

INSIDER

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W.A.C.E. Names Officer/Director Nominees



Lorraine Clarno, ACE

The W.A.C.E. Nominating Committee has announced its slate of officer and director candidates to the membership.

The following have been nominated for association officers for the upcoming 2023–2024 program year.

- Chair of the Board: **Lorraine Clarno**, ACE, Kalispell (MT) Chamber;
- Chair-Elect: **Whitney Diver McEvoy**, Yountville (CA) Chamber;
- Vice Chair: **John Brewer**, Billings (MT) Chamber;
- Vice Chair: **Patrick Ellis**, ACE, Murrieta/Wildomar (CA) Chamber;
- Vice Chair: **Tallia Hart**, Healdsburg (CA) Chamber;
- Vice Chair: **Mike Neal**, Tulsa Regional (OK) Chamber; and
- Immediate Past Chair: **Jeremy Harris**, ACE, Long Beach Area (CA) Chamber.

Three-Year Directors

Nominated for a three-year term,

ASSOCIATION LEADERS	2
LEADER TO LEADER	3
STAFF SALARY SURVEY	4
ANNUAL CONFERENCE	5
AROUND THE WEST	6
CHAMBER EXECUTIVES IN THE NEWS	7
MEETING DATES	7

which will begin in February 2023, on the association’s Board of Directors are:

- **Whitney Diver McEvoy**, Yountville (CA) Chamber;
- **Sheri Heiney**, Prescott (AZ) Chamber;
- **Nancy Hoffman Vanyek**, ACE, Greater San Fernando Valley (CA) Chamber;
- **Ann Hutchison**, Fort Collins Area (CO) Chamber;
- **Jake Mangas**, Redding (CA) Chamber;
- **Brittany Quick Warner**, Eugene Area (OR) Chamber;
- **Maria Salinas**, Los Angeles Area (CA) Chamber;
- **Mary Beth Sewald**, Vegas (NV) Chamber; and
- **Donnette Silva Carter**, Tulare (CA) Chamber.

The nine director candidates above

represent one-third of the total number of W.A.C.E. Board members and will serve through February 2026.

Partial Term Appointments

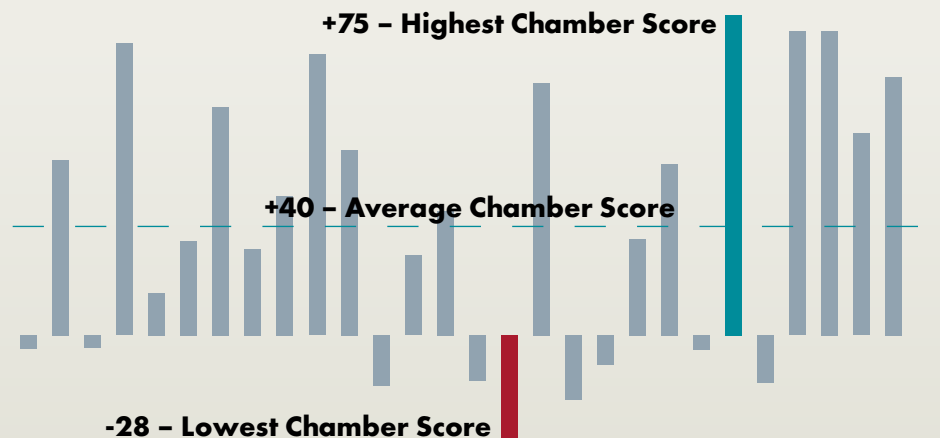
In addition to the above, **Wendy Laros**, president/CEO of the Kona/Kohala (HI) Chamber; **Lori Mattson**, president/CEO of the Tri-City Regional (WA) Chamber; and **Zeb Welborn**, president/CEO of the Chino Valley (CA) Chamber; have been appointed to fill two-year vacancies on the W.A.C.E. Board.

The election of officers and directors will take place on Tuesday morning, February 14, 2023, during the association’s annual conference in Sacramento, CA.

Anyone with questions about the nomination or election process is asked to contact W.A.C.E. President and CEO Dave Kilby at (916) 930-1202 or via email at dave.kilby@calchamber.com.

SNAPSHOT

What’s Your Net Promoter Score?



