners need to know somebody's got their back now more than ever, and hearing this from you can make you the hero to them that Paul was to me 12 years ago.

About the Author

Glenn Shepard lives in Nashville, Tennessee, and is recognized around the world as one of today's leading authorities on management and motivation. He's the best-selling author of six books, which have been published worldwide in seven languages, and is also the publisher of the largest chamber exec job board in the United States. He was the opening speaker at the Center for Chamber of Commerce Excellence at Texas A&M this year. For more resources, go to www.glenshepard.com or www.glenshepardjobs.com.

TEXAS CHAMBER OF COMMERCE MONTHLY COLUMN

by Diane Probst, CCE, IOM



25 Luncheon Ideas That Spark and Attract Attendees

Now that we are all trying to get back to our regular event schedules, do you feel you need new ideas for luncheon topics? Do you want to design your luncheons with exciting topics and panels that attract record attendance? Your members will respond with great interest! The listing below may help as you dream up new and innovative monthly luncheon program ideas. As a general rule, we make sure our topic is on point highlighting or reviewing a current issue in our community. We have put together a list of ideas below that might spark interest. Good luck to a great year and have fun with the topics below.

1. Have a "State of the City", "State of the County luncheon where your city officials present a program on happenings within the city. Let them have the opportunity to show their stuff. You'll be impressed with what they come up with.
2. Schools Update - Where do we stack up to other districts or cities around.
3. Have a State of the State Luncheon program and have your State Representative give a "State Address."
4. Hold an Economic Outlook Luncheon. Invite a panel of key experts from your community to share their economic outlook for the year.
5. Hold a Candidates Panel Luncheon where all candidates running for local elections speak for a few moments. Hold a question and answer session in the end and have the audience submit written questions. We always get a TV anchor or newspaper reporter to emcee so that they can really word and ask the questions pertinent to the material.
6. Have an "All About (something) Expo" and encourage anyone to purchase a display and have luncheon attendees walk, look and learn.
7. Do a "Civic Organization Lunch" where interested civic organizations display a booth representing the work they do. Attendees can stroll and learn how important civic organizations are to the community.
8. Present a program about your current Chamber Activities. Call it "As the Wheels Churn". Present it as a tv show with the actors being your committee chairman telling what they do in a skit form. Use your tv ads as commercial breaks. Design luncheon brochure in shape of a tv.
9. Have "Ghostly Spookerrific Luncheon" where local townspeople come and tell their bonified ghost or spirit experience in your community. Have haunted house owners come to speak for a few minutes. All attendees get a "I got spooked at the Chamber Luncheon" nametag to wear back to the office. Attendees will talk about this luncheon for days. It always has record crowds.
10. Have a "Walk back in Time" program where local historians give presentations on local history. Make it exciting with photos, trivia, etc. Feature an old fashioned setting.
11. Have a program of panelists talking on "Crime Activity in your community" and how they can help....
12. Make up a "Networking Game" of 25 questions currently happening to businesses in the community. For example: "Which business has purchased another (existing) business within the past year?, Which business owner has been a past-president of the Chamber? Which business is based out of a home?, etc.) The attendees are then left alone to mingle in the crowd and get the initials of someone who fits the question. The first attendee to complete gets a prize. Great networking exercise.
13. Have a program on the State of Tourism, Economic Development in your town. Presentation should hit highlights and give members pertinent data to take back to their offices.
14. Have a program on "To Litter or Not To Litter" and have local groups interested in cleaning up the town, recycling, etc. come speak and energize the crowd.
15. Have local police chief and sheriff give a program on "Crime in our Community" but add a dynamic twist with bringing in someone that has changed their life around.
16. Have a program on "Weather Trends" through the years and get TV meteorologists to speak.
17. Have a luncheon style show called "Not Your Average Fashion Show" and get local officials, business owners, etc. to entertain the crowd as models. You haven't seen anything until you see your County Commissioner, Justice of the Peace and a local business owner dress and model to "Men in Black"! Clothes come from local businesses. Attendees buy tables for best spot to see!
18. Invite a great guest speaker from a larger surrounding community give a talk on a program you have not developed. This may energize them to start their program in your Chamber. For example: a leadership program, an ambassador program, etc.)
19. Do a program on "Parks in our Community". Most people are not aware of everything available to them in outdoor recreation. Open their eyes to a great adventure.
20. Have a program on the "State of Your Water System". Such an important topic for all of Texas!
21. Have a program on the "State of Broadband in your community." Have panelists tell where you stand against technology. Relate the topic back to the business owner in someway.
22. Have a luncheon program featuring "What's happening at each of our local tourist attractions?" Each local attraction will present what exciting things are going on with their facility and have it relate to businesses.
23. Set up a panel to talk about drugs in your community "Truth about Drugs in Our City". Go the extra mile and put a prisoner or drug addict on the panel! We did this and had a record crowd!
24. Present a luncheon panel of state agency programs available for businesses. "Go ahead take advantage of us! The State Agencies... that is!". Feature everything from Workforce to Small Business Development Centers.
25. The simplest of them all ... Set the tables in the room where they make a large square. Have each attendee stand up, state their name, business, and one thing they would like to brag about! It's a great way to network, learn and have fun! You'll hear everything from selling a house to adding a new product line.

