

Hanging with the Right People

The benefits of high-level participation.

As we begin this month's new theme, this "Making Sense of Mondays" article will be dedicated to highlighting some amazing opportunities that a Rohnert Park Chamber member would do well to prioritize.

Before we get into this, join me in a hearty "THANK YOU".

Bragging on our Chamber leadership comes easy. During an extremely challenging moment in history (2020 and the Spring of 2021) our Chamber leadership courageously rescued our annual fundraiser events; Holiday Lights and the Crab Feed, producing incredible marketing and advertising venues for our members.

Thank you to the leadership of the Rohnert Park Chamber for all that you do to help our members "thrive economically, socially and culturally". So much happens in and through our incredible chamber because our Executive Director, Lisa Orloff, the Board of Directors, the team of ambassadors, the many volunteers and the very hungry, determined small staff. Thank you!

Our Chamber is so good at what it does that even "MINOs" (Member in Name Only) benefit from the influence of our multi-faceted chamber. From the Chamber's ability to offer economic development advice to its members, to the fact that new residents and tourists use the Chamber as an information center, our Chamber has a vast reach and influence. Beyond this, our Chamber provides advocacy, economic insights and marketing resources for our business community.

Dear member, through the efforts and work of our Chamber, we reach new customers and clients, gain educational insights and build our businesses. As a result, we, the members of the Rohnert Park Chamber, improve the quality of our lives and those with whom we do life, *if we choose to participate*.

On a weekly/monthly basis, some of the best marketing venues such as Women in Business, Monthly After-hours Mixers and Noon Times Luncheons are offered. By attracting business, government and educational leaders, these marketing events help members stay informed of local, regional and state news, while meeting influencers and potential referral sources.

Women in Business "is created by women for women. There is an event on the fourth Wednesday of each month. On odd months there is an evening

mixer at a member location, and on even months, there is a luncheon with a speaker at Sally Tomatoes Catering & Event Center. Our mission is to encourage and enhance the development and growth of women doing business."

Monthly After-Hours Mixers bring people together for the purpose of building our businesses. "People do business with people they know. These informal social gatherings provide opportunities for Chamber members to get to know each other and showcase their businesses by being hosts."

SELFISH PLUG ALERT – Yours truly is this week's featured speaker at the **Noon Times Luncheon** on April 7th. In this talk, we will investigate the possibilities of success, no matter the size of the fish found in the "huge pond" of this world marketplace.

Together we will explore ways to be most productive by...

- **Minimizing "Normal"; Recognizing Essential**
- **Investing in Our Prosperity**
- **Not Settling – Evaluate and Modify**
- **Navigating with Experts and High Achievers**
- **Optimizing What You Can Control**
- **Whittling Out Your Unique Niche**
- **Systematizing and organizing or Agonizing**

Follow this link to register.

www.rohnertparkchamber.org/events/details/noon-times-virtual-networking-lunch-in-sponsored-by-journeys-photo-solutions-2069?calendarMonth=2021-04-01

See you Wednesday. In the meantime, grab your calendar and go to <https://www.rohnertparkchamber.org/events/> and plan your month's Chamber participation.

As always, I am here to help. Andy Springer, Business Consultant and Coach.

You can reach me at andy@andyspringerconsulting.com and 707.953.6681. My website is www.andyspringerconsulting.com.