Source: W.A.C.E. Chamber Performance Surveys

ASSOCIATION LEADERS

W.A.C.E. Has Three New Life Members

At its most recent meeting, the W.A.C.E. Board approved Life Memberships for three longtime chamber industry and association leaders.

The Life Members below, who are all stepping down after long, distinguished chamber careers, will be recognized in person on Monday, February 13, 2023, at the association's annual conference in Sacramento, CA.

Below is a brief summary of their involvement in W.A.C.E. and a memorable quote (selected from many) from each of these Chamber Champions.

2022-2023 W.A.C.E. OFFICERS

Chair of the Board

Jeremy Harris, ACE, IOM
Long Beach Area (CA) Chamber
(562) 436-1251 • jharris@lbchamber.com

Chair-Elect

Lorraine Clarno, ACE
Kalispell (MT) Chamber & CVB
(406) 758-2800 • l.clarno@kalispellchamber.com

Vice Chair

John Brewer
Billings (MT) Chamber
(406) 245-4111 • john@billingschamber.com

Vice Chair

Colin Diaz, ACE, IOM
Tempe (AZ) Chamber
(480) 736-4280 • colin@tempechamber.org

Vice Chair

Whitney Diver-McEvoy
Yountville (CA) Chamber
(707) 944-0904 • whitney@yountville.com

Vice Chair

Kami Welch, ACE
Arvada (CO) Chamber
(303) 424-0313 • kami@arvadachamber.org

Immediate Past Chair

Chris Romer, ACE
Vail Valley (CO) Partnership
(970) 476-1000 • cromer@visitvailvalley.com

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Opinions expressed in articles are those of the author and not W.A.C.E.



Cindy Roth

Chair of the W.A.C.E. Board in 2011; has served as conference chair, Academy instructor, Academy Steering Committee member and chair, Pettit Award recipient in 2012. Had a 45-year chamber career — all with the Greater Riverside (CA) Chambers of Commerce.

"I'm glad we made the decision to get involved in political action, but knowing what I know now, I wish we'd gotten involved earlier in my career, but people were nervous and didn't understand the political process."



Diane Schwenke

Chair of the W.A.C.E. Board in 2009; has served as conference chair, Academy instructor, Academy Steering Committee member, W.A.C.E. Foundation Board member, Pettit Award recipient in 2010. Served as the president/CEO of the Grand Junction (CO) Chamber of Commerce for 32 years.

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"My advice to someone starting out in the chamber business is get professional training as quickly as possible. The things that I learned in classes and the relation-

ships established while I was in those training sessions with other chamber professionals literally pulled me out of many tough situations. The other thing I'd say is ASK FOR HELP. This is a giving community of professionals and chances are the unique situation you are facing has been dealt with in other communities by other chamber professionals who can help guide you through it."



Pat Patrick, ACE

Chair of the W.A.C.E. Board in 2017; served as conference chair and was the Pettit Award recipient in 2019. Saw the 3C Chamber Branding Project through to completion and coordinated its rollout to the membership. Spent his entire 21-year chamber career serving as the president/CEO of the Lodi District (CA) Chamber of Commerce.

"My advice is you need to stay ahead of your board. The CEO thinks about the chamber seven days a week (probably should be five or six). The average board member thinks about the chamber far less. You need to carefully lead them where they need to go to help your members and the community."

"Diane, Cindy and Pat are three of the best," said Dave Kilby, president and CEO of W.A.C.E. "Their service to the industry and to our association has been exemplary; the world would be a much better place if we had more people like the three of them."

Chairman's Circle

Gold Members

- CalChamber
- Citilinc International, Inc.
- Indus Travel Inc.
- Personify

The Chairman's Circle is a special group of members that have committed to support W.A.C.E. through sponsorships. If your business would like to become a member of the Chairman's Circle, please contact Dave Kilby, W.A.C.E. president and CEO, at (916) 930-1202 or email dave.kilby@calchamber.com.

LEADER TO LEADER

2023 Outlook Ranges from Cautious Optimism to Excitement, Rebranding, Showcasing Value

As 2022 comes to a close, what is your outlook and your focus for your chamber in 2023?



