

Recruit New Members, Enter Prize Drawing

Share your enthusiasm for belonging to W.A.C.E. with your peers by encouraging them to become a member.

Secure a membership from a neighboring chamber, a coworker or vendor company, then, get entered to win a complimentary registration to the 2025 W.A.C.E. conference — taking place in Las Vegas — for each new member you recruit.

"The chamber industry is not immune from the workforce challenges all business is and will continue to experience. W.A.C.E.'s purpose, 'to enhance and promote the professional growth and competence of chamber of commerce executives,' is more vital than ever," said Lorraine Clarno, ACE, president/CEO of the Discover Kalispell (MT) Chamber and chair of the W.A.C.E. Board.

"A membership in W.A.C.E. is an investment whose ROI is invaluable to executives and staff. Having access to exceptional programming such as peer group mentorship, webinars and podcasts, annual conference, and roundtables, paired with the resource library, gives chambers the support and tools they need to remain relevant and serve their community. I strongly encourage us to contact a neighboring chamber and share our personal W.A.C.E.

stories of success and collaboration. Invite them to our table!"

How the Campaign Works

For EACH and EVERY new member that joins the association, the recruiter will be entered into a drawing for a free, three-day conference registration for the 2025 W.A.C.E. conference at the M Resort & Spa in Las Vegas, NV.

The "member-get-a-member" campaign will be in effect until January 26, 2024. The prize drawing will take place at the 2024 conference in Garden Grove, CA.

Who's a Prospect

A current membership roster can be found in the "Members Portal" section of www.waceonline.com, which includes listings by chamber, by state and individual names.

Membership prospects could include neighboring chamber CEOs and staff professionals; co-workers at your chamber. Companies that your chamber does business with and which would like to expand their client base to other chambers in the West are eligible for our "Sustaining Member" category.

To assist you in this effort, a membership application is included in this issue of the *Insider*.

PLEASE NOTE: Make sure you put your name on the "Recruiter" line on the application to get credit for the prize drawing.

If you or any of the prospects you're reaching out to have questions, don't hesitate to have them contact W.A.C.E. Interim President/CEO Jennifer Johnson, IOM, at (916) 930-1241 or jennifer.johnson@calchamber.com.

Good luck and go get 'em!



#11

VOLUME 54
NOVEMBER
2023

COMMENTARY	2
LEADER TO LEADER	3
SURVEY SAYS	4
AROUND THE WEST	5
MEMBERSHIP APPLICATION	6
EXECUTIVES IN THE NEWS	7

SNAPSHOT

Importance vs. Performance of Chamber Being a Champion for a Stronger Community

IMPORTANCE	PERFORMANCE	DON'T KNOW
85%	70%	11%

Source: Industry averages from cumulative results of W.A.C.E. chamber performance surveys of 27,028 members of local chambers.

COMMENTARY

Planning for Transition Underway as Organization Begins Second Century



Lorraine Clarno, ACE

2023 - 2024 W.A.C.E. OFFICERS

Chair of the Board
Lorraine Clarno, ACE
Discover Kalispell (MT) Chamber
(406) 758-2800
l.clarno@kalispellchamber.com

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

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

Vice Chair
Patrick Ellis, ACE
Murrieta/Wildomar (CA) Chamber
(951) 677-7916
patrick@mwccoc.org

Vice Chair
Tallia Hart
Healdsburg (CA) Chamber
(707) 433-6935
tallia@healdsburg.com

Vice Chair
Michael Neal, CCE, CCD
Tulsa Regional (OK) Chamber
(918) 560-0210
mikeneal@tulsachamber.com

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

Published by:
Western Association of
Chamber Executives,
P.O. Box 1736,
Sacramento, CA 95812-1736
(916) 442-2223
Fax (916) 444-6685.
Website: www.waceonline.com

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

Did you know that 2024 marks the 100th anniversary of our organization?

Two weeks ago, the W.A.C.E. Board, along with many of the emerging leaders, devoted two days to taking the first step to define our short-term and long-term strategic direction as we separate from the CalChamber as our management provider. It's an exciting time for W.A.C.E. as we embark on this new century for the organization.

