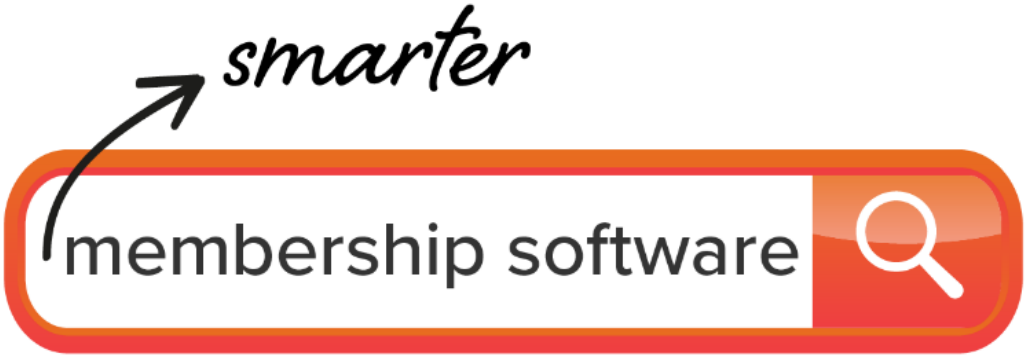
Three Strategic Pivots for
RESILIENT
Membership Organizations

kylesEXTON

Q&A



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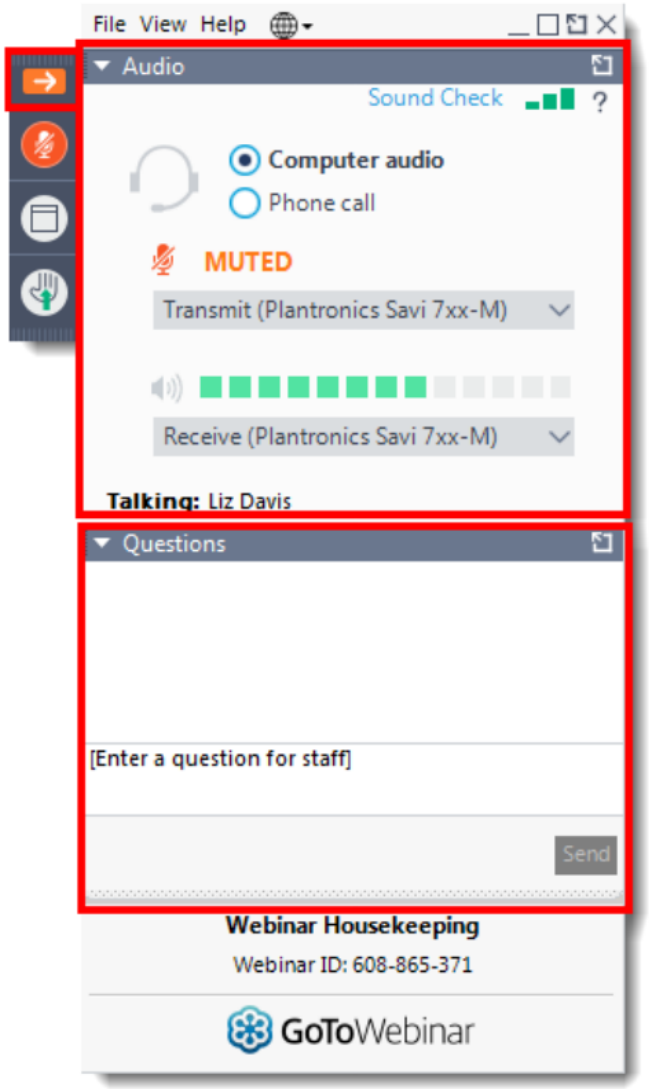
Raise Hand



Audio

Questions

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Certificates will be emailed to attendees within 1-2 days.

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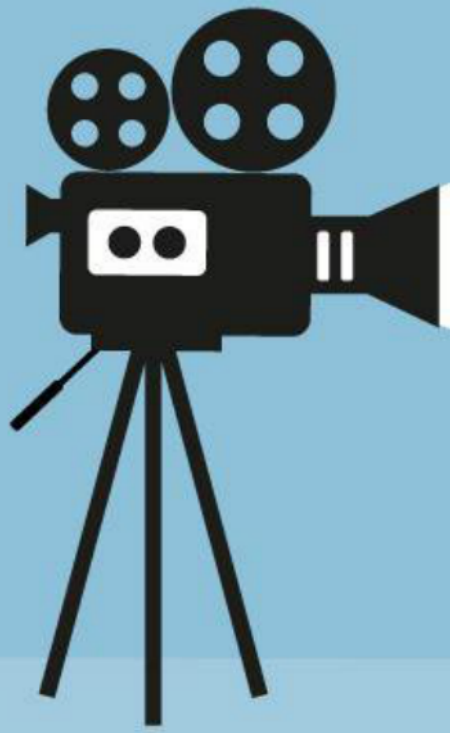

