

# WELCOME!

## Seat yourself with the group of your choice.

### Category 1

Revenue - \$500,000 or less  
Under 500 Members  
Fewer than 5 staff

### Category 2

Revenue - \$500,000-1 million  
500-1000 members  
5-15 staff

### Category 3

Revenue - \$1-3 million  
1000-2000 members  
15-35 staff

### Category 4

Revenue - \$3 million+  
2000+ members  
35+ staff

# ACCE PEER MINDSHARE: Membership Development

Wednesday, July 18 / 2 PM / Des Moines, Iowa

# WELCOME

○ **Kelle Marsalis, CCE**

Vice President of Strategy  
Dallas Regional Chamber

Chair

Membership Development Division

○ **Kelly Fanelli**

Membership Director  
Chamber of Commerce of  
the Palm Beaches

Chair-Elect

Membership Development Division

# MEMBERSHIP DEVELOPMENT DIVISION

- MDD Board Members
  - Rebecca Wood - Director of Member Services - Calgary Chamber
  - Adrian Cain - Chief Development Officer - Charleston Metro Chamber
  - Mark Field, CCE - Senior Vice President of Membership - Knoxville Chamber
- Sales Mentors & Mentees
- Sales Awards Winners

# Chamber Size

- Category 1: Revenue - \$500,000 or less / Under 500 Members / Fewer than 5 staff
- Category 2: Revenue - \$500,000-1 million / 500-1000 members / 5-15 staff
- Category 3: Revenue - \$1-3 million / 1000-2000 members / 15-35 staff
- Category 4: Revenue - \$3 million+ / 2000+ members / 35+ staff

# TABLE TALK



- Sit with your peers



- Discuss questions for 15 minutes



- Hear a best practice

# TABLE TALK

- What is your most valuable benefit? Has it changed in the past three years?

# BEST PRACTICE

- **Adrian Cain** / Chief Development Officer  
Charleston Metro Chamber



# TABLE TALK

- Does your chamber have an emerging membership model? What's out there and what are you seeing?

# BEST PRACTICE

- **Ferrell Haley** / Manager, Investor Relations  
Metro Atlanta Chamber

# TABLE TALK

- What is your strategy for engaging start-ups or entrepreneurs?

# BEST PRACTICE

- **Mark Field, CCE** / Senior Vice President of Membership / Knoxville Chamber

# TABLE TALK

- What type of orientation/onboarding do you do?

# BEST PRACTICE

- **Rebecca Wood** / Director of Member Services / Calgary Chamber



# Membership Development Division

## Information, training, and networking for membership professionals

- Quarterly roundtable calls for all membership professionals
- Roundtable calls and resources for new membership professionals
- Annual sales training
- Sales mentorship program – new class will start February 2019
- Webinars on membership sales and retention
- Check HERO for **Membership Management** samples and information
- For more information, see **MDD** page on ACCE website

To join MDD, email Susan at [smcguire@acce.org](mailto:smcguire@acce.org)



# CIRCLE OF CHAMPIONS

## ○ Lifetime Sales Achievement Awards

- Career-long, not yearly
- Six recognition levels, from Bronze to Diamond
- Winners recognized at ACCE convention
- Questions? See [Lifetime Sales Achievement Award](#) page

## ○ Sales Contest

- Yearly: June 1 – May 31
- Three dues income categories
- Each quarter, report:
  - Total number of new member sales
  - Total dollar value of those new member sales
- New member sales only, no sponsorships, no group sales
- Track your progress throughout the year on ACCE sales contest page
- Top finishers recognized at ACCE convention

To join the **Circle of Champions**, email Susan at [smcguire@acce.org](mailto:smcguire@acce.org)



**THANK YOU!**