Cybil Lovas:	Denver CO
Teresa Bruce:	salt lake city utah
Lisa Veregge:	Maine
Cheryl Viola:	Jerome Idaho
April Thomas:	Woodbridge, VA
Lorie Crisp:	Ontario Canada!
Isaiah Perez:	Milwaukee
Tammara Tippel:	White Salmon WA
Pamela Lubel:	Hi! Pam Lubel from the Maryland Tech Council
Kevin Gammonley:	Chicago
Erin Menet:	Greetings from Chicago, IL!
Bob Schafstall:	Columbus Indiana
Lori Johnson:	Lancaster, PA
Debbi Little:	Richmond, VA
Emily Bergandine:	Colorado Springs, CO
Natasha Boska:	Springfield OR
Al Arreola:	San Antonio TX
cindy zolnierek:	Cindy from Texas
Dani Ashton:	Roanoke, TX
Beverly Lang:	maryland
Penny Cunha:	Sacramento, CA
Ralph Suppa:	toronto
Carolyn Bopp:	San Rafael CA
Janet Haar:	Joining from Oberlin Ohio
Deb Bengtson:	Adel Iowa
Megan Divyak:	Tomah, WI
Maria Brogan:	Massachusetts
Lindsay Coate:	Sacramento, CA
Tammi Wallace:	Houston, Texas
Nina Tucker:	Montclair NJ
Alexis Flores:	Central, LA!
Kim Fernandez:	Washington DC
Carmen Skare:	Lincoln, NE
Marlene Noel:	Trail, BC, Canada
Brian O'Leary:	Stockbridge, MA
Dana Brune:	Cape Girardeau, MO
Shari Pearce:	Hi Everyone, Madoc, Ontario
Christy Phillips:	Christy Georgia

Erin Sandler-Rathe:	Lexington, MA
Tiffany Geiger:	Granville, Ohio
Gina Suydam:	Tunkhannock, PA
Joan Bates:	Tucson, AZ
Matt Tabor:	Hi all! Lake Stevens, WA!
Mike Ruzicka:	Milwaukee, WI
LIn Ziskoski:	Florence SC
Destin Ortego:	Louisiana
Erin Stevens:	Del City Oklahoma
Nancy Hansen:	MInnesota
Ginny Glasner:	Highland Park, IL
William Chan:	Concord, CA
Deena Turner:	Ruidoso, NM
Eric Brownlow:	MN
Nelson Tuazon:	San Antonio TX
Cess Retener:	Salida, Colorado
Lee-Ann Burgener:	Springfield, IL
Sharon Sarvela:	Westford, MA
Tammi Wallace:	Houston, Texas
David Bennett:	Florida
Donna Franza:	Alexandria, VA
Mescha Manietta:	Mescha Bremerton, WA
Christine Puccini:	San Rafael, California
Aaron McEvoy:	Springfield, IL
Gillian Mashni:	Dearborn MI
Jodie Muller:	Good morning from Long Beach,, CA!
Nancy Lawson:	Camden, ME
Brian Hoffman:	Springfield IL
Mary Beth Rathe:	Lincoln, Nebraska
Chevis Rebstock:	Wichita, Kansas
Carol McClelland:	Lincoln NE
Karyn Linn:	Hello from Chicago!
Sam Taylor:	Broomfield CO
Joseph Gagliardi:	Joining from Folsom, CA.
Meredith Townsend:	Little Rock, Arkansas
Diane Ulrich:	London, Ohio
Jamie Taylor:	Martinsville, IN
Edtrina Moss:	Hello! Houston, Texas

