

# INSIDER

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## Academy-Plus Program Set for August 1 & 2

*“You MUST embrace continuous education and be committed to lifelong learning to survive and thrive in the Chamber business.” – from “Chamber Champions” by W.A.C.E. President Dave Kilby*



**Colin Diaz, ACE, IOM**

In addition to the normal W.A.C.E. Academy, the association will once again be offering Academy-Plus, a special professional development training program on August 1 and

2 in Sacramento for Academy and U.S. Chamber Institute graduates.

“We’ve been focused, through feedback, to deliver an Academy-Plus program that speaks to relevant topics and addresses the professional and personal needs of executives in our industry,” said W.A.C.E. Vice Chair Colin Diaz, ACE, IOM, president/CEO of the Tempe (AZ) Chamber. “This kind of ‘iron sharpening iron’ education, particularly for those that have gone through Academy and/or Institute, is critical for the future of our industry.”

Based on feedback from last year’s program, this year’s Academy-Plus sessions will be facilitated discussions that will be VERY interactive with plenty of sharing opportunities for participants and workshops on BOTH chamber program and personal development.

### Chamber Programs

The three-hour afternoon program on Monday, August 1 will focus on two areas: “Future Proofing Your Chamber” and “Next Level Financing for Chambers.”

These facilitated sessions will take a deep dive into best practices and focal points to ensure that chambers continue to move from relevant to essential. The portion of the program on funding will investigate course corrections, cuts and new sources of funding.

### Personal Development

The three-hour morning personal development session on Tuesday, August 2 will focus on “Balance, Boundaries and Burnout” and will investigate the do’s and don’ts when thinking about and

dealing with change and a career move.

In addition to the above programs, the Academy-Plus attendees will be participating in the Monday night dinner event with all the Academy program participants.

“In our positions of leading chambers, it is often difficult to hold yourself accountable. Through programs like W.A.C.E. Academy-Plus, friendships and mentorships are created and developed,” said Bobby Spiegel, president/CEO of the Corona (CA) Chamber. “I truly encourage you to consider taking the next step in your improvement, leadership development and, who knows, you might be the perfect mentor for someone, as well.”

### Registration

Registration for Academy-Plus is \$300 per person and includes the two workshops, breaks and the Monday evening dinner.

Space is limited. The deadline to register is July 15 or when sold out. Registration information is available on the [W.A.C.E. website](http://www.waceonline.com).

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**ACADEMY**

Register Now  
**July 31- August 3, 2022**  
 Sacramento, California

Registration Information Available at [waceonline.com](http://waceonline.com)

## COMMENTARY

# Ad Wizard Can Provide Helpful Boost to Chamber of Commerce Messaging



**Dave Kilby**

response was very positive, but then 10

Three years ago, W.A.C.E. launched its marketing tool — the “Ad Wizard” — consisting of 10 “The Chamber Is...” messages to help chambers tell their story.

The immediate

months later, in March 2020, the world changed with COVID.

To respond to the changing times, the wording of three of the “Ad Wizard” was revised with more pointed messages to fit the resilient, leadership role that most chambers were playing on a daily basis.

## Good Messaging

So now here we are in May 2022... approximately 44% of W.A.C.E. members have signed up for the “Ad Wizard” and frankly, from where I sit, those chambers are the ones that appear to have fared better over the last two years, than those who haven’t embraced the messaging campaign.

Is there a correlation between good messaging and running a successful chamber?

My answer hasn’t changed and has always been YES — even decades ago when I was fresh out of journalism school at Fresno State, it was true that communicating value and being in control of your chamber’s message were keys to success.

## Showcase Your Chamber

So...if you haven’t done so lately, I encourage you to take a look at the “Ad Wizard.” It may just be the branding and marketing boost that your chamber needs.

Admittedly, all the ads may not fit your chamber, but several might just be what your chamber’s been looking for to tell its story better and showcase what it wants to be known for.

Is your chamber Courage, Commitment, Community, Culture, Collaboration, Change, Credibility, Connection, Current or Counsel? If so, we have an ad for you.

The timing’s right and the “Ad Wizard” may a tool to help your chamber get the job done.

*Dave Kilby is president and CEO of W.A.C.E. and executive vice president of corporate affairs at the California Chamber.*



We stand up for what we believe in. And we are willing to fight for what’s right, so our businesses can grow and our community can thrive.

