

Mixer Committee Meeting
Thursday March 18 - 7:30 AM

Present: Chair, Joe Hayes, Chad Bell, Rachel Keach

Not Present: Scott Nichols, Dain Herring

NOTE: Meeting will be held on the third Thursday of each month at 7:30 AM. On Mixer months they will be held just prior to the mixer at 4:00.

NEXT MEETING April 15 at 4:00

Summary

The committee reviewed the goals and focused on potential ways to improve the current functions to foster positive experiences to encourage repeat attendance and have them suggesting to others to attend. While some great ideas were floated that might pertain to separate events, the group was reminded that the events we are working on are specifically networking events. Ideas included:

Create scenario where participants would qualify to receive the contact information of other participants (to encourage ongoing networking)

Offer a discount if you bring a friend.

Adding more for the kids to do at the Family Mixer, like a jump balloon.

Package pricing.

When we reach our attendance goals we will consider looking off site.

April 15 Mixer

sponsored by **A Wireless Solution**

Please make calls from the lists provided that includes people who have attended at least one of the mixers since October. The columns to the right indicate which ones they did attend. This group of a total of about 200 people provides the most qualified group of people to build on. If we can get 75 of these people attending regularly, and expand the list as well, that will provide us with a good mix of people attending that are interested in networking. For those not present, your list is attached.

June Family Mixer: Chad and Rachel have each agreed to obtain a sponsor at \$500. Chad will additionally check on a jump balloon for children.

MIXER Committee 2010

Mixer (Business After Hours) Committee – The purpose of this committee is to organize, finance, and conduct networking events that encourage members to develop new business relationships – especially with other members.

Authority & Responsibility – The Committee and its chair will be appointed by the executive vice president. The Committee will be responsible to the EVP and work within the parameters and constraints as may be established by the EVP or his designee.

Committee Goals include:

- Successfully conducting events on the dates already scheduled for 2010.
- Meeting sponsorship and gross profit targets.
- Expanding active committee participation to 12 or more members.
- Increasing attendance by 50 percent over comparable events held in 2009.
- Recommending options for improving Networking events to meet the needs of the membership and to further increase attendance in 2011.

Committee Members are expected to:

- Be members of the Central Vermont Chamber.
- Attend 75 percent of committee meetings.
- Attend 75 percent of Networking events.
- Seek creative ways to increase participation.
- Invite prospective attendees via phone, email, social media and in-person.
- “Staff” Networking events and make newcomers especially welcome.
- Conduct the formal program segment(s) of each event.
- Solicit and secure sponsorships, door prizes and other essential components.
- Encourage and assist attendees in the making of new acquaintances.
- Proudly represent the Committee and the Chamber.

Networking events (and sponsorship levels) for 2010 are:

- February 18 Mini-expo DONE
- April 15 Mixer (A Wireless Solution)
- June 17 Family Picnic w/ Mountaineers (2@ \$500)
- Aug 19 Mixer (\$350)
- Oct 21 Mini- expo (\$350)
- Dec. 16 Holiday Mixer (\$500)