Susan Houchins:	Leesburg, VA
Andrew Surprise:	Central, MA
Kit Bredimus:	Midland, TX
Don Ferguson:	Sault Ste. Marie Ontario Canada
Lisa Patnode:	Good Afternoon from the great state of Massachusetts
Catherine Maus:	Springfield, Oh
Gus Soliz:	Waller, Tx
STELLA KAFKA:	Cambridge MA
Michael McDonagh:	Boston, MA
STELLA KAFKA:	Cambridge MA
Lorri Edwards:	Good afternoon from Columbus, Georgia.
Jan Buscher:	Hi From the burbs of Chicago
Donna Thompson:	Donna Thompson, with the New Jersey Association of Women Business Owners.
Holly Barry:	Holly from Camrose, AB
Steve Matheny:	Granville, OH
Kami Adams:	Kami Adams from Columbus, Indiana
Scott Oser:	Scott Oser from Scott Oser Associates in SD, CA
Alex Girrbach:	Greater North Fulton Chamber. GA
Jamie Banks:	Jamie Banks
Aaron McEvoy:	Illinois Alliance of Boys and Girls Clubs
Mavis Early:	Good Day all. New Orleans, LA
Mary Tieman:	Hello from the New Mexico Technology Council (Albuquerque, New Mexico :)
Hillari Wennerstrom:	Good Afternoon from the Greater Boston area!
Christian Malesic:	Hello from Silicon Valley Central Chamber
TAMMY LAND:	Dallas, TX
Michael McDonagh:	Boston, MA
Roger Scheiber:	Hello from Yonkers NY
Louise Ristau:	Hello from Louise Ristau, Association Management Center!
Sheryl Smedley:	Hello from Selma and Dallas County Chamber of Commerce and Tourism Information Selma, AL
Denise Potter:	Hi everyone. Denise from West Lincoln Chamber of Commerce in Niagara Region, Ontario.
Kandy Sweeney:	Hello from Marco Island, Florida
Dawn Bausch:	Hello from Cooperative Network in Madison, WI
Rich Jefferson:	Rich Jefferson, rkjefferson@protonmail.com, from Greater Chicago.
Kevin Kelly:	Greetings from Tysons
Tim Drennan:	Hello All from Dallas!
Teresa Bruce:	Mary presented to the American Psychological Association YEARS ago... I still use many of her suggestions from her book The Race for Relevance... excellent resource!

GrowthZone AMS:	Join us for an online, live, group demo to see GrowthZone Association Management Software in action.
GrowthZone AMS:	If you have questions for Harrison and Mary, feel free to submit them in the QA panel.
John Brazzell:	love your updated book!
Izzy West:	Members want a hard $ ROI that's hard for me to figure out
Linda Thomas:	We have a lot of competitors in our space.
Nelson Tuazon:	Competition among associations - members will chose an association that offers the most value!
Carmen Skare:	So much of our association work is ,"behind the scenes", advocacy which is hard to always show members.
Tony Benedict:	Global economic challenges with membership and certification fees
Andrew Surprise:	Due to diversity of membership, it becomes difficult to identify what would be the most attractive membership benefits for our Chamber.
Matthew Murphy:	AS a chamber we do need to try and satisfy many different needs and it is hard to appeal to everyone
Roger Scheiber:	If you are not getting a benefit why participate ?
Dawn Bausch:	Some members don't understand that change is inevitable and feel that the value isn't like it was years ago.
Carolyn Bopp:	small biz owners want mostly networking opportunities but with the pandemic it's very difficult
Mary Beth Cowardin:	We serve such a large industry - 6-7 segments and they join for different reasons, so it is challenging to come up with a succinct communication that will resonate with all members.
Mary Beth Rathe:	Our association is really working on relevance from the perspective that we should just double or triple what we offer - for free or reduced rates - with no additional staff or volunteers.
Leah Fassnacht:	Much of the ROI depends on what the member puts into their membership - attending events, trainings, active on social media, share new with us, etc. If they put nothing in, they get very little out.
Lorri Edwards:	We provide value to our members but we do not have a value statement. This is a great idea!
Terri Kimble:	would love to learn more about the badges and the app program you were speaking about
Erin Stevens:	I just took over as director of our Chamber, and engagement is way down. It does not help the chamber has been through 5 directors in 5 years. I can see already our city is very involved which is double edged sword, when the lead wants the chamber to be more "fun" and community events than business focused events. The pandemic and currently employment issues we are seeing is also an issue.
GrowthZone AMS:	Download the our free kit, ,"How to (Actually) Get Under-30s to Join": https://www.growthzone.com/resources/knowledge-library/get-under-30s-join-association/
GrowthZone AMS:	Sarah Sladek's website: https://www.xyzuniversity.com
GrowthZone AMS:	Mary's website: https://marybyers.com
GrowthZone AMS:	Harrison's website: http://www.harrisoncoerver.com
GrowthZone AMS:	GrowthZone Knowledge Library: https://www.growthzone.com/resources/knowledge-library/
Jan Buscher:	Can you give an example of those software or technology resources
GrowthZone AMS:	The new edition of Mary and Harrison's book, "Race for Relevance": https://www.asaecenter.org/publications/6/2/0/1/f/112694-race-for-relevance-5-radical-changes-for-associations
GrowthZone AMS:	It is also available on the internet.