We fight for you at [lodichamber.com](http://lodichamber.com)



## Access The Ad Wizard

To access The Ad Wizard, visit [wizard.waceonline.com](http://wizard.waceonline.com). Chambers that have created ads are encouraged to send them to W.A.C.E. or use #TheChamberIs when posting them on social media.

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Published by: Western Association of Chamber Executives, P.O. Box 1736, Sacramento, CA 95812-1736 (916) 442-2223, Fax (916) 444-6685. Website: [www.waceonline.com](http://www.waceonline.com)  
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## LEADER TO LEADER

# Fear Prevents Chambers from Soaring; Innovation, Retooling Lead to Successes

*What's the No. 1 thing that holds a chamber back from soaring to success?*



**Angie Anderson,**  
IOM  
President/CEO  
Glenwood  
Springs (CO)  
Chamber Resort  
Association

We should all listen to Frozen's Queen Elsa more often and simply

"let it go." What holds chambers back from soaring to success is hanging on to programs, activities and events that no longer fit the mission of the organization.

It's easy to continue doing things because we always have, but this can be a heavy burden that doesn't allow forward movement.

By constantly evaluating what is relevant and what is not, chambers can refresh, retool and let go of distractions. This allows chambers to focus on the mission, which ultimately leads to success.



**Scott Ashton**  
CEO  
Oceanside (CA)  
Chamber

Fear is one of the biggest factors holding chambers back. Overcoming fear might mean finally parting with a program

or event that no longer fits the mission of the chamber. It could mean moving your organization in a completely new direction.

For us, it meant putting aside the "what ifs" and deciding to move forward on endorsing candidates two years ago. It also meant stepping out of our financial comfort zone and creating a Workforce Development Department.

To position our organizations as "essential," we must be willing to boldly explore new opportunities to meet the evolving needs of our business community.



**Shane Etwiler**  
President/CEO  
Great Falls Area  
(MT) Chamber

I believe the answer lies in one of four ways chambers look at things when there is a need, a crisis, or a community

issue that needs to be addressed.

- #1 Through Fear — which causes most to pull back and not do anything.
- #2 As an Obstacle or Barrier — then a chamber comes up with excuses as to why it can't be tackled or overcome. They see the challenge as too large for their resources.
- #3 As a Challenge — only to overcome quickly and then move on.

These are three reasons chambers don't soar to success.

The fourth way chambers can SOAR is looking at things as an OPPORTUNITY! How can we take this challenge or issue to make a positive impact and leverage it for the greater good for our community? That is how chambers begin to SOAR!



**Lori Mattson,**  
IOM  
President/CEO  
Tri-City (WA)  
Regional  
Chamber

I am reframing the question a bit and providing the No. 1 thing that sets our chamber up

for success: an innovative mindset.

As CEOs, we need to spend less time being managers and more time being creators. One of the aspects that I enjoy the most about my profession is the flexibility to influence the trajectory of this organization. This makes for interesting and challenging work.

We use innovation to improve processes and efficiencies, develop new services to meet the ever-changing needs of members, and most importantly, to drive revenue. We are in the habit of continual improvement and pushing the envelope to take the chamber and the Tri-Cities to a better future.

## DO YOU WANT TO BE LISTED IN THE W.A.C.E. BOARD RETREAT FACILITATORS LIST?

To be included email [wace@calchamber.com](mailto:wace@calchamber.com) and be sure to include:

- Contact Information (Name, Phone, Email)
- Brief list of chambers you have previously facilitated for
  - Fees for facilitating

## MEMBER TESTIMONIALS ON W.A.C.E. ACADEMY



*"Academy goes beyond your typical industry professional development program. The program continues to give me the knowledge, confidence and connections to continue my own career in the chamber industry."*

**Molly Schiff, Director of Member and Community Engagement, Santa Maria Valley (CA) Chamber**

*"Academy has been incredibly insightful and proactive in developing me as a chamber professional. The programming is relevant, thought provoking and, most importantly, applicable. I especially appreciate the ability to network, collaborate and commiserate with the only people who can understand what and why we chamber."*

**Myke Munroe, Membership and Business Development, Murietta/Wildomar (CA) Chamber**



*"This has been a great experience. To be in one room with so much knowledge has been the greatest take-away. Knowing that I have created a powerhouse support system through networking, will be a saving grace. Can't wait to start implementing all that I've learned. Looking forward to year #2."*

