



## ***Princeton Area Chamber of Commerce Leads Team Policy & Structure Statement***

### **General Structure:**

The Princeton Area Chamber of Commerce Leads Team is a business referral sharing group. The group meetings are bi-weekly and are strictly limited to one hour. The Leads team shall meet in the Princeton Room of the Prouty Building bi-weekly on Thursdays. At each meeting each participant will have the opportunity to present one (1) thirty second commercial providing insight into their respective business, and be expected to periodically share business leads with group participants with a minimum of thirty-six (36) business leads per year. Each meeting will additionally consist of either one (1) or two (2) members, selected on a rotating basis, to provide a more in depth presentation about their company. If one member is scheduled to present, he/she may chose between giving a complete ten (10) or twenty (20) minute presentation. If there are two members presenting, each will be restricted to a ten (10) minute presentation. From time to time, an outside speaker will provide a presentation as an alternative. The group is limited to thirty (30) participants, with no two participants providing primary service in the same industry. A majority of the group will determine if such a conflict exists. In addition, a company may only be represented once, even in the event they offer multiple and diverse services.

### **Authority for Operation:**

The group is sponsored by the Princeton Area Chamber of Commerce and draws its authority for operation from PACC. Any formal action of the group will require the affirmative vote of a majority of all group participants. Any modification to the Policy & Structure Statement must be filed with and approved by PACC and will not be effective until forty-five (45) days thereafter.

### **Membership and Officers:**

Membership in good standing with Princeton Area Chamber of Commerce is required to be a participant in the Business Leads Team. The group will elect, for a six (6) month term, a President, Vice-President, Secretary, and Sergeant at Arms. A Treasurer will be appointed by the Leads Team Officers to a non-expiring term. The term of Treasurer shall be ongoing until the Treasurer requests to step down or a majority vote of the group recommends a new appointment. An audit will be conducted any time that a new Treasurer is appointed and every six (6) months, to coincide with Officer Elections. It shall be the duty of the President to preside over meetings of the group. It shall be the duty of the Vice-President to assume duties of the President in his or her absence. It shall be the duty of the Secretary to keep such records, and disseminate such communication as required by the group. It shall be the duty of the Treasurer to oversee and report on the finances of the group. It shall be the duty of the Sergeant at Arms shall arrange the meeting room and ensure that meetings start and end on time.

#### Abesenteeism:

Attendance is a priority. All group participants depend on each other for business. **For the group to be effective, participants must attend regularly.** Three (3) unexcused absences in six (6) months constitute a violation of the attendance policy. Following the third absence, a vote will be taken to determine whether or not the participant will remain in the group. The President may contact the participant in order to obtain information regarding the circumstances behind the absences, and present that information to the group prior to voting.

If you will be absent, please email your leads/transactions to the President so he/she can share your leads/transactions at the meeting. This sharing of leads will keep everyone informed as to your activities, and be made part of the record.

#### Tardiness:

Each meeting will start promptly. Meeting time will be determined by the majority of the group. Once the thirty second commercials start, any tardy participant will be precluded from presenting his or her commercial at the meeting.

#### Courtesy:

Every courtesy shall be extended to those presenting. There should be no interruptions or private conversations when any other member or guest is speaking. Cell phone usage is not allowed during the meeting. Questions and comments should be restricted to the end of the presentation or after the meeting.

10 minute commercials should be limited to 8-9 minutes, allowing time to answer questions. 20 minute commercials should be limited to 18-19 minutes, allowing time to answer questions.

#### Referral Sharing:

Referral sharing is at the cornerstone of this group. Without successful referral sharing, we will not serve our purpose. Princeton Area Chamber of Commerce Leads Team requires an average of three (3) referrals per month for a participant to be in good standing. There are two types of qualifying referrals, **Leads** and **Transactions**.

**LEAD:** An indication of potential opportunity (The person that GIVES the lead to another is the one that receives credit for the lead). A lead can be hot, warm, or cold. Hot leads have names and phone numbers, and perhaps personal introductions. Warm leads might be when a participant has suggested you or your company to someone, but it is up to you to carry it further. An example of cold lead would be a participant noticing a new business and telling you about it. All leads are good.

**TRANSACTION:** An agreement between a buyer and a seller to exchange an asset or service for payment (The person GIVING the money is the one that receives credit for the transaction).

#### Process for Removal:

A majority vote of all participants is sufficient to remove a group participant for any purpose.

### Business Cards/Brochures:

Please keep your business cards stocked on the brochure table. It is YOUR responsibility to make sure there are business cards there for others to use in promoting your business.

If you have any specials, coupons, discounts, announcements, or upcoming events, please pass those around to members BEFORE the commercials begin and also feel free to put some out on the brochure table.

### Charities and Side Businesses:

If you do work for a charity and have something to share, please use your 30 second commercial time to do this and/or leave this for discussion after the meeting.

If you have a side business, please consider joining the team with that business.

If you want to call upon members and give a plug for a special or event related to your charity or side business, you may do that before or after the meeting. Or you may contact members on your own time to discuss.

### Cost:

Group participation fees of \$30 are due twice per year. The Treasurer will collect fees every January and July. A \$10 late charge will be assessed if your fee is not paid by the third meeting of the cycle. Princeton Area Chamber of Commerce dues are separate and distinct from the group participation fees. All monies collected shall fund Leads Team initiatives. Some examples would be printed materials, sponsorships, guest speakers, after hours, etc.

### How to Join:

#### ***Interested in joining PACC Leads Team?***

If you think you might like to join our team, please fill out the following application. If you are not sure and would like to attend as a guest, please mark the box on the application and the President from the group will be in contact with you to let you know the next meeting time and place. You are welcome to attend two meetings as a guest.

**Princeton Area Chamber of Commerce  
Leads Team Participant Application**

Date of Application \_\_\_\_\_ How did you hear about us? \_\_\_\_\_

Are you currently a member of PACC? \_\_\_\_\_

Business Represented \_\_\_\_\_

Representative \_\_\_\_\_

Alternate Representative \_\_\_\_\_

Business Address \_\_\_\_\_

Business Phone# \_\_\_\_\_

Alternate Phone# \_\_\_\_\_

Business Fax# \_\_\_\_\_

Email Address \_\_\_\_\_

Business Category – Please describe your business \_\_\_\_\_

\_\_\_\_\_

List special areas of interest \_\_\_\_\_

Who/What are good leads for you? \_\_\_\_\_

I would like to attend as a guest \_\_\_\_\_

Thank you for applying, for questions please contact:



**Princeton Area Chamber of Commerce  
435 S. Main Street, Princeton, IL 61356  
815-875-2616 or [kfrey@princeton\\_il.com](mailto:kfrey@princeton_il.com)**

