



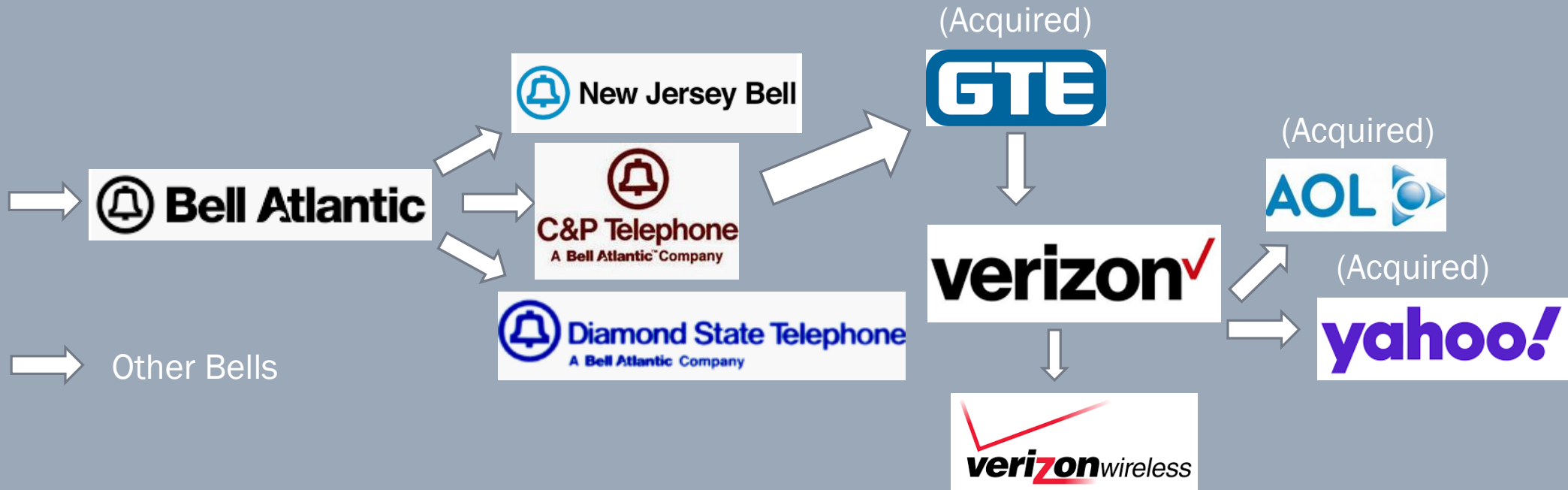
# CLIMBING IS BEST DONE WITH A PARTNER

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*Why your chamber's  
future will likely rest on  
your ability to effectively  
partner.*

*"It is the long history of humankind that those who learned to collaborate and improvise most effectively have prevailed."*

- CHARLES DARWIN



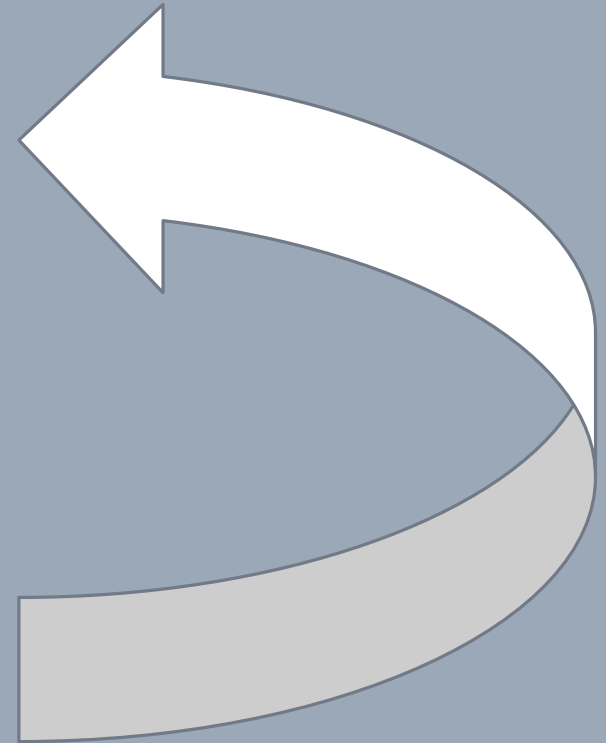
The Life of an Evolving Company



The Life of Some Chambers



There is only a couple of us  
This is what we are known for  
We don't have enough resources  
We don't have enough money  
We might lose our city contract



## The Cycle of Smallness

2015

2016

2017

2018

2019

2020



(Partnered)



(Partnered)

(Acquired)



(Acquired)



(Created)



(Partnered)

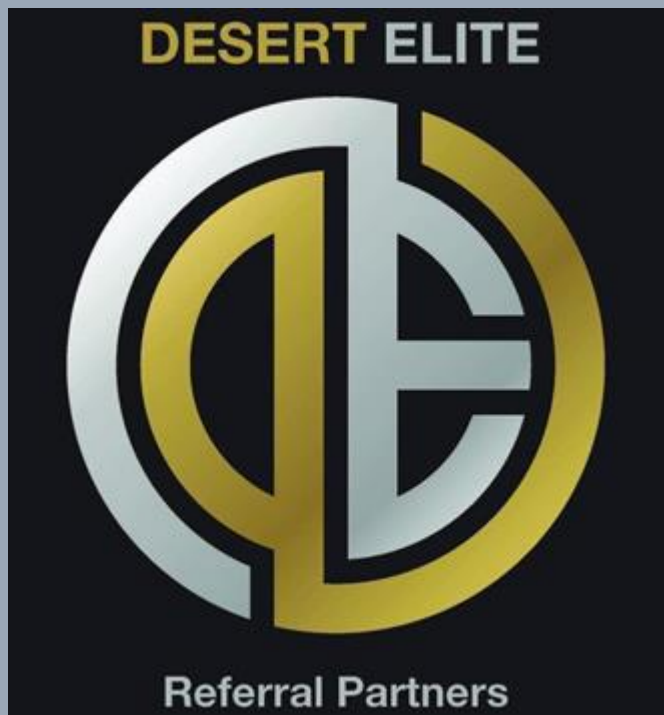
Budget \$680,000  
Employees 3  
Cash in Bank \$140,000  
Members 420

Budget \$1,900,000  
Employees 13  
Cash in Bank \$620,000  
Members 1407

What Can Happen When You Embrace Change?

Does it make you...

FUNDS



FAMOUS



FULFILLED



The Many Faces of Partnerships

## Who Are We Today

- Community Partners
- Who Do We Share Market Space With
- Who Do We Share Common Interests With
- Who Do We Serve
- Who Serves Us



## Who Do We Aspire To Be Tomorrow

- Who Do We Look Up To
- Who Is The Gold Standard
- Who Has Money & Resources
- Who Is Famous
- Who Is Somewhere We Wish We Could Go

I'm In – How Do I Do It