GrowthZone AMS:	GrowthZone AMS is a great software resource for membership organizations. :)
Andrew Surprise:	Difficult question to answer.
Roger Scheiber:	Does live Networking still have advantages to on=line
Dawn Mancuso:	Agree, Andrew. All 3!
Jan Buscher:	I think generational differences and technology go hand in hand
Carmen Skare:	Generational differences often encompasses ,"Technology"!
Andrew Surprise:	True!
Scott Oser:	@Roger personally I believe so. Digital networking can work but face to face, when done well, makes stronger connections.
Nelson Tuazon:	New (healthcare) graduates are challenging to recruit into professional organizations.
Ralph Suppa:	How about the trend or revenue shortfalls while remaining relevant. what do you see as opportunities
Kathy Peterson:	Does anyone have examples of current value statements for Chambers of Commerce?
marian brisard:	Also interested in a value statement for Chamber of Commerces.
Andrew Surprise:	As a Regional Chamber, how to we work with and cooperate with Local Business Associations?
Rory Ring:	We adjust our "value statement" based on the segmentation of Business Builders, Business Investors, Business Community Investor and Community Investor. Each segment is looking for different value and ROI. I like adopting as well the notion of personas.
TAMMY LAND:	Also interested in ideas for new revenue streams.
Mary Byers:	@Andrew "Collaboration is the new currency." Think about how you can be the convener of a collaboration collective or coalition.
Cindy Ramos-Davidson:	That 's correct our board was kept in the loop but we as staff did all the work virtually.
John Brazzell:	what do you see the association environment being five years from now? Do we see the leadership rising to the challenges? I
Nina Tucker:	Our value statement: The North Essex Chamber is a center of valuable business resources.
cindy zolnierek:	urgency of decision and action made involvement of full board challenging
Brian O'Leary:	Our board focused on identifying new opportunities. It also changed meeting frequency (met more often) and asked for monthly updates to make sure we were trending okay
Mary Byers:	@John We are pushing for competency-based governance because of this.
Melynn Sight:	HI, I'm seeing a ton of interest in how to develop a value statement. The book "Breakthrough Value" walks anyone through exactly how to do that. Just a thought!
Brian O'Leary:	We are seeing competition from members, as well as some non-members, who sometimes see us in the same way
Heidi Ashley:	hi, what was that address she just gave?
Daniel Sale:	To Mary's point, look what Growth Zone is doing in terms of providing programs and content such as this. This is an example of a for-profit company competing with the likes of association management organizations.
Mary Byers:	So true @Dan Sale!
Matthew Murphy:	So is Race for Relevanece going to make it to audible??
Mavis Early:	Thank you!
Mary Byers:	No plans for that at this time but we do have a kindle version.

Mary Byers:	raceforrelevance.com has free resources.
Matthew Murphy:	where can we get the kindle. Didn't find the most recent version on Amazon
Mary Byers:	bwilliams@asaecenter.org might be able to address this for you. I need to check, too!
STELLA KAFKA:	We are trying to diversify our board (expertise, backgrounds etc.); if anyone is interested, please let me know. Our association's info: www.aavso.org, and email aavso@aavso.org
Daniel Sale:	I see the need for addressing key governance related issues as the number one challenge in my organization!
Mary Byers:	We've seen some impressive changes since the first edition came out in terms of governance changes.
Jan Buscher:	what's an ideal size
Harrison Coerver:	5
Cybil Lovas:	Our CEO is always wanting to down size the board, but the current board always disagrees.
Harrison Coerver:	OK, maybe 7
Roger Scheiber:	Any recommendations on tools to attract the bigger supporter to your Organization ?
Ralph Suppa:	can you address remaining relevant with loss of traditional revenues
Mary Beth Rathe:	I think the size of the board may also impact the number of individuals who are engaged in committees. We have over 400 people on 24 committees - so that organizational overhead is really a drag on energy. I really appreciate the shift to task force development. Thanks!
Andrew Surprise:	Is it recommended to "re-brand/re-name" a Chamber and Coordinate that with a larger Marketing Campaign? Would this be an impetus to give a Chamber a new direction and focus?
Cindy Ramos-Davidson:	Cost for mobile apps has been a challenge, any ideas on the best and most affordable?
Shelley Lesniewicz:	This has been great information - thank you! I have another webinar to go to. Thankfully no travel time :)
Erin Stevens:	Thank you all!!
Mary Beth Rathe:	Thank you so much!
Heidi Ashley:	great session!
Dawn Bausch:	Thank you! Great webinar and love GrowthZone!
Ginny Glasner:	Thank you all!
Linda Thomas:	Thank you!
Holly Barry:	Thank you!
Angela Richardson:	Thank you all!
Karyn Linn:	Thank you!
Mavis Early:	Thank you, excellent webinar.
Terri Kimble:	Thank you! This was great!
Darcie Carney:	Thank you! This was fantastic!
Sheila Whinnery:	Great session thanks!
Andrew Surprise:	Thank You!
Nelson Tuazon:	Thank you!
Carolyn Bopp:	Thanks