

Membership

Execute recruitment engagement and recruitment strategies to grow the organization and offer networking opportunities



Lee Carter, *Vice President*

A graduate of Georgetown College, Lee resides in Georgetown with his wife and two sons.

In 2012 Lee accepted the position of Executive Director of Equestrian Events, Inc. (EEI). EEI is the organizing body for the Rolex Kentucky Three-Day Event that annually drew over 84,000 guests to the Kentucky Horse Park in 2016.

As one of only six events in the world to be recognized as a CCI****, the Rolex Kentucky Three-Day Event is iconic in the sport of eventing and for Central Kentucky. As Executive Director of EEI, Lee is responsible for overseeing and managing the day-to-day operations of the to ensure we produce the highest quality event possible.

Prior to joining EEI Lee held the position of Senior Vice President for the National Tour Association. While with NTA, Lee oversaw all of the association's operations and events. He was responsible for planning events all throughout North America and Europe ranging in size from 300 people to 3,000.

In his free time, Lee can be found at the soccer fields watching his sons play or spending time with family.

Objective: Recruit a minimum of 75 new members with a net positive growth of 25

Action: Implement multi-touch prospective member program

Action: Implement multi-touch retention program

Action: Implement opportunity for membership auto renewal online by credit card

Objective: Continue to enhance networking opportunities

Action: Host Speed Networking in Feb., May, Aug, and Nov.

Action: Host Membership Breakfast in Jan., Apr., July and Oct.

Action: Continue with Let's Eat Program and look for ways to connect this program with the Non-Profit of the Month.

Action: Allow prospective members to attend two events as an introductory to the Chamber (luncheon and/or BAH)

Objective: Student Membership

Action: Work with Georgetown College to develop a student membership category.

Action: Work with Scott County Schools to develop a program at Elkhorn Crossing School that provides career development information and benefits of the Chamber.

Objective: Member-to-Member Discount Program

Action: Incorporate into Chamber messaging the importance of doing business with members utilizing the slogan "Members First"

Action: Identify Chamber members willing to offer discounts to other members and incorporate onto the Chamber website and Facebook page

Action: Create and distribute a digital Chamber Membership Card for use in receiving these discounts



NETWORKING IS THE KEY TO SUCCESS!

There are many ways to get involved with your Chamber of Commerce.

New business, anniversary, open house... Let us do a Ribbon Cutting

Attend events such as monthly "Let's Eat" program, Luncheons and Business After Hours; quarterly Membership Breakfast, Seminars and Speed Networking; annual Legislative Breakfast, Awards Banquet, Keeneland Outings & Golf Tournament.

Host a Business After Hours

Become a vital part of the Chamber by becoming an Ambassador! You will be networking your business while being a liaison for our Chamber members.

Member to Member **ONLY** discount program