**DeVika Stalling, President and CEO, Lompoc Valley (CA) Chamber**

*"The W.A.C.E. Academy allowed me to broaden my Chamber knowledge, allowed me to meet and learn from inspiring chamber leaders and gain additional leadership skills. I came away with lifelong friendships and a wealth of knowledge I didn't have before regarding the different aspects of the Chamber industry and the important role it plays in developing a dynamic business community."*

**Benjamin Kahikini III, President and CEO, Greater Kings County (CA) Chamber**



*"Academy is a great opportunity to change your thinking about a chamber and a corporation/company. It was truly empowering."*

**Dara Schumacher, Director of Leadership Hillsboro and Member Investment, Washington County (OR) Chamber**

*"As a third year chamber executive, the W.A.C.E. Academy could not be more in step with the real-life issues we face day-to-day. The instruction is top-notch (even entertaining at times)! The engagement piece with others in our cohort adds to the value, as their stories and insight bring the reality to all that we grapple with. I leave each session with pages of notes and resources that I immediately take action on. Lastly, I would say the friendships I have established along the way will be long-lasting and I have enjoyed keeping in touch and even visiting some of them at their chamber in other states. I look forward to year #3!"*

**Tara Doyle-Enneking, President and CEO, Puyallup Sumner (WA) Chamber**





WESTERN ASSOCIATION  
OF CHAMBER EXECUTIVES

*Survey Says*

Chamber  
of  
Commerce **Board** of  
Directors



**38%**

of chambers  
reported having  
11-15 board  
members



**66%**

do NOT have elected  
officials or local  
government reps  
on their board

**11**

Average number  
of meetings  
per year

68% answered 11 or 12

**3 years**

Most common  
length of board  
term set by 74%  
of chambers

**54%**

of chambers limit  
board members to  
serving no more  
than 2 terms



**80%**

of chambers report  
electing board  
members by a single  
slate ballot

*This data comes from the Board of Directors Opinion Poll which had 221 responses and was performed by W.A.C.E. in March 2022.*

## NOTEWORTHY

# What Chambers Are Doing Around the West

## Billings Chamber Drives Community DEI with DEI Network

The Billings (MT) Chamber created their DEI (diversity, equity and inclusion) Network to address the need for talent attraction and recruitment in their community that was not as diverse as competitors.

The project included a series of business surveys, small group discussions and board planning, leading to the formation of a 15-person advisory board, four-point strategic plan and an eight-month DEI immersion program.

The program relies on sponsors, workshop tuition and grants, and all income generated is reinvested into the program.

In their first year, they hoped to secure 15 organizations to begin the work in the immersion program but far exceeded that goal with 54 top-level C-suite leaders participating, which represented 17 businesses that employ 13,105 people. They have recently launched a resource website for businesses.

You can find details of the program and a full DEI Toolkit for businesses, as well as learn more at <https://www.billingsdei.com/>.

## Rancho Cordova Chamber Debuts Shop Local App

The Rancho Cordova (CA) Chamber joined with the City of Rancho Cordova and partnered with a third party to develop the RCity App to incentivize their community to shop local.

App users earn loyalty points in the form of stars, which then can be redeemed at participating local businesses. The local businesses then can be reimbursed for all stars used at their business.

The app is free for both users and businesses, and the chamber has a dedicated staff member who handles the program. Participating businesses also are provided with program collateral to display in their business. At the time of a soft launch late last year there were 117 participating businesses and 572 app downloads.

To learn more and download the app, visit <https://colu.com/RCity/>.

## Vancouver Chamber Helps Restaurants and Charities with Meal Program

The Greater Vancouver (WA) Chamber stepped up to help restaurants during the start of the pandemic, but as time went on, with no relief, they recognized a need to refresh communications and messaging.

The chamber joined with Visit Vancouver to create "Savor the Couve" to leverage community partnerships for the benefit of all businesses.

Each week during the program, five restaurants collaborate on 150 five-course meals for two, which can be purchased for \$125. From each purchase, \$25 is donated to a local nonprofit. Each week's donations go to a different nonprofit, helping 16 organizations.



In their first run, they were able to generate \$136,072 for 32 participating restaurants and raised \$46,600 for 16 local nonprofits by serving 3,728 dinners.

Find out details about their 2022 program at <https://shopgochamber.com/>.

## Corona Chamber Holds Industry Roundtable Series

The Corona (CA) Chamber held an Industry Specific Roundtable Series for their members that invest in a higher level of membership to provide them with direct access to elected officials and leaders of the community.

