



Western Association
of Chamber Executives

CULTIVATING A

POSITIVE **CHAMBER** **CULTURE**

Thursday, February 8, 2024



Welcome & Lighting Introductions

- **Your Name?**
- **What Chamber/Organization You Are With/Where?**
- **One thing you LOVE about Chamber Work?**






John Howard

- Owner/Operator of Chick-fil-A's first free standing restaurant in Los Angeles County (Long Beach, CA)
- Been a Chick-fil-A Franchisee since 2006
- Employees over 100 business professionals with a leadership team of 20
- Average age of his leadership team is 23
- Past Board Chair of the Long Beach Chamber of Commerce & currently serves on the Board of Directors
- Active leader with the Long Beach Chamber of Commerce



Chad Maender

- Entire career as a non-profit professional (14 years with the YMCA & 5 with the Chamber)
- Currently serves as the President/CEO of the LAX Coastal Chamber
- LAX Coastal Chamber represents over 650+ businesses in Los Angeles (near Los Angeles International Airport)
- Graduate of WACE Academy



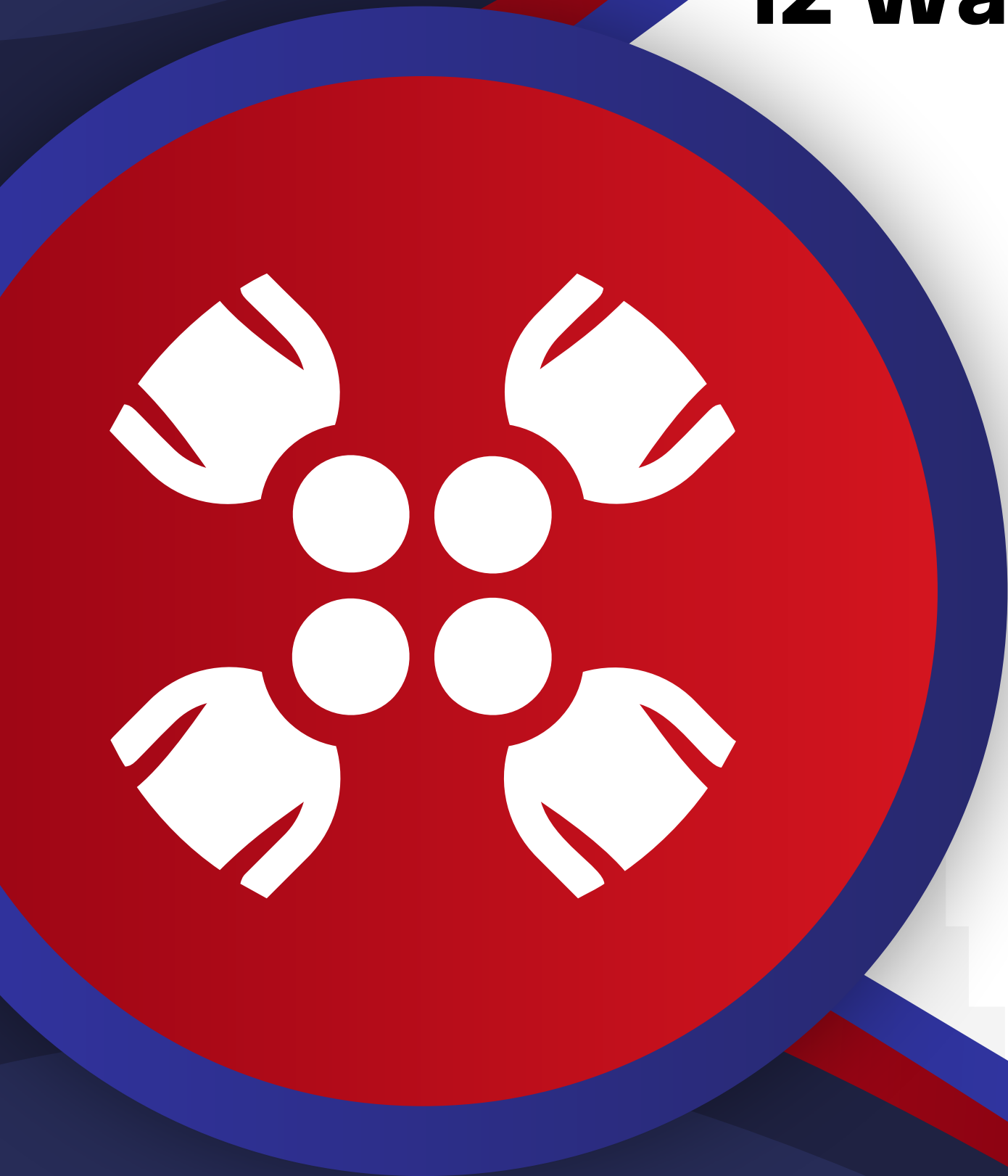
What is **YOUR** burning question? (or if stumped) Why did you choose this session over another?

