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# We have a lot ready for you in 2016!

Enhanced Exclusivity for Chamber Membership, Improved Membership Directory Automation, Beautiful Member Training Centers, and Improved Premium Tools.



*by Richard Scully on December 23, 2015*

First of all, I want to wish all of you a very MERRY CHRISTMAS and a HAPPY NEW YEAR. We also want to thank you VERY MUCH for being our customer.

Although Chamber Nation continues to focus on providing an excellent management system, at the same time we are working very hard on programs that help our customers grow and retain membership. Today that's done by offering more exclusivity than ever before when someone becomes a Chamber of Commerce member.

So much is changing too... For instance, the on-demand economy now requires a membership directory to respond in minutes, versus days. This is critical from our point-of-view. Why? Because you need the public to continue to view the Chamber of

Commerce as the best local resource for business services and products, versus Amazon or Angie's list. However, if the person using the Chamber directory does not get responses quickly enough, they will move on and likely never come back. However, if they have a great experience... that means business for your members first, which is our goal, and hopefully yours as well.

Chamber Nation is working on a fully-integrated solution that we call DirectoryPUSH. This will bring even more member exclusivity and will not cost the Chamber anything extra. Since we know our customers, we are making the investment necessary to be sure this new program is fully integrated in your Chamber Nation system so that you won't have any external list management, or other elements to worry about.

We expect the full roll-out of this in the first quarter of 2016 - if you would like to get on the roll-out list, please fill out the form at [www.DirectoryPUSH.com](http://www.DirectoryPUSH.com).

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Another area of exclusivity is in regards to the Chamber becoming the single most powerful training resource center in the entire region. We are talking a SUPER education platform, set up exclusively for Chambers of Commerce and their members. More importantly, the platform extends directly into your member businesses for reducing the cost of their new employee onboarding and training.

As this program was being developed for our customers, all I could think about was relating the value of the Chamber Nation platform for managing your Chamber to the benefits that will go to your members with this SUPER education platform for managing new employee onboarding and training.

This is going to bring another whole new level of member exclusivity to your Chamber. You really don't want to oversimplify the concept of education in this case.

We expect to launch this early in 2016 through the site ChamberCLASSES [www.ChamberClasses.com](http://www.ChamberClasses.com).

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The Premium Membership Plan program is growing every day with active Chambers of Commerce in over 20 states. We see this as a whole new way to build membership, especially for those who think that they just don't have the time to participate in the Chamber.

Now that argument can be responded to because, with our team, you can offer to do a lot of work for your members who do not have enough time. And, because you are working with the staff here at Chamber Nation, we come through for your members, but under your brand.

This is an unusual program! Why? Because we actually call your members throughout the year to find out what other work we can do for them to improve their marketing. We

MAKE SURE your premium members see value in their Premium Membership, and deliver that value to them. Every quarter we will send you a written report on each Premium Member and where they currently stand with their membership.

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So, in summary, we hope to provide you with more than ever in 2016. Last year our focus was to dramatically improve our training services. This year our focus will be to help bring a whole new level of exclusive benefits to all of your members.

This is not the same program in 2016, so I invite you to call and talk to me because I know, for a fact, that you will be pleasantly surprised at the level of effort we have put into bringing you the best membership programs possible.

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Sincerely,  
Richard Scully, CEO



Thank You for Being Our Customer  
[www.ChamberStaff.com](http://www.ChamberStaff.com)