

## **January 2012 Chapter Best Practices Call Notes**

These January 10<sup>th</sup> and 11<sup>th</sup>, 2012 calls were focused on general topics and divided by small and large chapters.

### **What successes has your chapter had or what is going good in your chapter?**

**Memphis** – Has more FM's than Associate members and great tours.

**San Francisco** – Has new volunteers to chair the sustainability committee and do a video minute.

**Orlando** – Has a lot to help members become CFMs – roundtable, course at reduced cost, etc.

**Chesapeake** – Offered a CFM class and sponsored 12 members to attend. Three have already earned their CFM.

**San Antonio** – Offering the CFM exam review course and the SFP courses.

**NE Wisconsin** – Has a formal agreement with the other Wisconsin chapters to have a annual tri-chapter event. The agreement allows them to bring in great speakers each year.

**Orlando** – Has stabilized their finances and has three months in reserve which has allowed the chapter to sponsor extra education for their members.

**Nashville** – Has had 50% growth through a member get a member campaign called Mission 100. The recruiter of the 100<sup>th</sup> member gets \$100. They also have two drawings at each meeting as well as a mystery handshake program where attendees network and shake hands, if they are the first to shake the hands of the mystery handshake person, they get a prize. The chapter also won small Chapter of the Year in 2011.

**Sacramento Valley** – Decided to offer two programs a month during their peak season and have almost doubled the number of FMs attending.

**Greater Louisville** – Offered a CFM training session and had five or six participants.

**Atlanta** – Recently did a membership survey, held a Train the Trainer course, and is working on a CFM mentoring guide and enlisting an emerging leader that has earned their CFM.

**Chicago** – Northern Illinois University is pursuing a bachelor program.

## **What challenges is the chapter having?**

**San Antonio** – Having difficulty growing participation and getting younger members to volunteer.

**Nashville** – Divides new members between board members to call and invite them to meetings. Has recently seen 3 to 5% more attendees at meetings. The chapter focuses on new members.

**Northwest Ohio** – Trying to get more professional members involved.

**Delaware** – Has trouble getting professional members involved; the same group does everything.

**Orlando** – The chapter is using conference calls more and more for board and committee meetings. Ask members to be consultants, not do administrative work.

**Memphis** – Would like to find more interesting speakers.

**Northwest Ohio** – Focus programs around the core competencies and this has helped participation.

**Northwest Wisconsin** – Suggests doing tours and panel discussions.

**Orlando** – Offer CFM maintenance points and look at other chapter's program topics as they may give you ideas.

**St. Louis** – Had a "state of the chapter" meeting and announced committee changes. Many members signed up to volunteer.

**Orlando** – Did a roundtable discussion around IFMA's trends report. These questions are available upon request to your chapter liaison.

**Mid Michigan** – Working on ideas to get members that typically will never get involved to get involved. Considering starting an online group.

**San Francisco** – Has a chapter LinkedIn group.

**St. Louis** – Has a LinkedIn group.

**Atlanta** – Has local networking groups based on IFMA's councils and they usually meet for lunch. The chapter also has sustainability breakfasts.

**San Antonio** – Considering offering socials throughout the year.

**Nashville** – Has a social event each quarter and it is usually a joint event with a related association.

**Barbara Zlatnik**, IFMA headquarters – IFMA has a Local Networking Groups guidelines document. IFMA headquarters can also help chapters identify industries in their area that might make good local networking groups. **This document is posted within the Chapter Leader Community.**

**Orlando** – The chapter uses a program check list for each program; helps streamline the process. **This document is posted within the Chapter Leader Community.**

**Lowell Apelbaum**, IFMA headquarters – Consider micro-volunteering – giving members small tasks to get them involved. **A list of small task ideas is posted within the Chapter Leader Community.**

**Chicago** – Quality of programs is a struggle. How do we get the right speaker and the right topic? Getting new, fresh ideas are difficult. Panel discussions and tours do well. Did a IFMA shuffle several times where attendees went around to different showrooms in the Merchandise Mart.

**Lowell Apelbaum**, IFMA headquarters – Consider using the speed dating idea with networking. Ten minutes at each table. Also, Ignite presentations – a five minute presentation with twenty slides, 15 seconds each slide. See a how to video at <http://userfirstweb.com/328/successful-ignite-presentations/>.

**St. Louis** – The chapter has used the speed dating idea but at a new member/potential member event for attendees to have time with each committee.

**Silicon Valley** – Has programs with soft topics such as updating your resume. They have free chapter meetings as well as well as lunch roundtables which they charge for.

**Chesapeake** – Has a theme for the year - FM's raising the bar. They are planning meetings on topics such as How to talk to the C suite. The theme is always in the title of the event.

**New Jersey** – Recently conducted a membership survey and asked members about program topics. Had 90 members respond because they gave each member that responded a \$25 gift card and everyone was entered into a drawing for an iPad.