

# GlenNet

## Glen Ellyn Chamber Leads Group

### I. PROGRAM INTRODUCTION

- A. Description: This program is designed for Glen Ellyn Chamber (GEC) members who are serious about networking. Each Leads Group is designed to be a marketing/advertising/promotional alternative aimed at increasing members' business and professional success.
- B. Objective: To **actively provide and receive quality referrals and leads** among GEC members in order to increase a business' revenues, market share, and exposure to potential clients.
- C. Definition of a Lead: A lead is defined as a contact between two members, or when one member generates a contact between another member and a non-member which could potentially lead to a business transaction.

### II. MEMBERSHIP

To be eligible for Membership in the Leads Group:

- A. Be a Member in good standing (dues are current) of the Glen Ellyn Chamber of Commerce.
- B. The business or organization joining the Leads Group will appoint one member (Primary Representative) to regularly attend meetings.
- C. Not be in professional competition with any other group member.

### III. PARTICIPANTS

- A. This individual must be able to vote and act on behalf of the member company, and be involved in business development for the company.
- B. The company can designate an associate to attend all meetings in the absence of their primary appointed Representative who will be empowered to act on behalf of the member company without further action.

### IV. OBLIGATIONS OF LEADS GROUP MEMBER

- A. Members are expected to enthusiastically furnish valid business referrals and/or leads on a continuing basis to other member companies.
- B. Member firms should be represented at all meetings either by their Primary Representative, or their designated alternate. If you cannot attend a meeting and have no alternate, contact the pertinent Group Leader. A member firm that is not represented at the regularly scheduled meetings will have membership in the Leads Group reviewed. Upon notification that a firm's membership is being revoked (see IV. G.), a new member will be solicited to serve as the exclusive industry representative.
- C. Members are expected to participate in presenting a "trade presentation" about their business, to help other members learn more about them and their company.
- D. Members are expected to pay their initial dues by their first meeting and thereafter by the first meeting of the new 12-month period (January-December).
- E. Failure to fulfill any of the obligations imposed under "OBLIGATIONS OF LEADS GROUP MEMBER" may result in revocation of Leads Group membership privileges in the organization.
- F. If, due to extenuating circumstances, a member company finds it cannot fulfill its meeting attendance responsibilities, a request for temporary leave of absence can be made of the pertinent Leads Group. Such a request must be in writing and detail the circumstances. A leave of absence, if granted, cannot exceed 90 days. During the leave of absence the organization will not actively recruit a replacement in the member's category. All other member responsibilities shall

continue during the member's leave of absence from meeting attendance; including, but not limited to, referrals and transactions given. Dues payments must be current before leave is approved for the current period.

G. Termination of Membership

1. Voluntary.
2. Non-voluntary due to: (1) inappropriate and/or unprofessional behavior which is detrimental to the group; (2) unacceptable activity with the group regarding insufficient meeting attendance and participation, and/or insufficient activity with referrals/leads.
3. These and any other conditions deemed unacceptable by at least 75% of the pertinent groups' membership.

V. SELECTION OF MEMBERS (see Section 11 for eligibility)

- A. Applications for membership shall be submitted to the pertinent Leads Group together with any additional information regarding the prospective members.
- B. A prospective member may come to two meetings prior to membership. The applicant must make a presentation to the pertinent Leads Group.
- C. Membership will be contingent upon approval by a majority of the pertinent Leads Group members and payment in full as directed by the application.
- D. Members may switch groups after a three-month period.

VI. MEETINGS

- A. Regular meetings will be scheduled and approved with the GEC office and shall not be held during major Chamber functions.
- B. Each Leads Group will meet twice a month.
- C. A designated person will insure that all records, including attendance and referrals, are kept in an orderly fashion.

VII. GROUP FEES AND DUES

- A. The GEC Board of Directors will set the price for membership in the Leads Group. An annual fee of \$75 has been set for the 1999 year. If you join after July 1, cost will be \$50. Fees will be used as deemed appropriate by GlenNet members (e.g., a member brochure).
- B. The Leads Group Chairperson will have his/her annual dues waived for the year(s) he/she is serving in that capacity.
- C. Renewal dues are to be paid no later than 30 days after receipt of invoice.
- D. DUES ARE NOT REFUNDABLE UNDER ANY CIRCUMSTANCES!
- E. All rules, policies, guidelines, etc., are subject to review annually by the Membership Committee of GlenNet.