



INSIDER

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Justin Patton to Keynote 2023 Conference



Thanks to the generous sponsorship by the U.S. Chamber of Commerce Institute for Organization Management (IOM), international speaker and author Justin Patton will be the opening keynote speaker at the association's 2023 conference.

"Justin Patton is one of our highest-ranked IOM faculty members," said Raymond P. Towle, U.S. Chamber vice president of federation relations and Institute for Organization Management. "The U.S. Chamber of Commerce is proud to once again sponsor a general session speaker for W.A.C.E.'s annual conference."

Patton's provocative, high-energy style, relatable storytelling and relevant messages have earned him a huge following of fans in the chamber world. He was the top-ranked speaker at the 2017 W.A.C.E. conference in Los Angeles.

His New Book

In his recently released book *"Your Road to YES!: How to Build Trust in Yourself and With Others,"* Patton presents a roadmap to build trust and challenges readers to look differently on how they show up, communicate and bring out the best in others.

According to Patton, trust is the antidote for every toxic relationship and workplace environment. It is everyone's responsibility to build a space where trust and belonging are present, which happens only through effective communication. You build levels of trust with others when you answer "YES!" to all three of these questions:

- Do I take people with me along the journey?
- Do I create a safe space for people to open up?
- Do I make people feel less alone in the world?

Answering "YES!" is a result of you

communicating with transparency, tact and togetherness. Trust is built one yes at a time.

About Justin

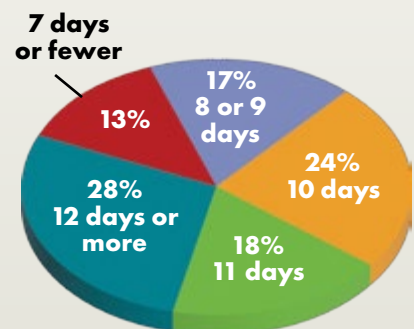
Before launching his own leadership coaching company in 2011, Justin designed and facilitated leadership and communication skills programs around the globe for Yum! Brands and managed the national sales training department at Anthem.

Patton earned his master's degree in education from the University of Louisville. He is a member of the International Coach Association and the National Speakers Association. He has expertise in body language, emotional intelligence and executive presence.

Mark your calendars. The 2023 conference will be February 13–15 in Sacramento at the Hyatt. Registration information will be available in November.

SNAPSHOT

Number of Paid Holidays Provided to Chamber Employees



Source: 2022 W.A.C.E. CEO Salary & Benefits Survey

COMMENTARY	2
LEADER TO LEADER	3
2022 W.A.C.E. ACADEMY	4-5
OPINION POLL	6
CHAMBER EXECUTIVES IN THE NEWS	7
MEETING DATES	7

COMMENTARY

W.A.C.E. Awards: Don't Wait! Apply Today!



Dave Kilby

"There's a great feeling of satisfaction in winning an award for a job well done."
— Walt Disney

EVERY year W.A.C.E. rolls out its award applications in September. The deadline to submit entries is always in early-to-mid-November. The recipients

are announced at the association's conference in February.

The sad part is that many among our membership for some reason don't make/ take time for themselves and complete their entries in time, and, sadly, they miss the deadline.

Chamber CEOs are so "busy" or "slammed" or wrapped up in "all things chamber" that they forget to do the right thing — apply for an often much-deserved award.

Many of you have heard me harp on this for years. Being last minute is NOT good. Stuff can and does happen and can blow your best laid plans out of the water.

So...don't wait. Apply TODAY!

The awards are numerous and include:

- Executive of the Year;
- The Pettit Award;
- Hathaway Staff Person of the Year;
- Outstanding Program Awards;
- Video Awards;
- Website Awards;
- Newsletter AND Magazine Awards;

- E-Newsletter Awards;
- Emerging Leaders Council;
- Accredited Chamber Executive (ACE);
- Service Awards.

Scholarships

Thanks to the W.A.C.E. Foundation, the Steve Rose Memorial Scholarship and a number of scholarships to assist with conference registration also will be available.

But sadly, almost every year, several people have no chance to be considered for a scholarship because they fail to get their application and the required letters of recommendation turned in on time.

All the award and scholarship applications are available on the W.A.C.E. website at www.waceonline.com.

I strongly suggest that you follow the advice of Benjamin Franklin: "Don't put off to tomorrow what you can do today."

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

2022-2023 W.A.C.E. OFFICERS

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Preparing For Your Planning Session or Board Retreat?

Check out the newly updated Board Retreat Facilitator List in the resource library at www.waceonline.com.



LEADER TO LEADER

Building Good Relations with Board Members: Start Early, Seek Regular Input, Inspire Trust

In your experience, how have you had success in fostering a good relationship with your board members, especially your board chair?



Mike Glover, MS, ACE
CEO
Tahoe (CA) Chamber

I think the key is the word "relationship" and understanding that your board members are

volunteering their time to enhance their relationship to your chamber, and to you. Getting to know what your board chair hopes to accomplish during their tenure and helping them reach that goal is one of the best ways to forge a solid working relationship that will help you both be successful.

If I have had good relationships with my board members and board chairs, it stems from being genuinely interested in them and making their time on the board a good experience.