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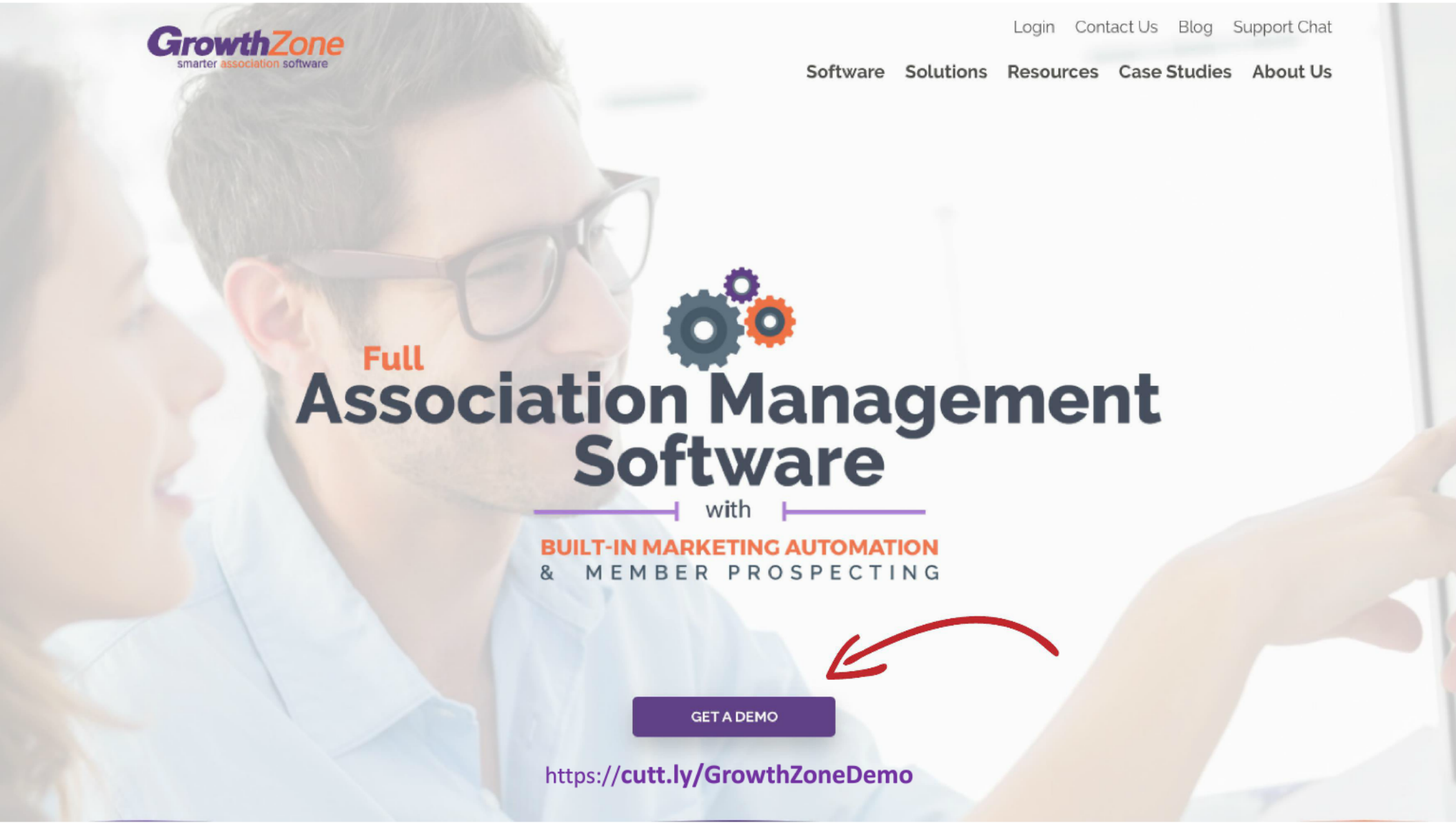
Everyone who registered will receive the recording via email,

