

Membership Committee Meeting

August 6, 2009 3:30-5:00

Minutes

The positives:

- Good customer service
- Worthwhile events
- Website

Areas we can improve on:

- More face to face networking events (circle groups, green drinks)
- Reaching out to colleges and universities and their students (they are the future of our organizations)
- Job postings
- Capitalize on the fact that people come to Vermont to learn and that VBSR is a unique organization. We need to compare ourselves to the other business organizations out there.
- Ensuring competitive health insurance rates
- Tending to our low income communities and small businesses that want to join VBSR but are having a hard time paying the dues.
- Exposing what a good organization VBSR is and getting ourselves out there so prospective organizations see who we really are!!

Action Items:

- Get on Twitter
- Start a VBSR Chapter program throughout the state (including on campuses)
- Promote the job listing function on our website
- Highlight our members succeeding, tell more stories.
- Get students involved with VBSR
- Create a fund where current members can donate money so that we can donate it to lower income organizations who want to join VBSR. Market at "Pay it Forward"
- "Transition" circle groups – Help build Vermont's Resilience. Encourage members to get together and talk. VBSR can offer ideas for topics and/or speakers

We don't measure our success by how many members we have, rather how we impact our current members. –Larz Barber

We would like to be the businesses organization for the new economy. – Will Patten