

Strong Chambers for the Future!

Gone is the day when a business joins the local chamber of commerce because it is the community *thing* to do. Businesses are looking for a return on their investment! Today, more than ever before, chambers of commerce must provide businesses with what **they** need and want. Unfortunately, far too many organizations take a “cookie cutter” approach to developing their program of work... and strategic plan. (75 – 90 minutes)

Some of the important topics covered by Chuck Ewart in this workshop include:

- Benchmarks of Successful Chambers of Commerce
- Trends in the Chamber World
- Determining what the Customer Wants
- The Power of Planning