



# A **BIG BOOK** *of* **CHAMBER IDEAS**

**SPECIAL  
EDITION**

**VOLUME**

**2**

**5 PROFESSIONAL DEVELOPMENT  
PROGRAMS FOR WOMEN**

# A BIG BOOK of CHAMBER IDEAS

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## 5 PROFESSIONAL DEVELOPMENT PROGRAMS FOR WOMEN

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# INTRODUCTION

Over the years, GrowthZone's Chambers of Innovation Competition has generated submissions from hundreds of chambers of commerce across the globe. The result is a treasure trove of innovative, replicable ideas.

The events of the past couple of years led us to forgo the annual competition. Instead, we dug deep into our library of never-before-published programs and event ideas. Voila! - A Big Book of Chamber Ideas Special Edition #2.

This ebook highlights the offerings of five chambers. The common denominator? They all focus on professional growth programs for women.

At GrowthZone, we are dedicated to supporting, celebrating, and advancing women's role in the workplace. We are honored to share this information and appreciate the included organizations that made this book possible.



**CHAMBER:**  
Morgan Hill Chamber of Commerce

**LOCATION:**  
Morgan Hill, CA

**WEBSITE:**  
[www.morganhillchamber.org](http://www.morganhillchamber.org) 

## WOMEN'S WEEK CELEBRATION

Honoring the work and accomplishments of the women of Morgan Hill.

In honor of Women's Equality Day, the Morgan Hill Chamber of Commerce and City of Morgan Hill collaborated to produce a week-long series of events to celebrate the work and accomplishments of women in their community.

The Celebration of Women's Week came about from a nonchalant discussion between the city council and chamber staff. Each year, the City Council develops an annual theme for its agenda. With a current theme of "Inclusion," a celebration of women was the perfect idea.

The week-long celebration featured the following:

- **Movie Night:** Held at a local theater, "Hidden Figures" was selected in honor of women's work behind the scenes and the battle for equality for women of color.
- **Let Your Voice Be Heard:** A seminar encouraging young women to raise their hands and become involved in politics, was presented by the local AAUW branch.
- **Official City Council Proclamation:** honoring the women in their community and the female employees in their city government.

- **"Powerful Women"** - A panel discussion including a Congresswoman, Superior Court Judge, VP Area Manager of Kaiser Permanente, President of Gavilan College, the Assistant City Manager of Morgan Hill, and the owner of a successful architecture company.
- **Mid-Day Mixer:** Held at a local, female-owned venue, the Mid-Day Mixer was the final event of the week and culminated in women standing on the corner of a downtown street to raise their united hands in a show of support and strength.

Seamless communication and collaboration between the City and Chamber of Commerce presented a united front. Events were free (except the movie tickets which were discounted to \$5.00 each), and regardless of age or gender, all were welcome. The event was a success – celebrating and supporting women of all ages and from all walks of life.

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**CHAMBER:**  
Winter Park Chamber of Commerce

**LOCATION:**  
Winter Park, FL

**PROGRAM VIDEO:**  
Relaunch: Career Reentry for Professional Women [↗](#)

## A CHAMBER'S WIN-WIN

Helping women relaunch their careers.

Businesses in Winter Park, Florida were struggling to attract, hire, and retain the right people. Additionally, there were women in the community trying to establish a path to reenter the job market.

Winter Park Chamber President/CEO, Betsy Gardner Eckbert, saw an opportunity and took action. The chamber's response was two-fold: provide a solution to help their members, while making a difference for women. The result? Relaunch: Career Reentry for Professional Women – an innovative program created by the chamber for women who have taken time away from the workforce and now find themselves back in the market for a job.

Based on her own experience, Gardner Eckbert feels that the single greatest step toward career re-entry is closing the confidence gap. The chamber's program provides meaningful training to help participants boost their confidence, build their resumes, and foster a network. The eight-month curriculum covers everything from building a personal brand to leveraging LinkedIn.

Sessions include:

- The Psychology of Career Re-entry
- Developing Your Personal Brand,
- Your Elevator Pitch
- Practicing for the Interview.

More than half of the first class of graduates have gone on to find rewarding jobs, and at least one has switched professions as she'd always wanted to do.

The positive buzz about the program has sent applicant numbers soaring, so the chamber's next scheduled class is significantly larger than the previous class.

Relaunch contributes to the community by helping member businesses build a solid workforce and giving women a path back to the job force. It's a win-win-win for the community, members, and individuals.

**CHAMBER:**  
The Chamber of Greater Easthampton

**LOCATION:**  
Easthampton, MA

**WEBSITE:**  
Women and The Art of Risk [↗](#)

## WOMEN AND THE ART OF RISK

Energizing women to take calculated risks.

Women and The Art of Risk was developed as a regional, multi-chamber collaboration under the umbrella of inspirational leadership.

