



East St. Tammany Chamber of Commerce
ChamberONE
Guidelines and Objectives

Table of Contents

1. Mission
2. How *ChamberONE* Works
3. Membership
4. Conflict of Business Interest
5. *ChamberONE* Leadership
6. Joining *ChamberONE*
7. Meetings
8. Attendance Policy
9. M&M's
10. Leads and Referrals
11. Visitors and Guests
12. *ChamberONE* Agreement
13. Tracking and Accountability
14. Accounting
15. EST Chamber Relevance
16. Membership Fee
17. EST Chamber Governance
18. Starting a Group
19. Waiting List
20. Attachments
 - a. *ChamberONE* Agreement
 - b. Meeting Agenda
 - c. Industry Classifications

1. ChamberONE Mission Statement

Business Partners dedicated to serving and supporting members by growing businesses together through an intentional leads/referrals program, connecting professionals and inspiring future leaders.

2. How ChamberONE Groups Work

ChamberONE Groups are groups from within the East St. Tammany Chamber of Commerce (ESTCC) promoting leads/referrals and Chamber functions. **ChamberONE** Groups are based on trust, commitment and leads/referrals. A successful Leads Group has committed members who attend meetings regularly, develop trusting and professional business relationships, and pass quality business leads and referrals. In order to uphold loyalty between group members, individuals may only participate in one group. It is normal for new members not to receive leads in the first few months, since this is time spent conveying your company needs and identifying your potential customers. It also takes time for your group members to understand and trust your product and service. It is important for you to effectively convey your needs to the group members so you can receive quality leads and referrals. Likewise, offering quality leads to your group members develops and strengthens your position in the group. However, the success of the **ChamberONE** Groups will be measured by encouraging members to exchange leads/referrals with members of all **ChamberONE** Groups and Chamber members.

3. Membership

A company representative of a Chamber member company may only join one group. However, a member company may have multiple representatives sitting in different groups at one time. **ChamberONE** participation is open to all members in good standing with the East St. Tammany Chamber of Commerce. Membership into a group cannot be refused on any basis other than duplication of industry or if the member does not uphold the guidelines and objectives. **Membership in a group will be on a first come first served basis in submitting a signed ChamberONE Agreement with payment. In the event that more than one ChamberONE Agreements (representing the same industry) are submitted simultaneously, a drawing of a business card will determine which business will be placed in a particular group.**

4. A Conflict of Business Interest

ChamberONE members promote what generates the bulk of or 70 percent of their business or industry. Each member has a designated industry. A conflict may occur when a new member wants to join a group and has an overlapping industry or focus area in that industry. The new member may not join the group if there is a conflict of industry with someone already in the group.

5. ChamberONE Leadership

All **ChamberONE** Groups will have Leadership Teams consisting of a Moderator, Assistant Moderator, Secretary/Treasurer, Communications Coordinator, Events Planner and two Host Members who will conduct and lead the meetings for a period of one year. The Leadership Team is responsible for regulating all of the **ChamberONE** guidelines and objectives which have been set forth by all Leadership Teams and the East St. Tammany Chamber of Commerce.

6. Joining ESTCC ChamberONE

A Chamber member must complete and sign an agreement with payment to the EST Chamber of Commerce. Applications must be submitted to a group moderator in person at the group's meeting. Be sure to specify your industry and other pertinent information on the application, and make checks payable to the ESTCC . Please contact the **ChamberONE** Groups on your own from the leadership roster...for those days and times that work best for you. Once your agreement has been submitted, please contact the Events and Marketing Director for an up to date **ChamberONE** leadership roster. If you have difficulty finding a group, call 985-643-5678 for assistance.

7. Meetings

The East St. Tammany Chamber of Commerce **ChamberONE** can be one of the largest lead/referral groups in the region, with more than 1,000 Chamber members willing to participate. Meeting dates, times and places will be at the discretion of each group, typically in the mornings, as early as 7 a.m., or over the lunch hours, beginning at 11 a.m., Tuesday, Wednesday and Thursday's. **ChamberONE** Groups will meet once a week. The suggested meeting time is an hour and a half.