One example was their Manufacturers Roundtable Luncheon featuring Congressman Ken Calvert while another was their Cannabis Industry Roundtable

Breakfast with Riverside County District Attorney Mike Hestrin. More than 60 members attended the cannabis roundtable.

You can view the chamber's newsletter article on the roundtable at [http://mypub.iebjpub.com/publication/?m=39846&i=732267&p=1&article\\_id=4182219&ver=html5](http://mypub.iebjpub.com/publication/?m=39846&i=732267&p=1&article_id=4182219&ver=html5).

## Long Beach Chamber Offers Women's Business Grant

The Long Beach Area (CA) Chamber's Women's Business Council created a Small Business Grant to help small, woman-owned businesses get a financial boost to help them reach their goals.

Woman-owned businesses are eligible if they are a chamber member with fewer than 20 full-time employees that has been in business for a minimum of two years. Grant money is raised through fundraisers, auctions, raffles and sponsorships.

Involvement by a large company in the community has allowed the chamber to double the grant amount to \$5,000. Grants are presented at their annual Women of Excellence event.

Grant recipients have used the funds to add or upgrade equipment, improve marketing materials and in one case pay the balance on a tractor for a small local farm.

Want to know more? Contact Judy Nelson, vice president of business councils, at [jnelson@LBChamber.com](mailto:jnelson@LBChamber.com).

## Are We on Your Mailing List?

Information featured each month in Around the West is taken from chamber newsletters and websites that W.A.C.E. receives from its members. We try to share best practices, innovative ideas and programs from chambers working hard to be Catalysts, Conveners and Champions and make a difference in their community. Make sure to subscribe W.A.C.E. to your mailing list, if you haven't done so already, and you may be featured in a future Insider!

Send e-newsletters to: [jennifer.johnson@calchamber.com](mailto:jennifer.johnson@calchamber.com).

Send mailings to: W.A.C.E. P.O. Box 1736, Sacramento, CA 95812-1736

## Chamber Executives in the News

The Hollywood (CA) Chamber has selected **David Jerome** as their new president/CEO. Jerome most recently served as president/CEO of the El Paso (TX) Chamber.

The Tacoma-Pierce County (WA) Chamber has announced that **Andrea Reay** has been hired as their new president/CEO. Reay previously served as the president/CEO of the Seattle Southside (WA) Chamber. She succeeds **Tom Pierson**, who retired from the position after serving for more than 10 years.

**Karin Moss** is the new CEO of the South San Francisco (CA) Chamber. Moss

previously led the Russian River (CA) Chamber.

The Tigard (OR) Chamber has hired **Barbara Burkart** as their new CEO. Burkart is an accomplished business executive. She replaces **Debi Mollahan**, who served the chamber for more than 12 years.

**Timm Quinn** has been selected as the new CEO of the Greater Stockton (CA) Chamber. Quinn most recently served as the interim CEO and has been with the chamber for more than 16 years. He succeeds **Douglass Wilhoit**, who retired in July after 22 years of leadership.

## In Memoriam

**Donna Wright**, president/CEO of the Greater Eureka (CA) Chamber, passed away on April 11, 2022. Wright had led the chamber since 2017 and was a recent W.A.C.E. Academy graduate. A [Memorial Scholarship](#) has been set up through the Humboldt Area Foundation in her honor to support young entrepreneurs who are pursuing further education.

## MEETING DATES

W.A.C.E. Events • (916) 442-2223

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### Academy 2022

July 31–August 3  
Hyatt Regency Sacramento  
Sacramento, CA

### Other Events

#### CalChamber Capitol Summit & Host Events

June 1–2  
SAFE Credit Union Convention  
Center  
Sacramento, CA

## Chairman's Circle

### Gold Members

- CalChamber
- Citslinc International, Inc.
- Indus Travel Inc.
- Personify

The Chairman's Circle is a special group of members that have committed to support W.A.C.E. through sponsorships. If your business would like to become a member of the Chairman's Circle, please contact Dave Kilby, W.A.C.E. president and CEO, at (916) 930-1202 or email [dave.kilby@calchamber.com](mailto:dave.kilby@calchamber.com).



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OF CHAMBER EXECUTIVES  
FOUNDATION

THANK

YOU

VERY

MUCH

Thanking the W.A.C.E. Foundation Board and everyone for their generous support of the live auction and fundraising efforts at the 2022 conference.

This equates to more scholarships and continued sponsorship of conference speakers next year.