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Subject: March 18 Tuesday Lead Share Minutes
Date: Tuesday, March 18, 2025 10:22:42 AM

Meeting Start

- The speaker notes the small group size.
- Noah emailed the balance sheet at 3:50 AM.
- Dennis Donovan is tracking leads. Members should submit their sheets/records to him.
The speaker wants to track shared business.
 - The speaker prefers the sheets but admits to not using them.
- There is a \$25 prize for the number one referral partner at the end of March.

Roundtable Introductions

- Russ Nagle works with Lux Foundation Solutions, doing commercial and residential foundation repair and pre-inspections.
- Laurie Bersack from Fauquier Community Theater promoted the show "Inherit the Wind," running for two more weekends.
 - Jersey Boys are coming up.
 - Three summer camps for kids are available: Peter Pan Jr., Broadway Junior Review, and the Addams Family.
 - April 1st is the deadline for graduating seniors to apply for a scholarship.
- Stephanie Teague promotes Bemer, a medical device from Europe that improves blood flow by 30%.
- Jack Derrickson is a sales associate with Freedom Flooring in Haymarket, providing all types of flooring.
 - They are trying to enter the commercial and government project markets.
- Dennis Donovan from Bowman, Gaskin's Financial Group, helps people navigate investment waters.
- Paul Klinger from UVA Community Mortgages advises shopping around for mortgages.
 - The credit union's current mortgage programs are very competitive.
- Kelsey May with Spaces Organized and Styled offers residential organizing services.
 - They are now doing electronic organizing.
 - Webinars are scheduled for the remainder of March.
- Dennis Reitz with Golden Rule Builders notes that government regulation is escalating building costs.

Building Regulations and Code Changes

- New regulations and changes went into effect around January 15th, impacting insulation and electrical aspects of construction.
 - Builders need to stay updated to avoid issues during inspections and costly change

orders.

- Building codes are updated every three years to improve standards.
 - These changes can increase construction costs, making new construction and remodeling more expensive than buying existing homes.
- Government regulations and ratings for materials also contribute to increased costs.

Foundation Issues and Building Practices

- Foundation problems are often due to bad building practices rather than code issues.
 - Examples include undersized footings or soil issues.
- Older homes, some hundreds of years old, have stood the test of time with simple foundations.
 - "You look at homes that are 100. 200, 300 years old, sitting on rocks with log joists, rock solid Been there."
- Cheaper materials and the need for testing and ratings contribute to foundation problems.
 - Older homes used better materials like real stone and larger lumber.
 - "When in the old days, homes were built with two by fours that were hard to believe."

Examples of Foundation Issues

- Some old homes, despite beautiful craftsmanship, have poor foundations that are now failing.
 - A home built around 1900 had a stone foundation laid in a shallow trench, causing it to buckle.
- Replacing a foundation under an existing house with a low crawl space is a significant undertaking.
- The town of Lavenham in England is an example of a very old town that is still settling.
 - Buildings are crooked, and furniture has been modified to accommodate the settling.

Upcoming Events

- Women's Business Council quarterly networking luncheon today from 11:30 to 1:30 at Stonewall Golf Club in Gainesville.
- Professional development book club this Friday at the Path Foundation Resource Center from noon to 1:00, reading "How to Win Friends and Influence People".
- Business networking luncheon next Tuesday from 11:30 to 1:00 at Harry's at Airlie.

Table Sponsorships

- Table sponsorships are available for \$50.
 - This includes having your logo and promotional material displayed at the event.
 - Your logo will also be included on the event page, in event announcement emails, and in the follow-up thank you email.

Upcoming Events

- The speaker is excited to present upcoming events.
- There was a brief intermission for attendees to enjoy donuts and strawberries.

New Regulations

- New regulations are coming out on July 1st, which will make things more expensive.
- These new regulations include requirements for the type of Freon and the level of efficiency.

Chamber of Commerce Presentation

- Benjamin Musser, the operations manager at the Fauquier Chamber of Commerce, presented a "back to basics" overview of Chamber membership.
- The goal was to remind members of the benefits they receive for their membership fees.
- The Chamber offers networking events and online platforms for exposure and added value.
- Sponsorship opportunities are available to promote businesses to the membership and the public.