Meeting Agendas		
Morning Meetings:		Noon Meetings:
8:00	Networking	11:30
8:15	Open Meeting	11:45
	Introductions	
	Communications Coordinator	
	M&M Scheduling (Member and Member)	
	30 Second Commercials	
	5 Minute Member Presentation (Core Group)	
	5 Minute Member Presentation (ChamberONE Groups)	
	Leads/Referrals/Testimonials	
	Announcements	
	Upcoming Chamber Events	
9:30	Meeting Adjourns	1:00

8. Attendance Policy

Attendance is critical and mandatory in a Leads/referral Group. Prompt and regular attendance shows your commitment to your **ChamberONE** group. If you cannot attend a meeting, you are expected to have a substitute. The substitute would participate as your representative. Moderators take attendance at each meeting. You are expected to communicate an absence to your group and/or Moderator. The Chamber requests that you voluntarily withdraw from your group if you cannot meet the attendance policy or other requirements of the group. Please contact your Moderator if you need to withdraw from your group. Attendance requirement will be 80% on a quarterly basis and mandatory attendance of 3 quarterly Chamber functions. The Chamber hosts over 250 events on an annual basis. Examples of ESTCC functions are: BAH-Business After Hours, 2WL-2nd Wednesday of the month luncheons, Workshops, Ribbon Cutting Ceremonies for Business Grand Openings.

9. M&M's

M&M's are Member and Member meetings. These meetings are designed to be one on one meetings between the members with the purpose of introducing the products and services of each member and creating a strategy on how they can help each other through leads/referrals.

10. Leads and Referrals

Quality leads/referrals are essential to maintaining a quality Leads Group. The following are some different types of leads that can be passed:

Cold Lead/Referral: Has not requested your service but is a good lead for you

Warm Lead/Referral: Contact may or may not need your service but would like to hear from you

Hot Lead/Referral: Has discussed doing business with you; contact immediately

Soft Lead/Referral: Yourself to an existing **ChamberONE** Member (of your group)

Leads/referrals may be obtained anywhere, such as social or business functions, family events, luncheons or seminars. Leads/referrals can be passed among group members at group meetings or outside the scheduled meeting time.

A Soft Lead/Referral will not be recorded for award purposes. However, a Soft Lead/Referral to another ChamberONE Group will count for recognition awards.

11. Visitors and Guests

Guests or visitors are encouraged to attend a **ChamberONE** meeting. Guests or visitors should be members of the Chamber already, but if not, they are required to join the Chamber and pay the **ChamberONE** fee before joining a Group. Visitors must contact the Group moderator before attending a group. Guests may attend at the invitation of a current group member. Visitors and guests are welcome to pass leads/referrals but we ask members to refrain from passing leads/referrals to guests. Visitors and guests are asked not to put their business cards in the group card binder. Visitors and guests may join a group if they:

- a. Are members in good standing with the East St. Tammany Chamber of Commerce.
- b. There is no conflict of industry; the **ChamberONE** fee has been paid, and they have agreed to the guidelines and objectives.

12. ChamberONE Agreement

All **ChamberONE** Members must sign an Agreement with the ESTCC agreeing to the rules, regulations and objectives of the ESTCC.

13. Tracking and Accountability

ESTCC will contract with a software provider which will be used by **ChamberONE** groups to track leads/referrals given, accepted, business closed, meeting attendance, Chamber function attendance, etc. If an expense becomes involved with the Software provider, the expense will be assessed to each **ChamberONE** member. This fee will be in addition to the **ChamberONE** membership dues.

14. Accounting

Accounting of the **ChamberONE** groups will be the responsibility of the Secretary/Treasurer of each group. All dues and expenses will be accounted for through the Chamber general budget as a separate line item element. No separate accounts will be allowed for **ChamberONE** Dues or fees. However, at the discretion of each group, the group will decide if there should be a separate account outside of **ChamberONE** for meals and entertainment.

15. EST Chamber Relevance

Scoring will be recorded of each member's participation through the approved software provider. Awards will be presented to the top participants of each group at the annual ESTCC Awards Banquet. Tracking of awards will be based on a Calendar year of January through December.

16. Membership Fee

Membership fees will be as follows:

\$80.00 per Year

The Membership period will run from July 1 to June 30 of the following year. Memberships can begin at any time of the year with a pro rata of \$20.00 per quarter to July 1 of each year.

17. EST Chamber Governance

The East St. Tammany Chamber of Commerce will govern the **ChamberONE** groups. All rules, requirements and objectives will be decided and enforced by the EST Chamber Executive Board of Directors. **ChamberONE** groups are encouraged to make recommendations and suggestions as to the rules and operation of the groups. However, final approval will be by the ESTCC Executive Board.

18. Starting a ChamberONE Group

Any member of the ESTCC in good standings can start up a **ChamberONE** group by going through the proper approval procedures of the ESTCC. First, a startup group must create a 4 member Leadership Team consisting of Moderator, Assistant Moderator, Secretary/Treasurer and a Communications Coordinator. The 4 member team must mentor under another group for 4 consecutive meetings. Once completed, the new group can begin to function on their own. This would include promoting to the Chamber general membership and the recruitment of chamber members who are in good standings with the Chamber and signing the **ChamberONE** Agreement.

****If an industry chair is occupied in all groups, the industry (business) would have to wait for a new group to be created or startup a new group according to the rules and guidelines.**