Actions and Outcomes

The Board formed a task force representing chambers across the membership with leadership from Arizona (Colin Diaz - Tempe), California (Jeremy Harris - Long Beach), Colorado (Kami Welch - Arvada), Washington (Lori Mattson - Tri-Cities), Hawaii (Wendy Laros - Kona-Kohala), and Oklahoma (Mike Neal - Tulsa) to explore options to ensure a smooth transition.

Kami Welch will serve as chair. The task force will report its recommendations to the Board of Directors on December 12.

- The transition team will:
 - ✓ Develop a job description for a new president and CEO.
 - ✓ Scope an RFP for event, administrative support and fiscal management.
- The Board appointed Nancy Hoffman Vanyek (San Fernando Valley, CA) as financial chair to transition our fiscal management and assets from the CalChamber so that we can develop a budget and plan for W.A.C.E.'s future.

Glenn Morris (Santa Maria Valley, CA) and Ann Hutchison (Fort Collins Area, CO) will review the bylaws and present recommendations that will allow our organization to function effectively and provide the ability to take the necessary next steps.

Whitney Diver McEvoy (Yountville, CA) and I will work closely with Jennifer Johnson, interim president and CEO for W.A.C.E., and vice chairs to ensure our programming remains on point and operations are managed seamlessly.

Our management agreement with CalChamber officially ends on February 15, 2024. As we embark on this

new chapter, your Board is excited about how this change allows W.A.C.E. to maintain and expand its strategic vision, "to enhance and promote the professional growth and competence of chamber of commerce executives."

We know how vital our organizational purpose is to chambers of all sizes and types throughout the W.A.C.E. membership. We look forward to a stellar 2024 conference, where you will have an opportunity to actively participate in setting our vision for the next 100 years. Watch for conference information coming out in late November. Save the dates — February 7–9, 2024 in Garden Grove, California.

Keeping our members informed and engaged over the next few months is my commitment to you.

Reach out anytime if you have questions, concerns, or input.

Lorraine Clarno, ACE, chair of the board, W.A.C.E., is president/CEO of the Discover Kalispell (MT) Chamber, (406) 407-4144, l.clarno@kalispell-chamber.com.

CHAIRMAN'S CIRCLE

Gold Members

CalChamber **Citslinc** **Indus Travels** **Personify**
International, Inc.

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 W.A.C.E. staff at (916) 442-2223 or email wace@calchamber.com.

LEADER TO LEADER

Workforce, Housing: Big Needs Require Collaboration to Build Long-Term Solutions

What is the biggest need in your community and how is your chamber working to address the issue?



Brooke Nunn
President/CEO
Temecula Valley (CA)
Chamber

The Temecula Valley Chamber of Commerce is proud to work toward addressing the biggest need in our community, which is workforce. We understand the importance of a well-educated, qualified and diverse talent pipeline for organizational success.

To achieve this, we offer educational opportunities, including training on the different generations in the workplace, DEI workshops, leadership training for our Young Professionals program, and industry-specific meetings.

Our biannual job fair allows employers to showcase their company culture and connect with job seekers from the region. Lastly, we connect businesses with on-the-job training grants through county programs. Ultimately, we aim to bridge gaps between employers and prospective employees to build a strong local economy.



Brad Enzi
President/CEO
Laramie (WY) Chamber
Business Alliance

In short, housing is the biggest issue that is facing our community. The impacts of housing have a trickledown effect on our whole community, manifesting itself in recruiting challenges for businesses, retention issues, and wage-stagnated workforce.

Our organization has been working aggressively on the issue for several years. We actively recruit builders and developers. Our board has engaged with the city to evaluate and address code changes to help create more units; and we have worked with the state on an initiative that the Governor has championed addressing the housing shortages.

This is an issue that is being faced by communities across the West, and sadly there is no “silver bullet” solution. It takes the business community working hand-in-hand with their local and state governments to find a lot of small solutions that add up to long-term answers.



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

Finding, hiring and retaining the workforce necessary to support our economy is a critical and ongoing need. We are taking a multifaceted approach to supporting our workforce and keeping Park City an ideal location to build a career and life.

- We launched our

Chamber-Sponsored Employee Benefit Program providing small employers access to group health insurance and ancillary benefits for their employees.

