Chamber Essentials

- Who - Board Leadership
- Who - Professional Staff
- What We Do - Our Program
- Communicating Value
- Willingness to Risk & Change
What’s on the Minds of Chamber CEOs

• Relevance & Value
• Revenue & Membership
• Do we have THE talent?
Chambers of Commerce...

What business are we in?
WHAT YOU SEE, **MAY NOT** BE WHAT OTHERS SEE

How you see your brand

How prospective customers see your brand

**FANATICS MEDIA**

We help solve your brand messaging problems
“Start with Why”

Simon Sinek
Defining the Promise of Chambers in the 21st Century

W.A.C.E.

Chamber Brand Research
Catalyst
Convener
Champion

“Brand Purpose”
W.A.C.E.
Chamber Brand Research
Depth of Knowledge
Unimpeachable Trust
Universal Respect
Advocate for Business
Pillar of the Community

“Brand Pillars”
W.A.C.E.
Chamber Brand Research
Idealist Wrapped in a Pragmatist
Believes in Bigger Things
Champions American Way of Life
Is a Problem Solver
Is a Connector

Brand Personality
W.A.C.E.

Chamber Brand Research
Helping businesses prosper & helping our communities thrive

“Brand Vision”
W.A.C.E.
Chamber Brand Research
The Chamber of Commerce: because a great community needs great business

W.A.C.E.
Chamber Brand Research
Promoting the Community

Representing the Interests of Business with Government

Creating a Strong Local Economy

Political Action

Providing Networking Opportunities to Build Business Relationships
"OUR MARKET RESEARCH INDICATES THAT OUR CUSTOMERS ARE VAGUE, MYSTERIOUS PHENOMENA WHO BUY OUR PRODUCTS RANDOMLY FOR NO REASON WHATSOEVER."
Is Your Chamber Embracing Change?

Chambers have some work to do
Question to Consider:

What do you want your Chamber to be known for?
REAL REWARDS AWAIT THOSE WHO CHOOSE WISELY
IT SAYS, YOU GO FIRST, DAVE...
Thank You!

Dave Kilby

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