Chamber Membership Benefits

- Chamber of Commerce memberships provide up to 167,000+ directory impressions.
- Members receive networking opportunities, an influential voice on large-scale issues, and access to a massive Rolodex of contacts.
- Chamber membership adds credibility to business owners.
 - 65% of business owners say the Chamber advocates for their best interests.
 - 44% of consumers are more likely to think favorably of a business that is a member of their local chamber of commerce.
 - 63% of consumers are more likely to buy products or services from members of their local Chamber.
- Consumers view Chamber of Commerce members as trustworthy and are 12% more likely to believe their products or services are better than competitors.

Chamber of Commerce Poll Findings

- A poll explored US Adults perception of their local Chambers of Commerce.
- The majority of U.S. adult communities consumers agree that local Chamber of Commerce are a collective voice of their business community (77%).
- 81% are a trusted resource partner for businesses.
- 74% create jobs and promote local community.
- 76% are stewards of strong local economy.

Chamber History

- The Chamber has remained dedicated to small businesses for more than 100 years.
- Nine businesses have been members for over 50 years.
 - Red Roof in has been a member since 1964.
 - Smith Midland Court 1971.
 - Virginia National bank formerly 1972.

- Moser Funeral Home 1972.

Directory

- On the directory, you'll see a banner that says "10 plus member" or "15 year plus member".

Resource Library

- The Chamber's website has a resource library with a wide variety of resources for businesses.
- Members can contribute resources to the library to educate the community and promote their business.
- To contribute resources, members can reach out to Benjamin Mussel.
- The Chamber does not own any of the content in the resource library.
- It is important to keep in mind if there's something that stays timely.

Member Information Center Tutorials

- Offers tutorials on how to maximize member profile usage.
- Includes tutorials on:
 - Posting job openings (average job postings get about 52 views).
 - Paying bills online.
 - Adding news releases (included in Friday member spotlights, sent to website, shared to Facebook).

Member Plus App and Member Login

- Member Plus app: Download for easy access to member profile on your phone.
- Member login: Access via the chamber website to:
 - View upcoming events.
 - Update company/personal information.
 - Offer member-to-member deals.
 - Publish news releases and job postings.

Business Directory and Chamber Events

- Business directory: Update information (images, website, social media, addresses) for effective search engine optimization.
- Chamber events: Register online; sponsorship opportunities available for exposure.

Networking Events and Councils

- Business networking luncheons: Opportunity to own a table.
- After 5 networking events: Monthly events with hosting opportunities for members.
- Women's Business Council: Sponsorships available.
- New member meet and greet luncheons: Networking opportunity for new members.

E-Communication Sponsorships

- Monday Business Brief: Recap of business news.
- Wednesday event E-Blast: Includes all events.
- Friday Member Spotlight.
- E-blast average open rates are 39.4%, 6% higher than the industry average.
- Sponsorship cost: \$100-\$150 for the Friday member spotlight.

Councils and Committees

- Variety of councils and committees (Women's Business Council, Young Professionals Council, Economic Development and Legislative Affairs Committee, Fall Festival Committee, Finance, etc.) seeking volunteer support.

Missed Opportunities

- Businesses are missing out on opportunities by not utilizing the calendar, news releases, job postings, and updating their member business directory.

Assistance and Audits

- Members can call for assistance.
- Audits of business directory pages are available with recommendations for improvement.
- Some members still need to upload logos and website information to their profiles.

Maximizing Value Proposition

- Speaker is a "big believer in maximizing that value proposition."
- Suggests scheduling a calendar reminder every three months to review and update profiles.
- Responsibilities can be shifted to team members for administrative development.
- Members can always call with questions.

Updating Member Profiles

- Member businesses are responsible for logging into their profiles and making updates.
- They can include social media, address, business description, videos, and pictures.
- The chamber offers an audit service for a \$25 fee to build out the page with content provided by the business.

Importance of Updating Representatives

- Update representatives as team members change.
- Include new representatives and ensure they are listed.
- "If you're 1 to 5, you know, you can have up to 5 reps. If you're 100 plus, you can have as many reps as you want."
 - This allows them to register for events at member pricing.

It also puts them on the email distribution list.

- Speaker states that they are very cautious of the amount of emails they send out.

Member Directory Page

- Update representative information on the member directory page.
- Key contact should activate the E-card and include a headshot.
- Free headshots are offered for members.
- E-blasts are sent to any representative that is listed under the member profile and has an active status.

Dennis's Email Issue

- There may be an issue with Dennis's email.
- If something was sent to Dennis and hasn't been recorded or forwarded, resend it.

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