



Near to Pear

Not Sub-Group Soup



What You'll Learn

- Member Run Programs
- Who You Can Count On
- Why They'll Do It
- What They Get
- What You Get



You'll Also Learn

- How to Identify Connections
- How to Roll Out a Program
- Two Examples of Generic “Sub-Groups”
- Why You Must Let Go
- How to Let Go



Member Run Programs

- **Members Want At Least**
 - **Respect**
 - **Recognition**
 - **Return on Investment**



Why Member Run?

- Reduce Labor Costs
- Expands Opportunities for Both
- Non-Dues Revenue
- Exhibit Their Skills
- Worthiness



Who Connects?

- Connectors - Know Lots of People
- Direct Targets - Do Business With
- Secondary Targets - Who You Know
- Parallel Marketers - Call on Same
- Competitors - Untapped Resource



Roll Out Program

- Get The Right Team
- Schedule Target Date
- Book Location
- Press Release
- Invitations to the Party
- Follow Up



Power Networking Luncheon

- Sub-Group Mixed
- Chamber Locations
- Roll Out
- Benefits



Leads to Business

- Sub-Group Sales and Marketing
- Roll Out
- Benefits



Other Sub-Groups

- Leads To Answers
 - Targets C-Level Executives
 - Lonely At The Top
 - Provides Alternative Board
 - Benefits Are Huge



Other Sub-Groups

- Young Professionals Groups
 - Targets Young Professionals
 - Provides Connection
 - Grooms Future Leaders
 - Benefits Are Huge



Other Sub-Groups

- IT Councils
- Women's Councils
- Minority Councils
- Real Estate Roundtable
- Use Your Imagination



Why You Must Let Go

- Your Members Want Opportunity
- Your Members Have Skills
- Your Members Will Take Greater Risks
- You'll Keep Members Between You and Your Problems
- You'll Get More Done



How To Let Go

- Choose The Right Leaders
- Explain the Ultimate Plan
- Begin With Baby Steps
- Reap the Benefits