Chris Romer,
ACE, IOM
President/CEO
Vail Valley (CO)
Partnership

Our outlook for 2023 is cautious optimism. While there are significant economic

headwinds and uncertainty, we are confident in our program of work. We continue to listen to our member needs and continue to take action toward solving their major challenges. 2023 brings a renewed focus on workforce, health care, advocacy, transit, and other mission-driven programming that drives member value without involvement. This also gives us an opportunity to focus on our storytelling and continue to build the foundation of how the chamber is actively engaged in building a better community.



Jennifer Wesselhoff
President/CEO
Park City (UT)
Chamber &
Visitors Bureau

The Park City Chamber & Visitors Bureau will be focused on executing

our Sustainable Tourism Plan, which

was approved by our board and city and county councils in October 2022. The plan aims to maintain a thriving economy while protecting our fragile environment and enhancing our quality of life.

We'll be rebranding our destination, redesigning our websites, focusing on enhancing our communications, expanding our visitor marketing and management efforts, and living up to our values of service, joy, exploration and elevation.

We've got a lot of exciting work ahead of us and are thrilled to serve our mountain community, inspire sustainable travel, drive equitable economic prosperity, and catalyze positive change.



Tony Moline,
CCE, IOM,
PCED
Cedar Park (TX)
Chamber

Connect. Communicate. Collaborate. These are the things we continue to try

to focus on at the Cedar Park Chamber. We get sidetracked with events and programming. We get pushed and pulled in different directions with those immediately important topics. But at the end of it all, we are here to connect our businesses, communicate with our community and collaborate with everybody we can to make these things happen.

As I look forward to 2023, our mission and vision will not change. Our focus is to be the clearinghouse of information within

our community. That includes businesses, nonprofits, municipalities and so many others. Our outlook is bright, and our focus is to be the advocate for our business community.



Tallia Hart
CEO
Healdsburg (CA)
Chamber &
Visitors Bureau

It's been an amazing year and fairly back to normal. As 2022 comes to a close, I think we can

all appreciate "business as usual" as a renewed model. I feel strongly that 2023 will be a year full of interest and opinion. A year in which people will ask "what is your organization doing to help businesses thrive?", and of members providing opinions on how to help locals stay abreast of current issues and prepped for the future.

Business is excelling in new ways and manifesting itself through actions taken after being in survival mode for a few years. It has been uncertain times and the ones who made it seemed to have excelled in new ways. I hope your chamber found ways to increase productivity and revenue in this new normal. 2023 is sure to be a pivotal and promising year for any chamber of commerce. Your chamber has the chance to showcase its value more than ever.



FOLLOW W.A.C.E.
PRESIDENT DAVE KILBY
@DaveKilbyWACE

<http://twitter.com/DaveKilbyWACE>

Western Association of Chamber Executives

STAFF SALARY SURVEY

W.A.C.E. conducted its annual Staff Salary/Benefit Survey in November 2022. The following data comes from 204 responses from chamber executives in 16 different states and Canada. The full report will be available at www.waceonline.com in mid-December.



Top Staff Benefits

1. Mileage Reimbursement (82%)
2. Training & Education (70%)
3. Medical Insurance - Employee (68%)
4. Cell Phone (65%)
5. Retirement/Pension Program (63%)
6. Dental Insurance (53%)

TOP PAID HOLIDAYS OFFERED BY CHAMBERS



VACATION



54%
of new chamber employees receive two weeks vacation after 1 year of employment



ANNUAL CONFERENCE

Special Thanks to 2023 Conference Sponsors

Just as sponsorships are the key to so many local chamber events, the same is true for the annual W.A.C.E. conference.

With many of our conference costs increasing at a rapid rate in our inflationary world, it's only through the generous support of our sponsors that we're able to provide one of our best programs ever and the association didn't have to increase the registration fees any more than we did.

W.A.C.E. Foundation

Leading the way once again this year as a major sponsor is the W.A.C.E. Foundation.

In addition to providing scholarships to assist with conference registration, the Foundation once again agreed to sponsor our general session speakers for the conference.

For many years the Foundation has decided to provide a tangible benefit to ALL conference attendees by sponsoring speakers and the same is true this year. It's only because of the generous sup-

port of the Foundation that the conference committee was able to secure the outstanding speaker lineup for the conference in Sacramento.

Conference attendees are reminded to generously support the Foundation fundraising efforts. EVERYONE benefits!

