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Building Successful Colorado Chambers of Commerce
Education Professional Resources Networking

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Hello –

Happy New Year and here's to a great 2019 for you and your chamber of commerce! As we each reflect on 2018 and look ahead to 2019, it is important to build a strong foundation for your chamber organizational success. Much of that starts with two questions: What do we stand for as a chamber? Are we impacting our community?

Many of you may be familiar with the three C's – catalyst, convener and champion. Some of you are new to the chamber profession and your roles as chamber leaders in which case this may be unfamiliar to you. I believe that the three C's are more than just a branding theme. They are the bedrock for successful chambers of commerce.

The Chamber Brand Purpose - "The Three C's" *

The Chamber of Commerce exists to be the

- **Catalyst** for business growth
- **Convener** for leaders and influencers
- **Champion** for stronger communities

*Source: WACE – Western Association of Chamber Executives – Chamber Branding Study WACEOnline.com

What will your chamber exist to be in 2019? It's up to you and your leadership. Let's do this!

All my best,

Dennis Houston
CCCE 2018-2019 State Chair

