



Chamber E-News – Membership Edition – October 12, 2010

Here is the “word” for this week:

- **Rockford Independent to distribute 2011 Chamber UPdate Newsletter:** With the rapid growth and evolution of the Chamber office, we have depended on e-mail blasts to communicate our messages to our membership and the business community at large. The system that the Chamber office has at present allows for very limited formatting and therefore we hear that the e-mails are very hard to read. As a result, important information and the attachments we forward on to you have been discarded or overlooked. We understand that communication is key and so it is with great anticipation we announce that the *Rockford Squire* and *Rockford Independent* have agreed to distribute our Chamber UPdate Newsletter for one year each in their publications. On Wednesday, August 25, a coin toss between Beth Altena and John Frizzo (editors of the *Rockford Squire* and *Rockford Independent*, respectively) decided that the Rockford Independent will be the first to distribute the UPdate in 2011. What does this mean to our membership? **It means that the newsletter will be distributed to over 10,000 households instead of the 800 mailing addresses that the Chamber maintains.** In the meantime, we are working diligently with eChamber Connect and Constant Contact formulating a new contract enabling the office to send e-mail broadcasts that will be easily read and efficient to use.
- **Business Categories on Web site:** Great news! **The new Chamber Website allows for more than one listing for a business category.** Now is your chance to get even more exposure on our site. Chamber members may send in two additional requests for their listings for categories (for a listing of categories go to our Website and go to membership search to see a list). Also, as an added draw, you may also send in your logo and a photo of your business to give potential customers an even bigger message. Specs for the logo and photo are jpeg format and images should be 200 X 150 pixels (note: width must be 200 pixels). Please send information and images to: membership@rockfordmichamber.com.
- **Focus Group Update – Strategic Planning:** The Chamber has completed the second stage in our strategic planning. Focus groups were conducted and 40 business leaders (chamber and non-chamber alike) participated in four (4) groups over three days. Jeff Lewis, Fluis Inc., facilitated the groups and has written a summary which will be presented to the RCC Board of Directors on **Tuesday, October 12.**
- **Networking Committee:** In planning for the New Year, the networking committee wants to make sure that the Chamber is offering our membership a variety of networking opportunities that are timely and relevant. So the committee is asking for your input by filling out a survey. In your browser, please copy and paste the following Networking Survey Link: <http://www.surveymonkey.com/s/WLQ9VPV>. This survey is very short – only four (4) questions and your answers will provide the committee with direction for the coming year. **Thank you in advance for your support.**
- **Speed Networking:** In 2011 Lowell, Sparta, Greenville, and Rockford Chambers of Commerce have agreed to participate in multi-chamber speed networking events. There

will be four speed networking opportunities - one in each area. **We are in the planning stages and will forward more information at a later date.**

- **Social Media Workshops 2011:** The Rockford Chamber is in the beginning stages of developing Social Media workshops with Cindy Foster Grace, freelance writer and owner of The Fuzzy Red Robe and social media guru. To date, the Rockford Public Schools have agreed to allow the workshops to be held in their computer labs. Cindy along with Danny Beckett (Spearia) and friends created the very successful downtown Grand Rapids "Turkey Throwdown" social media event in November of last year. **Look for more information on the RCC Social Media workshops coming later in the year.**
- **Statewide Ambassador Conference:** Kim Neveau (Macatawa Bank & RCC Ambassador's Chair), Cindy Palmreuter (Double Take Resale), Lynda Nance (Nance-Martin Accounting Service), and Brenda Davis attended the Statewide Ambassador Conference in Lansing on September 29, 30 & October 1. **(Attached please find the main slide presentation of the key speaker, Bob Vosburgh of 9gs).** Along with educational workshops, we each participated in one of the following tours - the GM Delta facilities, Capitol Building, and MSU Athletics, as well as networked with Ambassadors from all over the state.
- **Year of the Ram:** The Rockford Chamber of Commerce Board of Directors participated in the Rockford Public Schools Year of the Ram project. We purchased a Ram and it has been on display at the Dam for the last two weeks **(see attached photo).** The Chamber RAM is decorated with a map of our service area – City of Rockford, Algoma, Cannon, Courtland, and Plainfield Townships. **It also has the Chamber logo, year 2010, and names of all the Rockford Chamber of Commerce membership as of September 27, 2010.** It will be traveling to Rockford's Homecoming Game and participate in the Santa Parade before settling down at the Chamber office.
- **Harvest Fest 2010:** There was some confusion on the marketing end of Harvest Fest this year. Although it was unfortunate, the Chamber has since had a productive meeting with City of Rockford, Grill One Eleven, Rotary, and HEART associates (also Chamber members). We are moving in a positive direction which will result in a better event next year.

Make it a great day!

Rockford Chamber of Commerce Mission Statement

*The Rockford Chamber of Commerce proudly promotes
business, tourism and community in the greater Rockford area.*



Rockford Chamber of Commerce THANKS our 2010 Community Benefactors
Byrne Electrical Specialists, Inc. ~ Wolverine World Wide, Inc.