even if they didn't watch it live.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& MEMBER PROSPECTING
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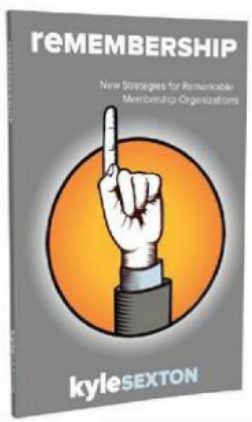
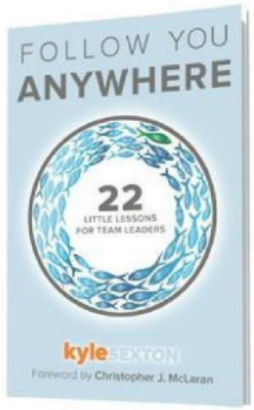
How to End the "One-Size-Fits-All" Membership

kyleSEXTON


reMEMBERSHIP
New Strategies for Remarkable Membership Organizations
kyleSEXTON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ANYWHERE
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LITTLE LESSONS FOR TEAM LEADERS
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Foreword by Christopher J. McLaran

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CHAMBER MISSION
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// CHAMBERTHINK STRATEGIES

Three Strategic Pivots for RESILIENT Membership Organizations

In times of crisis, actions are remembered

When you serve hard, selling is easy

RAPID CITY
TOG
Join and encourage businesses you know to share so we as a community can continue to shop, stay and support local businesses!
ELEVATE
RAPID CITY

BUSINESS RECOVERY ALLIANCE: COACHELLA VALLEY

Desert Business Association
Desert Elite Referral Partners
Desert United Luncheons
Desert Valley Builders Association
Indian Wells Chamber
Main Street Palm Springs
Palm Desert Area Chamber
Palm Springs Chamber
Rancho Mirage Chamber
Thousand Palms Chamber
Coachella Valley Women's Business Center

The Open & Safe Commitment

As we enter into a phased reopening of our economy, we all need to do our part to ensure we continue to minimize the spread of COVID-19, while also helping regain consumer confidence. In order to keep Catawba County healthy & our economy strong, we would like to introduce the "Open & Safe Commitment."

1. **The Open & Safe Playbook:** Download a copy of the Open & Safe Playbook which includes safe reopening guidance for all industries. This information was compiled based on known guidance provided by the CDC & NCDHHS. This playbook will be updated as additional guidance is provided by NCDHHS and as we are advised by Catawba County Public Health.
2. **Make an "Open & Safe Commitment":** Submitting the form below affirms your commitment to taking the necessary action to implement the guidance as outlined in the playbook and as released by NCDHHS.
3. **Tell your employees & customers that you are "Open & Safe":** Once you've implemented these safe practices, we encourage you to reinforce to your customers & employees that you are taking proper precaution to protect their health and well-being. Become an "Open & Safe Business" by participating at one of the levels below. You can even opt to purchase "Open & Safe" decals, stickers and yard signs to display as visual reinforcement.

The "Open & Safe Commitment" is powered by **The Chamber of Catawba County** with support by great partners such as the **Catawba County Economic Development Corporation**, **CVCC Small Business Center**, the **Hickory Metro Convention & Visitors Bureau**, the **Small Business Technology & Development Center**, The **Downtown Hickory Development Association** & the **Downtown Newton Development Association**.

OPEN & Safe

Download the Open & Safe Playbook

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The Chamber
OF CATAWBA COUNTY

Step 1: Make the Open & Safe Commitment

Our business is committed to keeping Catawba County healthy & our economy strong. To help in this effort, we hereby affirm our commitment to taking the steps necessary to implement safe reopening best practices as outlined in the "Open & Safe Playbook" in order to protect our valuable employees and/or customers.

We commit to protecting our employees by:

1. Checking on their well-being and health before every work shift by screening employees for illness, possible exposure or COVID-19 symptoms
2. Providing them with Personal Protective Equipment (PPE) and training, as appropriate, including wash stations and soap, hand sanitizer, face masks, nitrile gloves, and face shields (all as appropriate per the guidance)
3. Asking our customers to kindly observe proper hygiene etiquette when interacting with our employees

We commit to protecting our customers by:

1. Washing and/or sanitizing our hands on a regular basis
2. Monitoring social distancing within our places of business
3. Sanitizing frequently used surfaces such as doorknobs, handles, push plates, shopping carts, tables, chairs, restrooms, and fuel pump handles on a regular and frequent basis
4. Disinfecting items that come into contact with customers
5. Making hand sanitizer, disinfecting wipes, soap and water, or similar disinfectant readily available to both employees and customers
6. Placing readily visible signage at the business to remind everyone of best hygiene practices

I understand that this is my voluntary pledge to take meaningful steps towards a new normal and to operate in ways that protect my business, my employees and my customers.