- We have partnered with Mountain Lands Community Housing Trust and Rossignol to pilot the Workforce Employer Rental Incentive Program (“WeRip”), which incentivizes local homeowners with a pair of Rossignol Skis/Snowboard bindings to rent a room to an employee.

- We created a seasonal workforce resource guide to help workers gain access to valuable resources.

- Additionally, we are working with regional partners to address attainable housing, traffic and transit solutions, as well as child care affordability and availability.

All these initiatives fit into our long-range strategic plan as well as our 10-Year Sustainable Tourism Plan, which was adopted countywide in 2022.



CONFERENCE



Western Association
of Chamber Executives

24

FEBRUARY 7-9, 2024

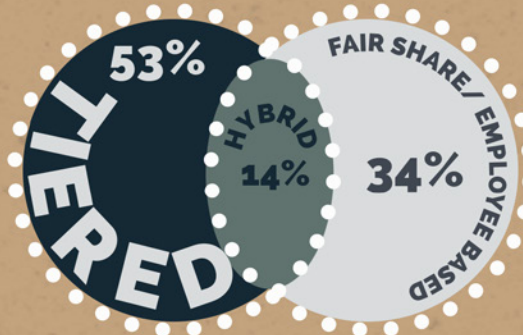
HYATT REGENCY

ORANGE COUNTY (GARDEN GROVE)



SURVEY SAYS

MEMBERSHIP DUES & ACCOUNTING PRACTICES



50%
Of chamber have increased their dues in 2023

Average amount of increase
8%



92%
Bill on member's anniversary date

52%
Use cash based accounting on financial statements



66%
Do NOT amortize their dues income on financial statements

35%
Use accrual based accounting on financial statements

When was the last time that your chamber increased dues?



73% last increased dues between 2019-2023



Survey conducted of Chamber Executives in Fall 2023 with 192 responses.

NOTEWORTHY

What Chambers Are Doing Around the West

Irvine Launches Executive Peer Groups

The Greater Irvine (CA) Chamber is launching its Executive Peer Group program, bringing together high-caliber CEOs and business owners in a confidential and facilitated environment where they can engage in an exchange of ideas and discuss strategies for maximizing organizational achievement.

The group will meet monthly and hear from experts in a variety of fields and discuss topics selected based on the interests of the group. Through the program, participants can tap into expertise from outside their own organization to get real feedback, peer guidance, and diverse perspectives.

Deep-dive, one-to-one exchanges allow participants to build trusted relationships with executive peers.

Eligible participants must hold a top executive role in an organization with 5 to 30 employees and agree to a one-year commitment with an annual entry fee of \$1,500. The select group will be limited to 15 participants.

To find out more check out their website at <https://greaterirvinechamber.com/news/greater-irvine-chamber-launches-executive-peer-group>.

Grand Junction Offers Workforce Innovation Project

Through their Business Retention & Expansion program, the Grand Junction (CO) Chamber has worked with the Business Incubator Center, Mesa County

Workforce Center and local partners to provide a solution to hiring and retaining a skilled workforce in the manufacturing industry. The program is a 12-week short-term training program.

Many companies gave strategic input on their largest

ing program is grant-funded and free to companies and participants.

Learn more at <https://gjchamber.org/wip>.

Kitsap Adds Health Plan as Benefit

The Greater Kitsap (WA)



needs and the skill sets employees MUST have. This feedback was taken and developed to be adaptable to the needs of businesses and students.

Along with the online portion of the program, an instructor was put into place to answer questions and lead students in hands-on applications with actual machines in a lab type setting.

Students must pass each exam with a score of 100% to continue on, ensuring ultimate competency in each knowledge area. The Workforce Innovation Project (WIP) train-

Chamber is excited to now offer comprehensive and affordable health benefits to their members through an association health plan, as a part of their new partnership with Business Health Trust.

The trust partners with regional chambers and business associations throughout the state of Washington to join together to purchase insurance so their employees can have access to the same pricing and coverage enjoyed by large employers.

To learn more, visit <https://businesshealthtrust.com/>

Fresno Launches Public Information Campaign

As a part of their ongoing mission, the Fresno (CA) Chamber recently authorized creation of a public information coordinator staff position with the goal of highlighting important business issues and stories told from the chamber's point of view.

