

W.A.C.E RESOURCES, HIDDEN SECRETS, AND CHAMBER 101 TIPS

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Western Association
of Chamber Executives

AGENDA FOR THIS SESSION...

W.A.C.E Resources

Hidden Secrets

Chamber 101 Tips

Your Questions (via email)

Extra Questions



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BEFORE WE DIVE IN.....WHO'S IN THE ROOM

BE SHORT & SWEET – WE HAVE A BIG CROWD

Name, Chamber, How long in the biz, job title



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A PLETHORA OF RESOURCES

We are a sharing & caring group!

W.A.C.E Resource Library

Members Only

Resource Library

Make sure you know your login for the back of the house

**W.A.C.E
RESOURCES**

WACEONLINE.COM

SHARING...

- Best Practices
- Mentoring
- Accountability partners
- One chamber's success is a success for all of us
- Peer groups – email l.clarno@kalispellchamber.com



MEMBERS ONLY SECTION....WACEONLINE.COM

■ MEMBER PORTAL HOME...A WEALTH OF TOOLS TO HELP

- Listen to our Podcast library
- Board Basics – Chamber Board Resource Page
- 3C Resource Page – Catalyst , Convener, Champion
- Defining the Promise of the Chamber of Commerce - ADWIZARD
- Video Library – all our member's winning videos
- Fast Start Kit for CEOs
- Value Propositions for joining a local Chamber
- Succession Planning
- Chamber Staff Salary/Benefit Survey
- Non-Dues Income Surveys
- Endorsement & PAC Survey

■ RESOURCE LIBRARY...Don't forget to also contribute

- Ambassador Programs
- Annual Reports
- Board of Director Agreements/Conflict of Interest forms
- Staff & Board Responsibilities
- Business Plans
- Bylaws
- Candidate Endorsements & Training
- Dues
- Foundations
- Leadership Programs
- Member letters – welcomes, past dues etc.
- Membership Attraction & Retention Plans
- Newsletter Tips
- DEI programs
- Young Professional Programs

W.A.C.E PROGRAMS

PROFESSIONAL DEVELOPMENT OPPORTUNITIES ABOUND!

- Annual Conference...You are HERE! Next Year, Las Vegas, NV
 - Scholarships available – Thank you W.A.C.E. Foundation!
- Academy/Academy Plus
 - Scholarships available – Thank you W.A.C.E. Foundation!
- Fall Webinar Series
- May Workshop



ACADEMY – 3 YEAR PROGRAM

Since 2003

Academy Plus for Graduates...Next Level



■ "The content and educators at Academy are top notch. It is almost as if someone has been secretly watching my chamber and created this program personally for me! How do they know what I need to know to improve and grow my organization?!"

Rachel Beld, CEO

Vista (CA) Chamber



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FALL WEBINARSDIFFERENT EACH YEAR

BASED ON YOUR INPUT AND THE CHANGING NEEDS

2023 TOPICS

- Community responses to homelessness.
- Genius digital marketing ideas.
- Cutting costs and being creative.
- Efficiency and artificial intelligence (AI).



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WORKSHOPS....DIFFERENT EACH YEAR

BASED ON YOUR INPUT AND THE CHANGING NEEDS

2023 TOPICS

ADVOCACY & WORKFORCE DEVELOPMENT BEST PRACTICES

Held in May in conjunction with the May board of directors meeting – May 16, 2024 – Austin, TX

TOPIC TBA

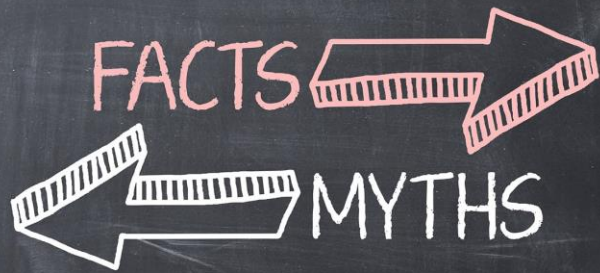
HIDDEN SECRETS & MYTHS

- CCE
- CAE
- IOM
- ACE

ALPHABET SOUP

- CCE – Certified Chamber Executive - ACCE
- CAE – Certified Association Executive - ASAE
- IOM – Institute of Organization Management – US Chamber
- ACE – Accredited Chamber Executive – W.A.C.E.
 - Initiated in 1992 to encourage chamber executives to continually upgrade and expand their skills through continuing education, and encourage chamber boards of directors to recognize chamber professionals and provide funding for training for their executives. Recipients of the accreditation are honored at the annual conferences. Must be updated every five years.

HIDDEN SECRETS & MYTHS



- We can't raise dues – everyone must be able to afford us
- We cannot take positions on business issues or we'll lose members – STAY IN THE BUSINESS LANE
- We cannot make a lot of money or have a lot in the bank.
- We can't endorse candidates
- We've always had a tradeshow – we have to keep doing it because member X says so

DOCUMENTS YOU MUST HAVE...IT'S THE LAW!

- **Articles of Incorporation – gives your Chamber legal status in your state**
- **Letter of Determination – From the IRS (Tax Status)**
- **Bylaws – establishes your ground rules and how you will operate**
 - **Be careful what you put in there. Is it more fitting to be in a policy handbook?**
 - **REVIEW ANNUALLY!**



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TIPS...

- **Corporate titles matter – CEO/President vs. Executive Director**
- **Nominating Committee – the most important!**
- **Continuous learning for the win**
- **It's okay to say NO – you cannot be everything to everybody**
- **The Voice of Business matters**



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YOUR QUESTIONS

WE SENT AN EMAIL...

- I'd love an overview of the training opportunities and resources W.A.C.E offer
 - Did we answer that for you?
- Big Box Business won't join my Chamber – Let's round table this one
- Our networking groups are exclusive and they meet frequently. New members come on board and are frustrated their “sector” is taken. How can we resolve this?

YOUR TURN!

- What have we missed?
- What are YOUR questions
- Let's be interactive and share



THANK YOU FOR BEING HERE AND BEING AWESOME!