By signing this pledge, I commit to communicating my efforts to being "Open & Safe" to both my employees & customers.

Submit Your Open & Safe Commitment Form

Step 2: Select Your Package

Bronze Package

FREE TO ALL BUSINESSES

- Your business' name will be included in the list of other "Open & Safe" businesses below.
- The Chamber team will email you a digital poster file you can print and prominently display in your place of business.

*Don't skip Step 1! You must submit the your Open & Safe Commitment prior to receiving benefits listed above.

Click Here for the Bronze Package

Silver Package

General Public: $45.00
Chamber Partner: $29.00

- Your business' name will be included in the list of other "Open & Safe" businesses below.
- Receive a digital poster file you can print and prominently display in your place of business.
- **(1)** 5in. Vinyl "Open & Safe" decal (used on window, door, table tops or floor markers)
- **(15)** 3in. "Open & Safe" stickers (For placement on employee uniforms, to-go orders, employee packets, giveaways or more)
- Ability to purchase additional a la carte materials (decals, stickers and/or signs)
- Curbside Pick-Up Service

*Don't skip Step 1! You must submit the your Open & Safe Commitment prior to receiving benefits listed above.

Click Here for the Silver Package

Gold Package

General Public: $59.00
Chamber Partner: $45.00

- Your business' name will be included in the list of other "Open & Safe" businesses below.
- Receive a digital poster file you can print and prominently display in your place of business.
- **(2)** 5in. Vinyl "Open & Safe" decals (used on window, door, table tops or floor markers)
- **(15)** 3in. "Open & Safe" stickers (For placement on employee uniforms, to-go orders, employee packets, giveaways or more)
- **(1)** Double-sided, 18" x 24" "Open & Safe" yard sign
- Ability to purchase additional a la carte materials (decals, stickers and/or signs)
- Curbside Pick-Up Service

*Don't skip Step 1! You must submit the your Open & Safe Commitment prior to receiving benefits listed above.

Click Here for the Gold Package

Platinum Package

General Public: $99.00
Chamber Partner: $85.00

- Your business' name will be included in the list of other "Open & Safe" businesses below.
- Receive a digital poster file you can print and prominently display in your place of business.
- **(3)** 5in. Vinyl "Open & Safe" decals (used on window, door, table tops or floor markers)
- **(30)** 3in. "Open & Safe" stickers (For placement on employee uniforms, to-go orders, employee packets, giveaways or more)
- **(3)** Double-sided, 18" x 24" "Open & Safe" yard sign
- Ability to purchase additional a la carte materials (decals, stickers and/or signs)
- Curbside Pick-Up Service -or- Complimentary Delivery (within Catawba County)

*Don't skip Step 1! You must submit the your Open & Safe Commitment prior to receiving benefits listed above.

Click Here for the Platinum Package

Curbside Pick-Up/Delivery

Your Open & Safe Package will be available for safe curbside pick-up at The Chamber of Catawba County (1055 Southgate Corp. Park SW, Hickory, NC 28602).

- Pick-up instructions will be emailed to you within 24 hours of your commitment.
- Platinum package holders will have the option to take advantage of complimentary delivery service.

Supporting Partners

DOWNTOWN NEWTON
BRILLIANT LEGACY + BRIGHT FUTURE

DOWN TOWN HICKORY

ECONOMIC DEVELOPMENT CORPORATION
CATAWBA COUNTY

SBC
SMALL BUSINESS CENTER
CATAWBA VALLEY COMMUNITY COLLEGE

sbtdc

Open & Safe Businesses in the Catawba Valley

Knowing that these organizations are all operating in a new normal, check their websites and social media platforms to verify hours of operation and/or operational capacity.

- 2 Pink Magnolias *
- Adrienne's
- Adventure Nutrition LLC
- Amos Howards Restaurant & Brew Pub
- Apartments on 20th
- Manpower, Inc. *
- Market on Main- Duke's Restaurant & Wine Bar *
- Martin Starnes & Associates, CPAs, P.A.*
- Mellow Mushroom *
- metzgar:design *

