



MPI Chapter Business Summit – Best Practices 4/16/21

1. What have been your greatest challenges through the pandemic?

- Mass exodus that left the industry
- Making people active, engaged members of the chapter
- CHAT
 - Rachel – SSN
 - Membership loss - 75% of members lost job or furloughed
- Tired of pandemic – lack of motivation to be
- Morale
- Keeping momentum going
- Wellness calls
- Fundraising and sponsorship
- Loss of revenue

2. What strategies did you come up with to overcome those challenges?

- Zoom – trade show from Finance yesterday
- Hosting wine and cheese via Zoom – Whine and Cheese
- Loss of members – hard hit and finally seeing people finding employment but most are out of the industry – finding solutions through Global to keep them on. High 130's now
 - Affiliate membership stayed strong
 - Sponsorship pairings with membership
 - Rachel – Board president resigned – PP and IP – pandemic made the board stronger and back for the next term – CA now beginning to open up. Book club, informal board event, went for a 5 mile walk – talked about life.
 - Wellness calls
- Total loss of revenue, sponsorship/revenue opportunities tough
- Replicate genuine networking to attract suppliers and sponsors who don't come to programs.
- Uses metric incentives to help award scholarships to long time members – need support form Global
- REMO platform great for networking - Joanne Winter
- California Collaborative – CA Chapters have not gotten together in the past and had a great virtual event, photo booth, made lifelong partners from this event.

- Virtual Step competition and turned into a fundraiser, networking and used Stridekick app which had a chat feature, daily challenges and got everyone out walking for 30-45 minutes – now doing once a quarter
 - Attracting suppliers – coffee/cocktails but alternated to different times to accommodate people’s schedule. Chef session – resume writing teams
 - Virtual holiday party, cooking demos and cocktail mixing
 - Annual – pay it forward, community care wall 10-20% of registrations for conference will be sponsored
 - Business Partner meetup
3. What are the best practices YOU think will move Chapters forward as we recover from the pandemic?
- What events should stay hybrid?
 - Getting people personally invested. Tired of Zoom
 - Aloha Chapter did a Pau Hana happy hour
 - Success with CMP study group
 - Constantly brainstorming new ideas for engaging the chapter
 - Collaborating with other local associations