Jim Johnson, CCE, IOM
President/CEO
Pearland (TX) Chamber

I believe a good relationship starts early in their term. I do my best to have a sit down with one

board member each month to strengthen the personal relationship. I also host a standing meeting with the board chair and chair elect each month. It gives us time to discuss pending projects or reports in an informal setting.



Blair McGary
Executive Director
Summit County (CO) Chamber

I am looking for transparency and ultimately, trust, with my board and board chair. I try to be very clear and calm

when communicating with my board. I consistently try to think through all aspects of a project or request to ensure that I am prepared and reassure the board that the project has been well thought out at the

staff level. If a question comes up that I am unsure about, I communicate that and if necessary, follow up.

Setting realistic expectations and not overpromising is important. By regularly meeting expectations, if not exceeding, we are able to build trust and ultimately a strong, functioning team.



Mike Neal, CCE, CCD, HLM
President/CEO
Tulsa (OK) Regional Chamber

From my perspective, it's all about engagement — early and often. Proactively and

consistently seek the input and counsel of your board members on matters of importance to your community. Volunteer leaders are busy, and their time is at a premium. When they commit to help an organization, they want to feel confident they can actually make an impact.

No CEO is looking to just be a seat filler for a nonprofit. Engaging board members early and often reassures them that their expertise is valued and appreciated. It also ensures that their expertise is being fully leveraged for the benefit of the organization.



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PRESIDENT DAVE KILBY
@DaveKilbyWACE

<http://twitter.com/DaveKilbyWACE>

2022 W.A.C.E. ACADEMY

From Welcome Reception to Closing Session, Academy 2022 Delivers Shared Fun, Useful Info



118 chamber executives and staff from around the West attended Academy 2022 in Sacramento, CA on August 3–5.



Academy kicks off with a welcome reception Sunday at the CalChamber, giving participants an opportunity to collect their event items and meet other attendees before the start of classes.



Academy and Academy-Plus attendees get together on Monday night for a dinner and networking event aboard the Delta King riverboat.



Academy-Plus and Academy faculty members Tallia Hart, from the Healdsburg (CA) Chamber, and Nancy Lindholm, ACE, from the West Ventura County (CA) Business Alliance, catch up during a program break.

2022 W.A.C.E. ACADEMY

Academy Delivers Chances to Network, Relevant Discussions

Seventeen Academy alumni joined us for a two-day Academy Plus program focused on future proofing your chamber, next level financing for chambers, and balance, boundaries and burnout.



62 students started their Academy journey attending their first year in 2022.



37 students returned for their second year of classes.



Second year students laugh together during a group discussion as a part of their Keeping Your Chamber Relevant class.



Third year students work collaboratively on a group activity in B Gorman's strategic planning class.



19 students returned for their final year of classes. Their class will graduate at the 2023 Annual Conference in February.

Survey Says

AMBASSADOR PROGRAMS



81% of Chambers currently have an Ambassador Program

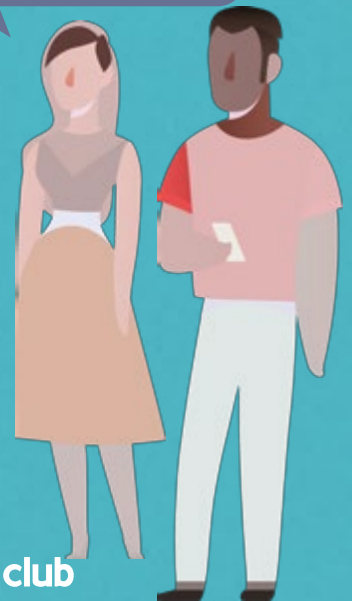
Average rating of the Ambassador Program for those chambers is **6.13** out of 10.



Of the chambers who do not currently have a program **73%** previously had an Ambassador Program.

Reasons offered for dropping program:

- Too clickish
- COVID-19
- Lack of participation/engagement
- Was not relevant or was ineffective
- Volunteers using for own sales/social club

WESTERN ASSOCIATION
OF CHAMBER EXECUTIVES

Data was collected from 211 chamber executives in an opinion poll performed in August 2022

Chamber Executives in the News

Jessica Penman has been named president/CEO of the Truckee (CA) Chamber effective October 2022. Penman is a current member of the W.A.C.E. Emerging Leaders Council and currently serves as the director of community relations for the Yountville (CA) Chamber. Penman will succeed **Lynn Saunders**, who will be retiring after a 20-year tenure with the chamber.

The South County (CA) Chambers announced the addition of new CEO

Kathy McCorry. McCorry has been in the industry for 20 years and most recently led the Greater Issaquah (WA) Chamber.

Eric Reichert has been selected as the new president/CEO of the Calistoga (CA) Chamber.

In Memoriam

Gary Toeppen, former president/CEO of the Los Angeles Area (CA) Chamber, has passed away.

MEETING DATES

W.A.C.E. Events • (916) 442-2223

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Fall Webinar Series

Zoom

10–11 a.m. (Pacific)

- **September 14:** "Your Message Matters"
- **October 5:** "Setting Healthy Boundaries & Managing Stress"
- **November 2:** "Change is Hard"
- **December 7:** "Innovative Ideas to Consider"

Other Events

Rural Chamber Summit

Hosted by Calaveras (CA) Chamber

October 13–14

Ironstone Vineyards

Murphys, CA

indus
exceptional experiences!



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OF CHAMBER EXECUTIVES

Chairman's Circle Gold Member

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**9
DAY**

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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.