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- Adrienne's
- Adventure Nutrition LLC
- Amos Howards Restaurant & Brew Pub
- Apartments on 20th
- Arbonne Int. – Health & Wellness *
- Arch Staffing & Consulting *
- Art + Science *
- Artisan Soapery
- B & L Telephone, LLC *
- B-52s American Bar &Grill *
- Back In Time Beach Bingo
- Bargain Appliance Outlet *
- Blowing Rock Draft House and Brewery *
- Boone Paint @ Hickory
- Broome Associated Insurance Agency *
- Cafe Gouda
- Cafe Rule and Wine Bar *
- Carolina Container Company Inc. *
- Carolina Vines *
- Catawba Farms *
- Catawba First Insurance Associates, Inc. *
- Catawba Pediatric Associates, PA *
- Catawba Science Center Summer Fun Camp *
- Catawba Valley Community College *
- Catawba Valley Health System *
- Catholic Conference Center *
- CertaPro Painters of Hickory: Catawba Valley *
- Charolais Steakhouse *
- Dana's Fine Jewelry Inc
- Danner Auto Sales
- Danner Transportation LLC
- Design Foundry *
- Eastern Catawba Cooperative Christian Ministry, Inc (ECCCM) *
- Envy Salon
- Exodus New Life Thrift Store
- First Citizens Bank *
- First Security Company, Inc *
- Focus Newspaper *
- Fourk *
- Franny's Farmacy Hickory *
- Garren Home Services *
- Geppeto's Pizza Hickory *
- Geppeto's Pizza Newton *
- Gigi's Emporium
- Granny's Country Kitchen *
- Graystone Eye *
- Habitat for Humanity of Catawba Valley *
- Hamilton and Herring Orthodontics *
- Hickory Wine Shoppe
- ING Source, Inc.
- Jackson Creative / THE MESH *
- K. Dorran Swearngan CPA, P.A. *
- kg photography
- King Suzuki of Hickory LLC *
- Lexington Hickory, LLC *
- Linda Meares, Realtor *
- Luna Bee Boutique & Children's Consignment
- Manpower, Inc. *
- Market on Main- Duke's Restaurant & Wine Bar *
- Martin Starnes & Associates, CPAs, P.A. *
- Mellow Mushroom *
- metzgar:design *
- Michael C Cordora DDS PLLC
- MuscleRx LLC *
- Nailed It DIY Studio *
- NC Lions Camp Dogwood *
- Newton Yoga Center
- Olde Hickory Station
- Olde Hickory Tap Room
- Oz's Jewelers *
- Patrick, Harper & Dixon, LLP *
- Physician's Plan *
- Piedmont Medical Supply, Inc.
- Pinnacle Financial Partners *
- Polished From Head To Toe *
- ProStaffing *
- Realty Executives of Hickory *
- ReStore Catawba Valley *
- Safe Harbor *
- Safe Harbor's ReSource Warehouse *
- Select Tech Inc *
- Smallcakes Hickory *
- Smokin Mirrors Vape and CBD Shop
- Solutions of Hickory, PA
- Speedlube Inc.
- Standard Oyster Company *
- Studio 3 Hair Salon
- Subway of Hickory
- Sunrise Appliance Center *
- Sunrise Camping Center *
- Sweet Taters
- Sweet Tea Bed & Breakfast *
- Systel Business Equipment *
- Taste Full Beans Coffeehouse and Gallery *
- TB Arhaus, LLC
- The Atriax Group *
- The Counseling Group, PA *
- The Hospice Resale Shop *
- The Hub at Hickory Crossing *
- The Lexy Look
- Time Genies *
- Trailer Sales & Service, Inc *
- Trends Studio Salon
- Twin City Insurance Agency Inc *
- Udderly Delicious Homemade Ice Cream
- Urgent Care of Mountain View – Hickory
- Urgent Care of Mountain View -Newton
- Vanguard Furniture Co Inc *
- Vintage House
- Visit Hickory Metro (Hickory Metro Convention Center & Visitors Bureau) *
- Western Steer
- Women's Resource Center *
- WOOD Restaurant & Bootleggers' Whiskey Bar Grill *
- YMCA of Catawba Valley *

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* Indicates Shareholders and Investors with the Chamber of Catawba County.

Disclaimer: This document, nor your business' adherence to the contents hereof should not be assumed in any way to guarantee the health and/or safety of its customers and/or employees. Businesses are expected to adhere to all rules, regulations and recommendations of industry professionals, the CDC, federal, state and local health officials. Employers are expected to remain abreast of current laws & requirements as they may change.