This new campaign will feature a diverse range of stories focusing on not only challenges facing the business community, but also the positive impacts local businesses have on the community at large.

View the campaign's extensive articles dealing with the impact of petty crimes on Fresno businesses at <https://fresnochamber.com/business-news/crimes-against-businesses/>.

Are We on Your Mailing List?

Information featured each month in Around the West is

taken from chamber websites and newsletters 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: wace@calchamber.com.

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

Membership Application

Membership Classifications

General Member

*Chief paid executive OR staff professionals
(if the chief executive is not a member)*

Annual Salary Range	Rate
<input type="checkbox"/> 0 to \$24,999	\$190
<input type="checkbox"/> \$25,000 - \$39,999	\$275
<input type="checkbox"/> \$40,000 - \$54,999	\$330
<input type="checkbox"/> \$55,000 - \$99,999	\$430
<input type="checkbox"/> \$100,000 or more	\$495

Staff: ☐ *If the chief paid executive is a W.A.C.E. member, chamber staff may join for \$75 each*

Associate Member: ☐ \$100 annually

- Those who have held the classification of chief executive, but whose severance from a compensated position has made reclassification mandatory; or
- Compensated non-chamber of commerce non-profit organization executive employees.

Sustaining Member: ☐ \$1,100 annually (Opportunity for trade show booth at annual conference)

- Those individuals or firms who are not qualified for membership within other classifications who desire to financially support W.A.C.E.

Membership Information

Name _____ Title _____

Chamber/Organization/Business Name _____

Address _____

City/State/Zip _____

Phone (____) _____ Fax (____) _____

County _____

E-mail _____ Website _____

Number of Members _____ Total Chamber Budget _____

Signature _____ Date _____

Recruiter (if applicable) _____

Years in Chamber Business _____ Years in Current Position _____

How did you hear about W.A.C.E.? _____

Special Offer for Staff Members

If the chief paid executive is a W.A.C.E. member, chamber staff may join for \$75 each (plus the \$35 per applicant "New Member Processing Fee").

Name _____

Title _____

Email _____

The Bottom Line

Amount of dues enclosed \$ _____

New Member Processing Fee (per applicant):
Number of new members (____) x \$35.00 = \$ _____ ^{Required}

VOLUNTARY contribution to Education Foundation \$ 50.00

Total enclosed \$ _____
(Please make check payable to W.A.C.E.)

Paying with a credit card? Call (916) 442-2223

Chamber Executives in the News

The Salinas Valley (CA) Chamber has selected **Karin Moss** as their new president/CEO. Moss previously served as the CEO of the South San Francisco (CA) Chamber, Russian River (CA) Chamber, Turlock (CA) Chamber and as a business recruitment/retention

consultant to the Vallejo (CA) Chamber.

Janell Willis has been hired as the new executive director of the Yuba-Sutter (CA) Chamber. Willis replaces **Kristen Perry**, who resigned in September.

After five years of service

with the Gilroy (CA) Chamber, **Victoria Valencia** will be leaving the chamber to become the economic development manager for the city of Gilroy. Valencia also has served as a member of the W.A.C.E. Emerging Leaders Council. During this transition period the chamber

has selected **Jane Howard** as its interim president/CEO while a search for a permanent successor is conducted.

Michael Gallops will be leaving his position as president/CEO of the Rowlett Area (TX) Chamber & Visitors Center to become the president/CEO of the Metrocrest (TX) Chamber.

Best practices for using event apps

Discover new ways to leverage event apps to maximize your ROI

Download Now 

 **MemberClicks**

Proud partner to WACE and over 500 Chambers across the U.S and Canada

MEETING DATES

W.A.C.E. Events
(916) 442-2223
www.waceonline.com

Webinar Series

- **December 6:**
Combating Homelessness in Your Community

All webinars take place from 10 a.m.-11 a.m. (Pacific).

Registration and more information.

2024 Annual Conference

February 7-9, 2024
Hyatt Regency Orange County
Garden Grove, CA

Sponsorship Opportunities

Visit Us on Facebook!



facebook.com/WACEPAGE