

Arkansas Economic Developers and Chamber Executives

HORSESHOES VS. CHESS



It's More Like Chess!

FOUR PARTS

I. You as a **Chamber Leader**

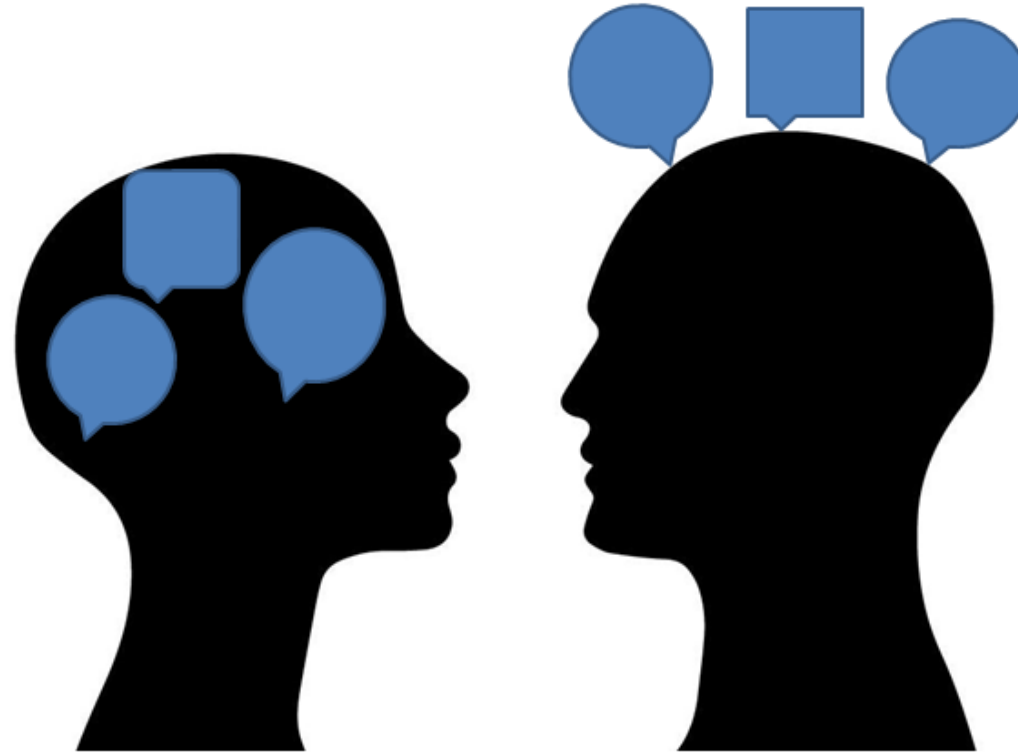
II. You and **Your Chamber**

III. You and **Your Community**

IV. You and **Your Career**



CHAMBER AND EDC LEADERSHIP



...expected to serve
...expected to lead

MOST VALUABLE SKILL: GOOD JUDGMENT

“Dave’s 80 / 95 Rule”



ESTABLISH YOUR DIRECTION



- Vision
- Mission
- Values

CREATE A STRATEGIC PLAN



Adopt a
one-year
business
plan

PANCAKES AND PARADES



VS. PUBLIC POLICY

PUBLIC POLICY

- Gathering Ideas
- Surveying Citizens
- Polling Your Members
 - Intercity Visits
- Chamber-to-Chamber Visits
 - Bringing in Experts
 - Sponsoring Forums

DEVELOPING YOUR BOARD



- Use Their Time Wisely
- Earn Their Respect

**The Effectiveness of
a Nonprofit Board**

Is Inversely Proportional

**To the Time it Spends
Revising its Bylaws**

GROWING YOUR CHAMBER



“One Cannot Live by Dues Alone”

FUNDRAISING ISN'T EVERYTHING BUT...



MEMBERS *Engage*

FOR DIFFERENT REASONS

A CPA FIRM

- Membership \$250
- Annual Meeting \$500
- Sponsorship \$2,500
- Donation for a Cause \$10,000