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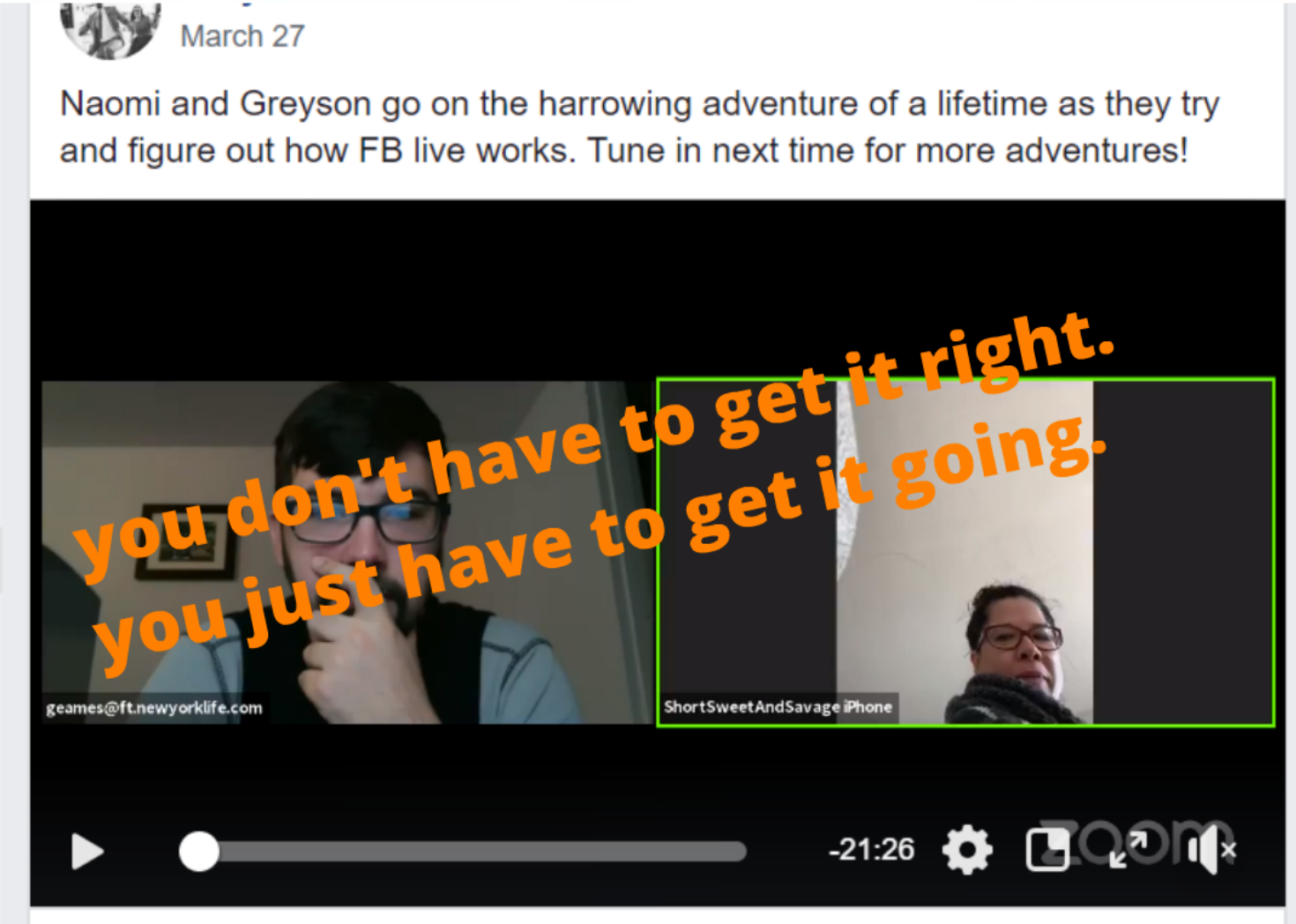
Lead by LEARNING



Two Reactions

1 "We have to cancel that project because we don't know what's going to happen."

2 "We have to hurry up with that project because we don't know what's going to happen."

we M.U.S.T. pivot

a marketing formula to serve any organization

Massive Market

U

S

T

Delivery
Food
Restaurants
To-Go
Working from Home
Home schooling
Childcare

Massive Market
Unique Solution

S

T

Buy-Local Concierge
Crowd-sourcing information
Crowd-sourcing mask-making
Open & Safe Campaigns