What ***DO YOU DO*** to help create a positive Chamber culture?

POSITIVE
VIBES

POSITIVE
LIFE

12 Ways to Build A Positive Chamber Culture



Celebrate Successes



Create a Culture of Learning



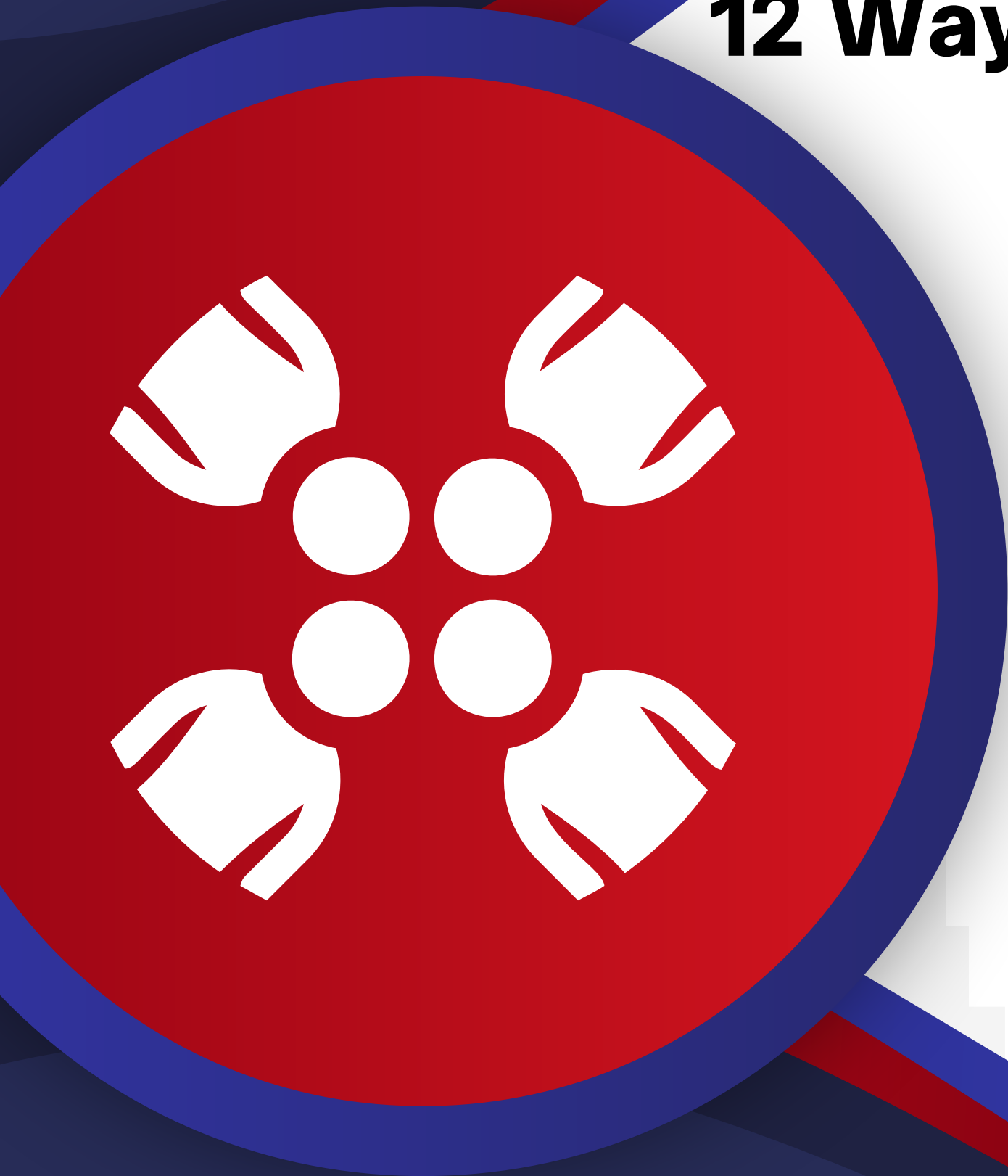
Leverage Strengths & Passions



Hire Slowly. Fire Quickly



12 Ways to Build A Positive Chamber Culture



Be Selective On Your Members



Ask for Volunteers & Feedback



Co-Ownership of The Organization



Take Risks for Bigger Rewards



12 Ways to Build A Positive Chamber Culture



Core Values are Paramount



Help Meet the Unmet Needs



Transformational vs. Transactional



Thank Often and Listen More Often



QUESTIONS FORUM



**What's Your BOLD
MOVE?**



THANK YOU



John Howard

Chick-fil-A, Owner/Operator

Email: john.howard5@cfafranchisee.com



Chad Maender

LAX Coastal Chamber, President/CEO

Email: chad@laxcoastal.com

~~Thinking
Negative~~

Thinking
Positive



**THANK YOU
FOR YOUR FEEDBACK!**