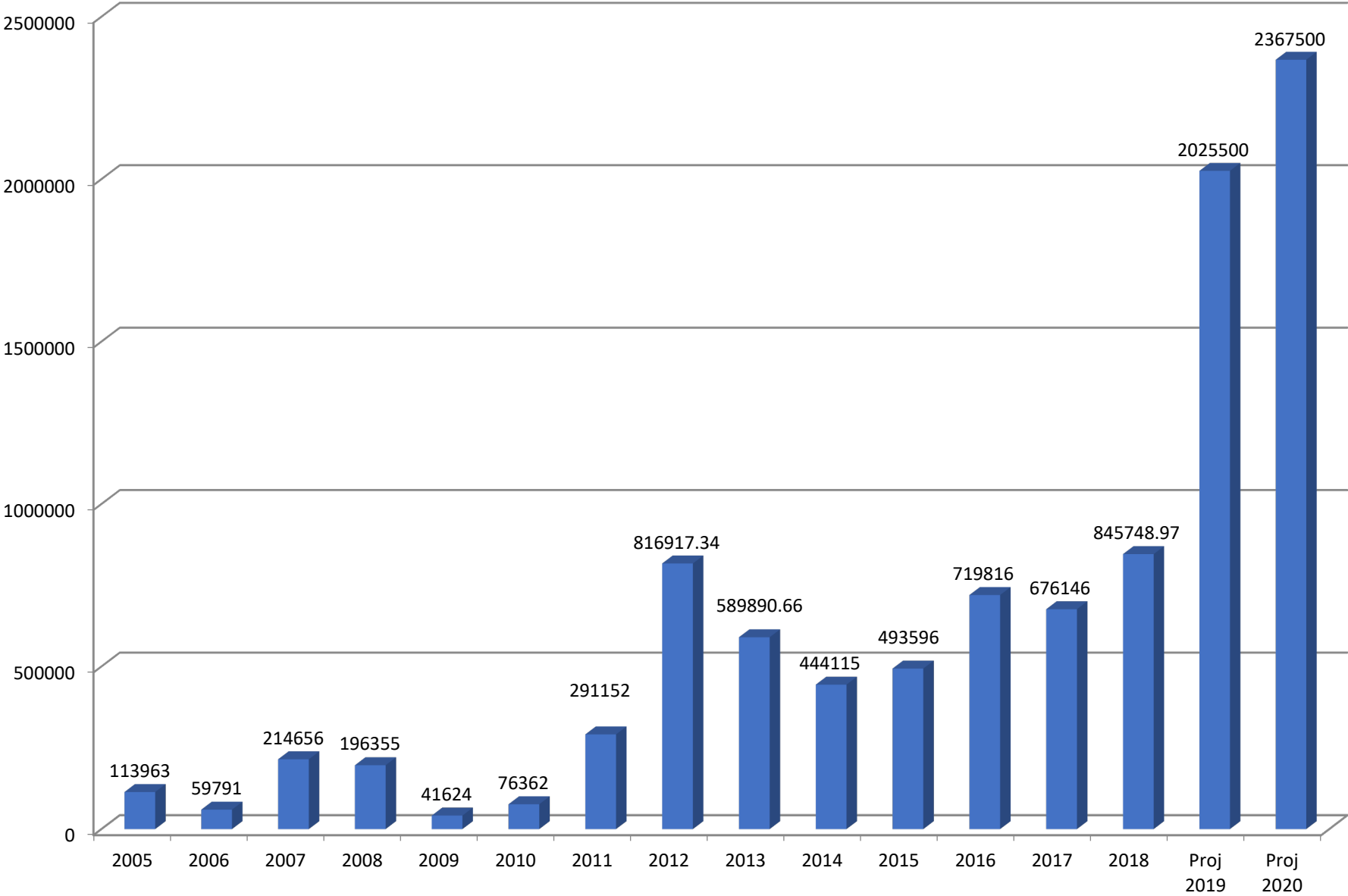
FOUNDATIONS ARE THE FUTURE

4 Types of Chambers

- No Foundation
- Dormant Foundation
- Active Foundation
- “Intentional” Foundation

FOUNDATION TOTAL REVENUE

FY Total - Updated 6/27/2019

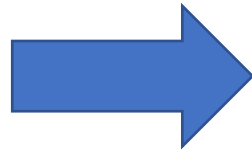


*2012-2020 5 year pledges have been spread over multiple years.