Massive Market
Unique Solution
Starving Market

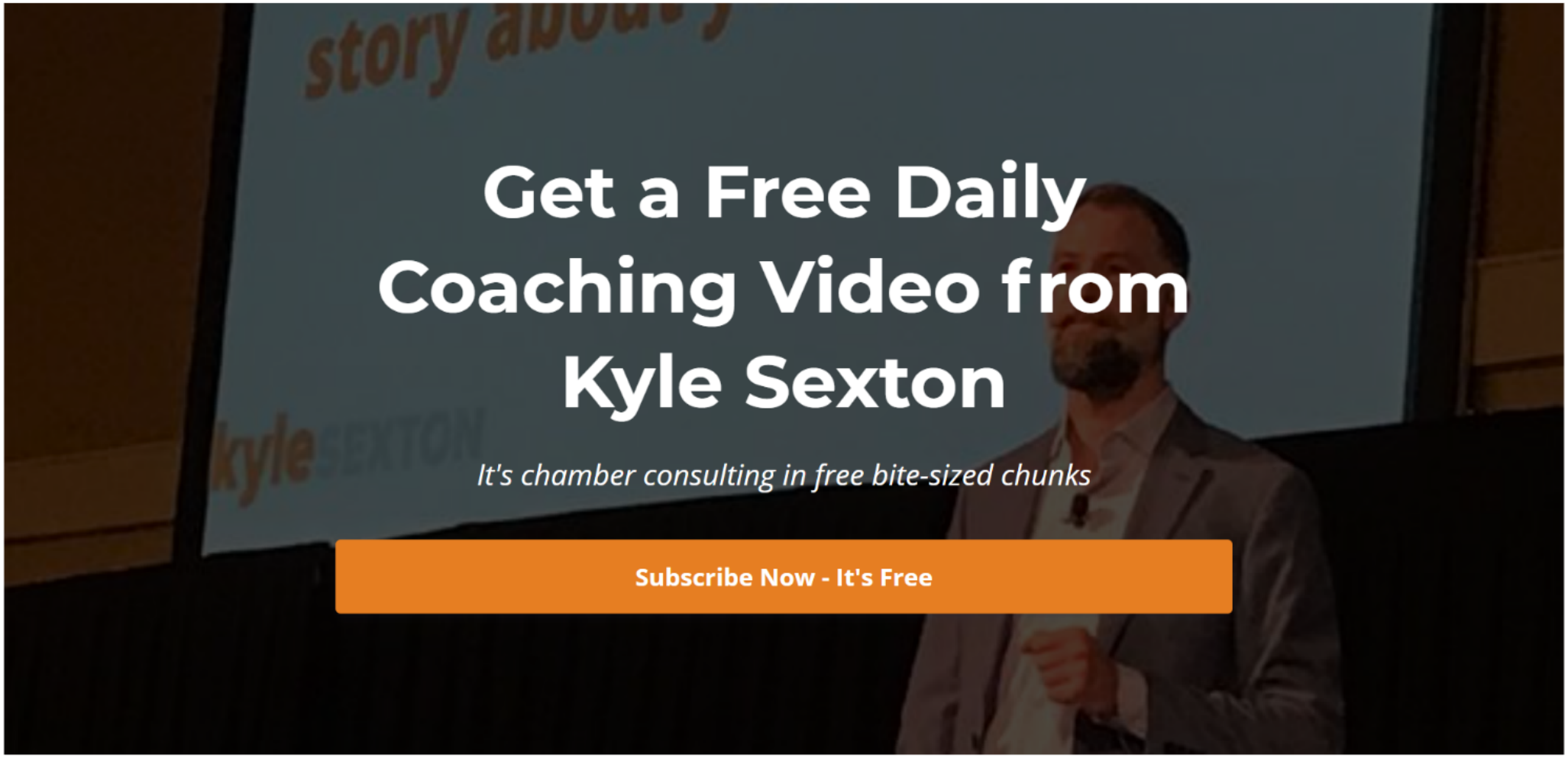
T

is more important than
a beautiful burger

Massive Market
Unique Solution
Starving Market
Timely

Should you be invoicing your members right now?

Download the Economic Recovery Grant Plan



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How To Thrive After a Pandemic

Recovery Tips for a Post COVID-19 World

Since the pandemic began, we've connected with thousands of chambers and associations. We've seen some rise to the occasion by reinventing themselves, and they will likely emerge better equipped to provide benefit to their members.

And we've seen others hold on to traditions of old. Conversely, these organizations may struggle to show value.

A new perspective born out of a crisis.

Will you return to business as usual? Or will you see it as a chance to innovate?

A compilation of ideas to help you through.

This guide is not a playbook. Instead, it's designed to be a thought-provoking strategic planning tool for you and your board to use as you think about your own post-COVID-19 recovery plan.

It's packed with tips, recommendations, and success stories stemming from our many conversations with chambers and associations. Some of the ideas may make you uncomfortable. That's good. It means you're stretching to think beyond the safety of old ideas to consider what's needed in a reality we never thought we'd face.

Don't be afraid of what lies ahead. Embrace it, and good things will happen.