The groups and companies below round out the current list of 2023 conference sponsors:

Gold Sponsors

- CalChamber
- Chamber Marketing Partners, Inc.

Silver Sponsors

- BBSI
- Hayward (CA) Chamber
- Long Beach Area (CA) Chamber
- Northwest Douglas County (CO) Chamber and Economic Development Corporation
- Tri-County Chamber Alliance

Bronze Sponsors

- Greater Irvine (CA) Chamber

- Kindness Certified Chambers of Commerce
- Kona-Kohala (HI) Chamber
- Rancho Cordova Area (CA) Chamber
- Vail Valley (CO) Partnership

Chairman's Circle Members

These association Chairman's Circle Members also are financially assisting the conference:

- CalChamber
- Citslinc International
- Indus Travel
- Personify

W.A.C.E. members are reminded that the financial support of this year's sponsors REALLY does make a difference! Let's make sure that we all remember to say thank you when you see them in February!

NOTE: The list of sponsors mentioned in this article was current as of November 28, 2022.

Western Association
of Chamber Executives

FEBRUARY 13-15

FUTURE FORWARD
2023 CONFERENCE

Hyatt Regency
Sacramento, California

Register for the Conference by January 13

NOTEWORTHY

What Chambers Are Doing Around the West

South County Chambers Provides Facility to Fill Gap as Temporary Warming Center

The South County Regional Center, a large event facility managed by South County (CA) will serve as an overnight warming center for homeless individuals until April 2023. The CEO and Board of Directors agreed to support the local 5Cities Homeless Coalition (5CHC) on this temporary solution while the 5CHC works to finish their warming center facility for the 2022–2023 winter season. The facility is an over 11,000-square-foot multipurpose building and will be activated when weather conditions include a 50% or greater chance of rain or temperatures dropping to 38 degrees or lower.

Kathy McCorry, CEO, explained the decision was made after input from the local business community, “By providing a safe place for those who need shelter during cold and wet weather, we not only support those vulnerable individuals, but we also take pressure off the business community. Often people will use doorways and overhangs for shelter, which is inadequate to meet their overnight needs.”

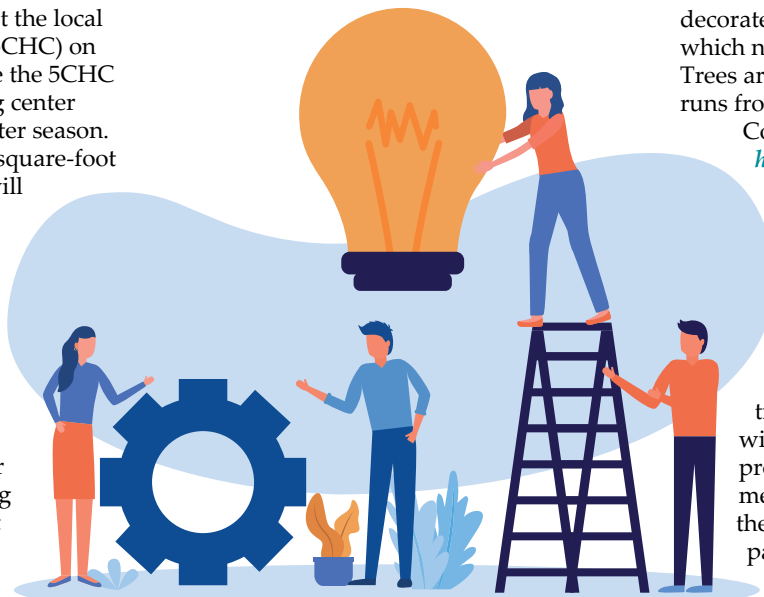
Want to know more about these efforts? Contact info@southcountychambers.com.

Billings Offers Holiday Shop Small Tour

The Billings (MT) Chamber provided an opportunity for community members to experience some incredible local businesses. Participants carpool to several different retail stores to hear the amazing success stories of starting and owning their small business while also engaging in some holiday shopping. The event includes giveaways, drinks, snacks and a private shopping experience showcasing the entrepreneurial spirit of the local

small business community. The event is free to participants and a part of their larger “Keep the Cheer Here” campaign.

To learn more about the businesses that were highlighted, visit <https://business.billingschamber.com/events/details/holiday-shop-small-tour-5102338>.



