

## May 2020 Wrap Up #stROngertogether

**Contents:** Letter from the CEO New Members Upcoming Events Social Media Sites Board Member Highlight Platinum Members Membership Reminder

#### Letter From the CEO

One of the big things this crisis has caused everyone to do is change our "normal" routine. We have all heard the saying "new normal", and for business owners, that still is a scary thought. We are opening back up, as the state allows, but with all the precautions and safety measures, many of us are reinventing what we do. In some cases, we are working harder than we ever have before. Why? It's because most of us love what we do, and to flourish in this new era, we all have to reinvent, and change our mindset, so that our business can succeed.

As we talk about this for all of our businesses, the Chamber is no different. How do you update/reinvent a business (and even the chamber industry as a whole) that is primarily driven by events? What happens when you take away the events? Well, we have been working hard on answering that question, and to be successful, we have changed our mindset to be "engagement-driven". It is already a mindset that we have been working towards, especially with our new membership structure we started in October. As we look at the last couple months, these unprecedented times have taught us that we need to dive all the way in, not just stick out feet in. With our new mindset, we are going to be referring to this time a Chamber Evolution. A time of reinvention, of reevaluation, and of re-engagement with our members and our community.

So...what does this look like? Chamber Evolution to me is the mindset of focusing our efforts on activities that offer value to our community and our members. What is our method in accomplishing this? The 4 E's: Engage, Expand, Educate, and Events. We will Engage in more networking opportunities and more member recognition by spending more time connecting with members, and distributing more marketing material on behalf of our members. We will Expand our social media footprint, utilizing more than just Facebook, and creating relevant content for social media. Education for our members and our community is expanding, utilizing our weekly newsletters and our website

more effectively. Lastly, our Events are going to modernize, and we will work on creating new events and collaborating with our community to offer more opportunities for our members. Now, all of this sounds great, but how to we track and measure these things? We have been working a TON with our Website provider, unlocking benefits and expanded one-on-one training, and now have a feature on our website that we can track what we do for each member. Starting today, we can start tracking our "engagements", and provide members with an end of year summary of how many times we mention/promote your business, and how many people see those efforts.

These processes are coming together, but as the name suggests, Evolution is not an instant process. Melodie and I are continuing to look at these things, and find the best and most effective ways to serve our members. We want to be your "go-to" resource, and help our community grow! In this process, your help is needed also. Help us be more effective by sending us events, announcements, sales, job openings, anything that you want us to help you with! Even if it is something as simple as new hours, we want to help you get the word out! If every one were to send us one thing, it would only take each person 5 minutes. But, if we have to go looking for the content, with 175+ members, that can take...well, you get the point.

I appreciate everything you all do for our community, and I look forward to seeing you soon as we navigate this new normal!

## Clinton B Woodward III President/CEO Red Oak Area Chamber



## **NEW MEMBERS:**



Junior's BBQ Platinum Member (972) 617-5362

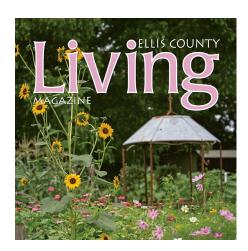
#### **Green Funeral Home** Platinum Member (972) 544-3230





### Southern Pine Mowing Bronze Member (972) 979-3810

Ellis County Living Magazine Silver Member INFO@LIVING-MAGAZINE.COM



#### #weROCbusiness

#### **Our NEW 2020 Schedule:**

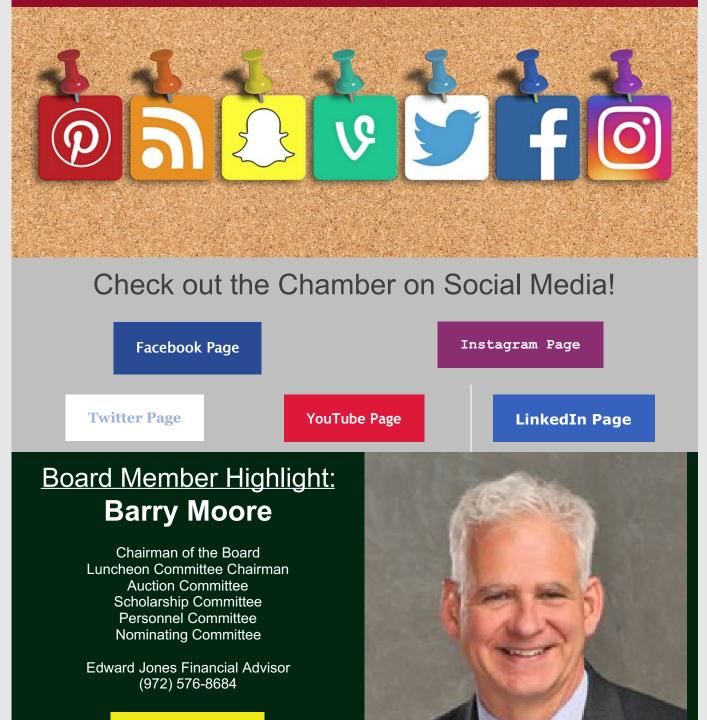
<u>July 25th</u> Ellis County Market Ellis County Youth Expo Center

September 12th

42nd Annual Founder's Day Watkins Park

<u>September 25th</u> Red Oak Chamber Classic Golf Tournament Throntree Country Club

> October 17th "Great Gatsby" Annual Auction and Dinner Red Oak Municipal Building



Barry's Website

# Thanks for all of your support for the Chamber!



# Thank you Platinum Members for your support!

# Membership Reminder

If you have not paid your 2020 Membership, they

#### are Due now!

I know we are in the middle of an economic crisis, but we have to keep operating too. We need everyone's help with this, so that we can further support our great community.

Please make sure you take the time and renew your membership today!

Chamber Luncheon and Event Calendar

Chamber Website Event Calendar

#### 2020 Board Members:

Chairman-Barry Moore, Edward Jones Past Chair-David Johnston, Highland Meadows Church Chair Elect-Beth Trimble, Red Oak ISD 1st Vice Chair-Henry Batson, Faith Fellowship Treasurer-Holly Jones, InterBank Secretary-Scott Fuller, Life School

> Cherise Burnett, Now Magazine Tammy Ayala, Prosperity Bank Jeremy Trojacek, Chick-fil-A Erin Spradlin, CSE Mobility and Scrubs Arthur Pierot, Trinity Oaks Mortgage Patty Jordan, RE/MAX Realty Will Turner, Baylor Scott & White Karen Finn, KJ Content Marketing Logan Ragsdale, Red Oak Public Library

#### **Office Staff:**

Clinton B Woodward III, MBA President/CEO

Melodie Wisdom Administrative Assistant