1-TO-1 DEMO
SUPPORT CHAT

Strategic Planning Tools

Reassess Your Value Proposition
Reevaluate how you'll deliver value going forward.
LEARN HOW

Cut the (Desktop) Cord
Go digital and untether your employees from their office computer.
GET THE TIPS

End the One-Size-Fits-All Membership
Provide members with customized options.
LEARN HOW

Innovate Your Events
Embrace the trend of digital events that was already underway.
SEE EXAMPLES

Rethink Member Communications
Keep members informed & connected.
GET THE TIPS

Embrace Advocacy
Build relationships and participate in the legislative process.
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Be the Voice of Your Community
Don't wait for an invitation to lead.
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Psst....over here

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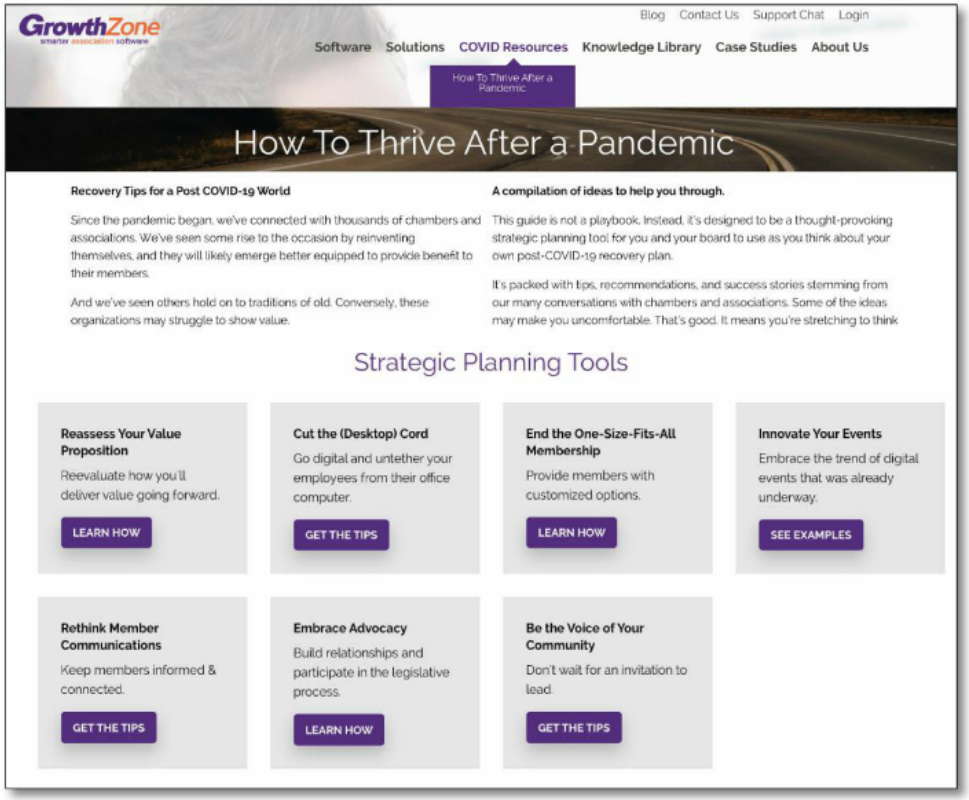
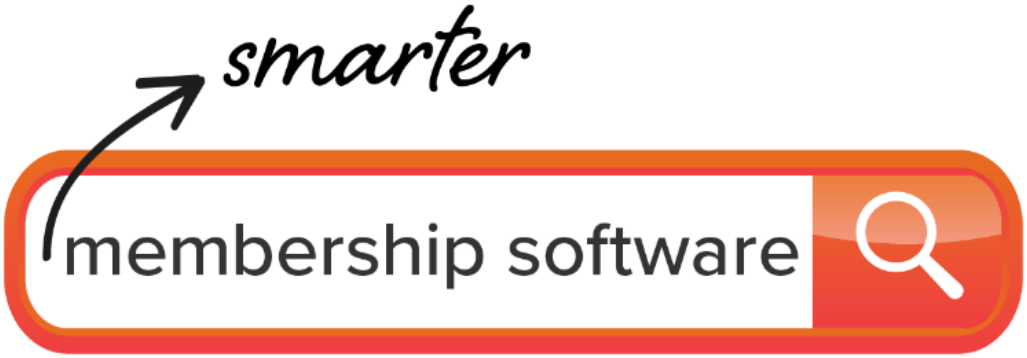
GrowthZone chambermaster

Post-Pandemic Recovery for Associations & Chambers

growthzone.com/covid-resources





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