Irvine Chamber Career Edge Cohort Completes Soft-Skills Training

The Greater Irvine (CA) Chamber brings together students from Orange County colleges and local high schools in its award-winning Career Edge program to offer soft-skills programs taught by subject matter experts. The program provides students with an advantage during their job search and helps them bring distinctive and marketable skills to the jobs they land and increase their success rate and on-the-job performance. The sessions include Successful Business Etiquette, Effective Business Communication, and Practical Critical Thinking & Problem Solving. Students also work on resume writing, public speaking and participate in mock interviews.

To learn more about the program, contact Pepper Russell at prussell@irvinechamber.com.

Tahoe Chamber Kicks Off Holiday Tree Lane to Support Local Nonprofits

The Tahoe (CA/NV) Chamber convenes local businesses and agencies to support nonprofits in the South Shore with their Holiday Tree Lane. Local businesses signed up to participate and purchased an artificial tree then chose a theme and decorated it. The businesses also chose which nonprofit the tree would support. Trees are then included in a raffle that runs from Black Friday to mid-December.

Community members can visit <https://app.galabid.com/holiday-treelane/items> to see photos of the trees, including information on where to view the tree in person and which organization the tree supports. Participants then purchase \$5 raffle tickets online for the tree in which they are interested, and trees are awarded to the raffle winners on the final day. Trees are promoted by the chamber’s social media as well as the businesses themselves, bringing attention to the participating business as well as raising awareness and support for the nonprofit.

Learn more about the program at <https://tahoechoamber.org/holidaytreelane/>.

Are We on Your Mailing List?

Information featured each month in Around the West is taken from chamber newsletters and websites that W.A.C.E. receives from its members. We try to share best practices, innovative ideas and programs from chambers working hard to be Catalysts, Conveners and Champions and make a difference in their community. Make sure to subscribe W.A.C.E. to your mailing list, if you haven’t done so already, and you may be featured in a future *Insider*!

Send e-newsletters to: jennifer.johnson@calchamber.com.

Send mailings to: W.A.C.E., P.O. Box 1736, Sacramento, CA 95812-1736.

Chamber Executives in the News

The Castle Rock (CO) chamber has announced that **Stacy Garmon** has been selected as the new president/CEO. Garmon most recently served as the vice president of the Greater North Fulton (GA) Chamber. Garmon will succeed **Pam Ridler**, CCE, who will retire at the end of the year after 24 years of service.

Jesse Nuñez has been hired as the new president/CEO of the Culver City (CA) Chamber. Nuñez most recently was founder and CEO of 5MX Incorporated, a mobile digital brand development platform startup.

The Lodi (CA) District Chamber has

announced **J.P. Doucette** as their new CEO. Doucette most recently served as a mortgage loan officer at Summit Funding. Doucette succeeds **Pat Patrick**, who is retiring after having led the chamber since 2001.

The Calaveras County (CA) Chamber has named **Susan Weatherby** as their interim CEO. Weatherby is a chamber board member and owner of multiple small businesses in the community. Weatherby will follow **Martin Huberty**, who stepped down to take over as the Calaveras County District 3 Supervisor.

W.A.C.E. Board member **Mark Turner**,

president of the Gilroy (CA) Chamber, has been elected the new mayor of Morgan Hill (CA). Turner will step down from his position with the chamber at the end of the year. Congratulations Mark!

W.A.C.E. members **Scott Ashton**, president/CEO of the Oceanside (CA) Chamber; **Jerry Sanders**, CEO of the San Diego (CA) Regional Chamber; **Bret Schanzenbach**, CEO of the Carlsbad (CA) Chamber; and **Rick Wilson**, president/CEO of the San Diego East County (CA) Chamber were all recognized in the *San Diego Business Journal's* top 500 most influential people in San Diego.



THANK YOU

**Thank you W.A.C.E. Foundation
for all you do
for our members!**

Sponsoring Conference Speakers

Providing scholarships for
professional development events



WESTERN ASSOCIATION
OF CHAMBER EXECUTIVES
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MEETING DATES

W.A.C.E. Events • (916) 442-2223

www.waceonline.com

Annual Conference

February 13–15, 2023

Hyatt Regency
Sacramento, CA

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**CHAMBER
LEADERSHIP
PODCAST**

Inspiring Executives, Staff and Volunteers

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