TRANSFER OF PRIVATE WEALTH

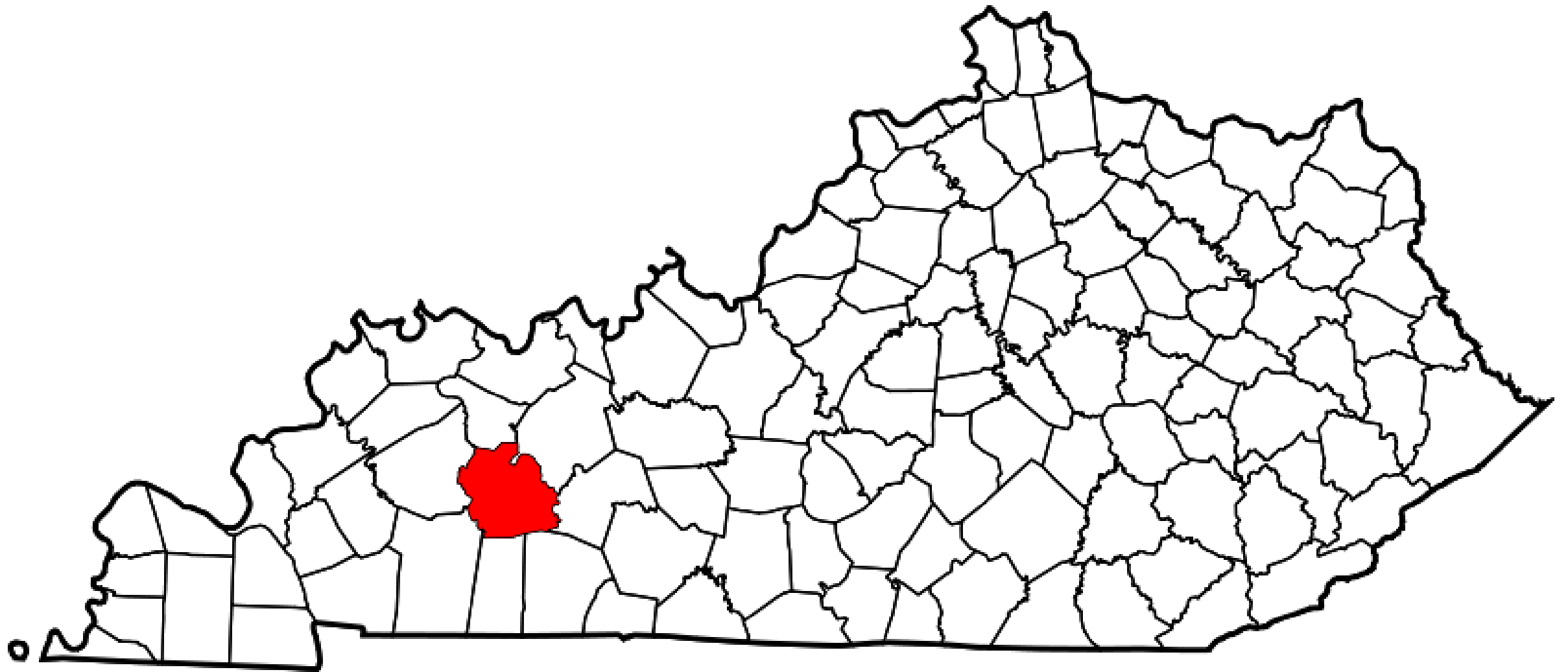


**\$12
trillion**



**\$30
trillion**





Muhlenberg County, Kentucky

Felix E. Martin Foundation



FELIX E. MARTIN JR. FOUNDATION

HOME ABOUT GRANTSEEKERS FEATURED GRANTS CONTACT



MAKING A DIFFERENCE IN MUHLENBERG COUNTY



APPLY FOR A GRANT

The next Community Grant application deadline is May 20, 2019.

ABOUT THE FOUNDATION

The Felix E. Martin Jr. Foundation seeks to enrich the lives of the citizens of Muhlenberg County, Kentucky by providing support to qualified organizations to meet educational, financial, and other needs.



PURPOSE

The Felix E. Martin Jr. Foundation seeks to enrich the lives of the citizens of Muhlenberg County, Kentucky by providing support to qualified organizations to meet educational, civic and cultural needs of the County – both today and for generations to come.

Decamillionaires

1.02% of Households

CHAMBER AND EDC CAUSES THAT ATTRACT OUTSIDE FUNDING:

- Education
- Workforce
- Addiction and Employment
- Economic Development
- Economic Prosperity

CHAMBER AND EDC CAUSES THAT ATTRACT OUTSIDE FUNDING:

- Health and Wellness
- Diversity, Equity and Inclusion
- Visioning Projects
- Historic Preservation
- Justice Reform

CHAMBER AND EDC CAUSES THAT ATTRACT OUTSIDE FUNDING:

- Downtown Development
- Poverty
- Housing
- Community Appearance
- Community Image

CHAMBER AND EDC CAUSES THAT ATTRACT OUTSIDE FUNDING:

- Entrepreneurship
- Smart Growth
- Environmental Issues
- COVID Relief
- Infrastructure

THE CHANGING ROLE OF A CHAMBER EXEC



Fundraising

Friend-raising

Four R's of Fundraising

- Right Cause
- Right Time
- Right Amount
- Right Person Asking

CHAMBERS AND EDCs IN TODAY'S ENVIRONMENT



THE GREAT CHAMBER PARADOX



THE MORE COMMUNITY DYSFUNCTION....
THE MORE OPPORTUNITIES FOR CHAMBERS AND EDCs

CHAMBERS AND EDCs CAN BE...