The plan was two-fold: 1. Design an event that could grow over time and 2. increase the chambers' value proposition for female members. Additionally, the chambers were committed to keeping admission cost attainable and avoiding the cliched content often attributed to female-specific conferences.

The event featured workshops, discussions, and career development opportunities. It was led by the area's distinguished women and served as the ideal platform for them to share their experiences taking calculated risks that led them to new adventures – making them stronger leaders. The foundational topics were Art of the Corporate World, Art of Public Speaking, Art of Negotiation, and Art of Finding a Mentor.

The chambers held a small workshop focused on strength-based leadership as a lead-in to the conference to drive interest and excitement.

The goal? Energize chamber members with a fresh program to impact their professional and personal lives. The result? Invigorated members armed with the courage to take on an existing, nagging risk.

## The goal?

Energize chamber members  
with a fresh program to  
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personal lives.

**CHAMBER:**

**Greater Boston Chamber of Commerce Women's Network**

**LOCATION:**

**Boston, MA**

**WEBSITE:**

**All in for Advancement** 

## ALL IN FOR ADVANCEMENT

**"Together, we will make Greater Boston the best place for women to work."**

Businesses want to create equitable workplaces for women, but despite their best intentions, office cultures often fall short of being truly inclusive.

"All in for Advancement" is a year-long, custom group program focused on educating organizations about workplace equity for women.

Produced by The Greater Boston Chamber of Commerce Women's Network in partnership with Babson College, the program is designed to develop workplace leaders who can positively impact their office cultures.

Participants gain a deeper understanding of gender acumen and inclusion and are provided with the strategic tools to help them shape and shift their culture.

Program elements include:

- Curated educational sessions on gender acumen, entrepreneurial behavior and design thinking, and stewarding culture change in the workplace, taught by Babson College faculty
- Peer support and networking within and across companies and industries

- Exposure to exemplary leaders of company culture change efforts
- Tailored group coaching to reach company-identified goals through action learning projects
- Strategic tools and support to launch a scalable pilot effort to promote women's inclusion, to be presented to internal company leadership at the close of the program.
- The foundation to lead the charge in the larger groundswell of support for women in the workforce in Greater Boston.

The Chamber targets companies who are dedicated to supporting culture change from within and whose senior leadership is committed to championing equity and inclusivity.

**Participants gain a deeper understanding of gender acumen and inclusion and are provided with the strategic tools to help them shape and shift their culture.**



**CHAMBER:**

**Colorado Women's Chamber of Commerce**

**LOCATION:**

**Denver, CO**

**WEBSITE:**

**Girls Rising: Building a Pipeline of Women Leaders** [↗](#)

## **GIRLS RISING: BUILDING A PIPELINE OF WOMEN LEADERS**

**Furthering female education in underrepresented industries.**

To help build the workforce while challenging the status-quo, the Colorado Women's Chamber of Commerce (CWCC) developed Girls Rising: Building a Pipeline of Women Leaders.

Careers in fields like Biochemistry, Construction Management, and Engineering are often considered "non-traditional" for females – meaning less than 25% of the workforce is comprised of women.

The program strives to help women pursue careers in male-dominated industries. It serves as a platform to educate the business community about shifting their perception of women's career options.

The CWCC Girls Rising Scholarship is awarded to 8 outstanding scholars, recognizing and honoring young women seeking careers in traditionally male-dominated fields. The majority of the Girls Rising Scholars are first-generation college students.

**"In order to advance women in business into the highest levels of leadership, we must build a pipeline of young women who understand that they can reach their goals – in any industry. As a business community, we must show young women what leadership looks like in these fields because if young women can see themselves there – they can find their way there."**

**~ Kristen Blessman**  
**CEO | Colorado Women's Chamber of Commerce**



# ABOUT GROWTHZONE

The GrowthZone mission is to empower organizations with the tools they need to grow membership, keep members engaged, keep members longer, and do more in less time.

GrowthZone Chamber Edition is a full Membership Management System with **built-in payment processing, e-commerce, fundraising, marketing automation, member prospecting**, and more.

Schedule a quick, no-pressure demo to see  
GrowthZone Chamber Edition in action.

## SCHEDULE DEMO

- ✓ Website Content Management
- ✓ Email Marketing Automation
- ✓ Fundraising
- ✓ Billing
- ✓ Event Registration
- ✓ Event Exhibitor/Session Management
- ✓ Membership Prospecting
- ✓ Payment Processing
- ✓ Certification Tracking
- ✓ Chapter Management
- ✓ Mobile Staff App
- ✓ Website Hosting
- ✓ Advertising/Sponsorship
- ✓ Online Store
- ✓ Project Management
- ✓ Form Builder
- ✓ Job Boards
- ✓ Contacts
- ✓ Communication
- ✓ Lists/Committees
- ✓ Fundraising

[www.growthzone.com](http://www.growthzone.com)