As we dive back into running events in our community, CDC guidelines are something we can all take seriously but at the same time there are creative ways around it. Especially in the smaller communities where your Chamber is sometimes the driving force of activity. Contact me with any questions or thoughts. Diane Probst, President/CEO of the

Rockport-Fulton Chamber of Commerce at president@1rockport.org.



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>



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

YOUR PROFESSIONAL SOCIETY

Board Recognition!



**Jim
Johnson
CCE, IOM**

CHAMBER: Pearland Chamber of Commerce

TCCE BOARD POSITION: Chair-Elect

INTERESTING FACT: My dream job, besides running a Chamber, is to takeover for Pat Sajak and become the host of Wheel of Fortune.

FAVORITE THING ABOUT WORKING FOR THE

CHAMBER: I love that our core we are to help businesses but the complexity of how we do it – makes it something new every day!

FIVE WORDS TO DESCRIBE YOURSELF: Energetic but always very attentive.

HOBBIES/INTERESTS: Baseball, Bourbon, Books

FAVORITE CHAMBER MEMORY: I'll never forget my first TCCE experience in Irving. From golf at Cowboys Golf, to lifetime connections, TCCE's annual conference set the tone on quality professional development and the bonding among likeminded people.

WORDS TO LIVE BY: - "The way a team plays as a whole determines its success. You may have the greatest bunch of individual stars in the world, but if they don't play together, the club won't be worth a dime." Babe Ruth

Did You Know...

by: Aaron Cox, IOM; Texas Association of Business



Chambers of Commerce have played an important role in the development of our nation and the state of Texas. Whether openly or with a silent hand chambers have guided policy and taken action to affect change in our state. Texas chambers have been present at many famous and infamous places throughout our state's history. At each strategic inflection point of your community and this state, if you look closely, it is a safe bet that the chamber of commerce was present.

In his book *The Magicians of Main Street*, author Chris Mead chronicles the work and accomplishments of chambers of commerce throughout history. Following are a few items that highlight initiatives that Texas Chambers of Commerce have been a part of.

Did you know Texas chambers were responsible for or had a hand in:

- Obtaining the Love Aviation Camp in 1917 which later became Love Field in Dallas?
- Developing the San Antonio Riverwalk?
- Starting the Intercoastal Waterway?
- Visioning and helping create the Houston Ship Channel (1915)?
- Attracting TCU, SMU, IOU, and other colleges?
- Bringing a Federal Reserve Branch to Dallas?
- Making Austin a high tech powerhouse?
- Attracting the Lyndon B. Johnson Space Flight Center?
- Building the stockyards industry in Fort Worth?
- Was the host of the last speech ever given by President John F. Kennedy?

As Chamber professionals we should be proud of the heritage we represent. Know this history provides hope for the future and the courage to pursue greatness that awaits each of our communities and our state.

Thank you for your hard work and dedication. Here's great NEXT 100 years leading communities and make great places to live, work and do business.

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



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

YOUR PROFESSIONAL SOCIETY