...THE “VOICE OF REASON”

THE FUTURE OF CHAMBERS AND EDCs?



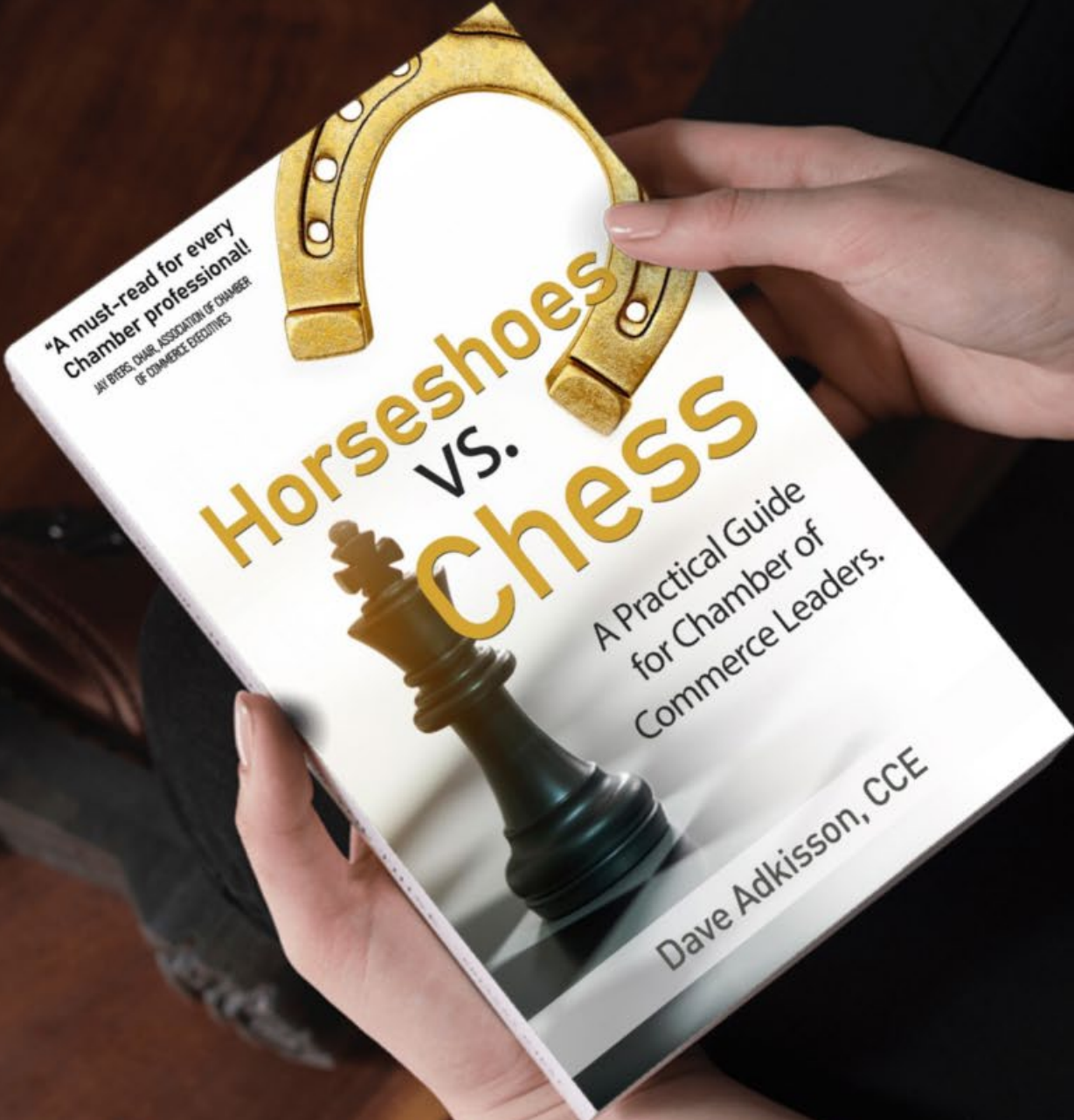


A NEW DAY OF LEADERSHIP



2020
BOARD CHAIR
& NEW CEO

- Change is Accelerating
- Chambers and EDCs Can Help Navigate
- Chambers AND EDCs Must Adapt
- Chamber and EDC Professionals Must Adapt
- Professional Development is the Key



"A must-read for every
Chamber professional!"
JAY BYERS, CHAIR, ASSOCIATION OF CHAMBER
OF COMMERCE EXECUTIVES

Horseshoes vs. Chess

A Practical Guide
for Chamber of
Commerce Leaders.

Dave Adkisson, CCE