

Welcome and Purpose - David

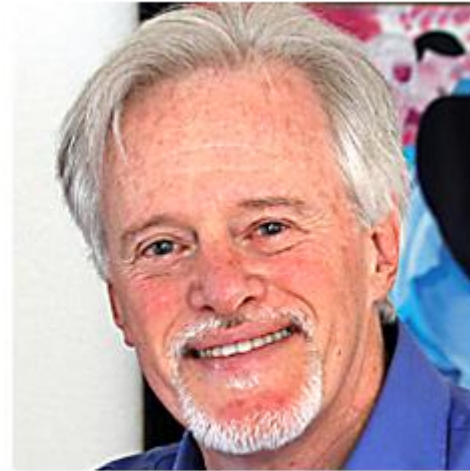
“REJUVENATING THE CHAMBER”

Thursday, March 19, 2020

Presentation



David Smith
Marketing Department LV
Chairman



Jonathan Marx
InQuill Medical Com's
President



Welcome and Purpose - David

“REJUVENATING THE CHAMBER”

Mission

To promote healthcare, fitness, nutrition, and wellness in one “connected community” for businesses and the general public in the Las Vegas Metro area by bringing together leading businesses, educators, practitioners, and individuals to build a strong and healthy community.

Three primary focus areas:

- Creating a culture of profitability
- Providing training for professional growth
- Activating networking and joint venturing opportunities

Our Presentation- Jonathan

- Introduction of NEW Chamber Leadership
 - David Smith, Jonathan Marx – **David**
- New direction for the Chamber starting March 2020- **David**
- New Mission Statement and Goals- **Jonathan**
- Member Benefits going forward – Why be a Member - **Jonathan**
- Growing our Leadership as a Chamber – Position descriptions- **David**
- Plans in the making – Expo, third party alliances – **Jonathan**
- **April 2020 virtual meeting dates**

How the Transition Came About - David

Ray Wilson: Founder of Las Vegas Health & Fitness Chamber – 2013

The Mission: *“To promote healthcare, fitness, nutrition, and wellness in one “connected community” for businesses and the general public in the Las Vegas.”*

Stan Shields: Most Recent Chamber President

Promoted training, member networking and automated Chamber marketing. His business responsibilities necessitated step down from position of President.

David Smith: Reputation Promoting Marketing / Networking / Health in Las Vegas



Things Began to Come Together - Jonathan

Jonathan Marx

- Internet marketer focusing on health / medical communications
- 30 years in cable television, yellow pages, high speed internet
- Ran integrative health network in SF Bay Area (2001-2008)
- Medical meeting and association experience



David & Jonathan Partnering to Move Health & Fitness Chamber to Next Chapter



Ray Wilson continues on the Chamber's Board of Directors.
Stan Shields continues to provide leadership/support as able.

Driving Question: Why Become a Chamber Member?

How will the Chamber help me:

- Grow my business?
- Grow my knowledge, skill and value as a health provider?
- Increase my ability to promote health in the community?

New Focus Areas and Goals

Three Focus Areas:

Creating a culture of profitability

Providing training for professional growth

Activating networking and joint venturing opportunities

Goals:

1. Growing leadership within the Chamber and community
2. Providing business skills training
3. Offering Marketing services and help
4. Promoting networking and joint venturing opportunities

Membership Benefits – Draft – Your Feedback



- Two (online) meetings per month; evening or afternoon? Focus on **skills training** and **networking**
- **Monthly member spotlight**
- **Online video** training library
- **Member page** on website – coached, SEO'd, link to your site
- **Blog posts** by Members – blog training; mutual benefits w Chamber
- **How To Template** series – i.e., client interview, social media profile
- Grow your **Testimonial library** from other Members
- **Paths to Profitability** – what's your growth plan
- **Group discounts** – Office supplies, insurance, marketing services
- **Your ideas?**



Growing Our Leadership

New Positions of Chamber Leadership - David

*The strength of an organization is measured
by the strength of its leadership.*



Growing Our Leadership - David

Preview of New Leadership Positions

We are currently recruiting – who is interested – let us know via email

davidsmith@marketingdepartmentlv.com, jonathanmarx@inquill.com

Greeter

Purpose: To ensure that all members and guests feel welcome, included and connected at Chamber events.

Membership Growth

Purpose: To encourage and equip Chamber members to engage in activity toward growth of the Chamber membership.

New Member Onboarding

Purpose: To incorporate new members into the Chamber membership by facilitating the information, connections and involvement that are the mark of satisfying, productive membership.



Growing Our Leadership

Preview of New Leadership Positions (cont.)

Speaker Coordinator

Purpose: To ensure each Chamber member has an opportunity to present their business, its value and desired clients to all members on a rotating basis.

Technical Assistance for Meetings (i.e. sound, audio visual)

Purpose: To enable meetings to run smoothly by ensuring that all technical tools (audio, visual, internet connections...etc.) operate flawlessly.

Member Collaboration/Joint Venturing

Purpose: To promote the growth of business among members through facilitating joint venture collaborations such as joint training, bundling of services and products and joint marketing campaigns.

David Smith, davidsmith@marketingdepartmentlv.com

Jonathan Marx, jonathanmarx@inquill.com



Growing Our Leadership

Preview of New Leadership Positions (cont.)

Educational Coordinator for Educational Portion of Meetings

Purpose: To provide regular learning opportunities for Chamber members delivered by leaders, members and outside experts resulting in continual growth of professional knowledge and skill.

Member Retention and Satisfaction

Purpose: To promote member retention loyalty and satisfaction by regularly checking in with members to ensure they are experiencing the advertised benefits of chamber membership.

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Growing Our Leadership

Preview of New Leadership Positions (cont.)

Meeting Recorder

Purpose: To provide an official record of Chamber meetings and to share what took place with attendees and other members not in attendance.

Photographer

Purpose: To document Chamber activities and training events

Videographer

Purpose: To document Chamber activities and training events

Social Media Administrator

Purpose: Manage posting of content on Facebook, Twitter, LinkedIn, etc

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Plans In the Making - Jonathan

- Increasing membership
- Re-evaluating dues – making investment in each other
- Expo – Filling a hotel room with Member tables – for the public
- Third party alliances – bringing in speakers; cross-membership
- Webinar series for public education – promotion by Chamber



April Virtual Meetings – Mark your calendar

- **Thursday April 2 11:30am**
- **Thursday April 16 11:30am**

Zoom link invitations to be sent out with agenda

- Survey to be sent out asking best time of day, and
- Volunteer for Leadership positions

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