

**Sticky Note Activity from General Session Speaker Ted Janusz**  
**Evolve Philadelphia**  
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**How can we add value to a NACE membership?**

- Only feature member's venues at monthly meetings
- Better marketing of what is NACE to potential clients, Feature placement of chapter meetings to highlight their skills
- Free events for members
- Provide educational opportunities, volunteer opportunities, how the benefits to your members, ie. Testimonials, social media
- Partner with other associations
- Save members significant money on their business purchases through leverage buying
- Implementing strong referral program
- Get the member on a committee
- Offer membership discounts for monthly events
- Offer special member only events
- Member spotlight on social media
- Ask members what they need or biggest problem, NACE should offer answers
- Make yourself meet people. Build those relationships. NACE members refer from within
- Keep programs and activities fresh and cutting edge
- Allow spotlight for sponsors to encourage members
- Free education item
- Give members items such as custom metal name tags, work with businesses to give NACE members perks
- Mentorship program
- Effective networking
- Need to create NACE benefits that are important to the types of members and appropriate in the region
- Provide incentives for members that allow themselves to grown professionally or grow their businesses
- Networking
- A way to measure ROI from being an active NACE member aka New business
- Find out what members need and what keeps them up at night
- Make it personal, ask potential members what they want (WIIFM) and explain NACE in that way. Value is different for everyone
- Meaningful connections
- Learn new, innovative ideas to bring in freshness to your field
- Make sure there is a sense of belonging. Part of the entire team

**Successful Fundraising Ideas for a University Chapter and how NACE National can be involved**

- Community events, properly planned, well executed
- Ask NJ (North) about the raffle, National can blast out to all chapters

- Partner with professional chapter on networking fundraiser and invite other students not in NACE
- Cookoff competition or something food/booze oriented. Members get exposure virtually no cost and you can open to students
- Drag Queen show
- Honor a professional member or board member that can help draw in higher attendance and a higher ticket price
- Get paid to conduct event, ask for a grant from foundation
- Silent auction at sporting events, cheap entry for students, parents want to buy for their kids
- Communicate with student chapters, share ideas
- A student chapter can have a connecting event and have sponsors. They can advise National of their efforts and see how National can assist
- Community Grant awarded
- Many restaurants will donate a % for a night of sales

**What do you do at a restaurant when your food is wrong or badly cooked?**

- Send it back if food is wrong
- Send it back, ask to speak to a manager
- Send it back with a smile
- Simply advise your server that you found something wrong with your food without judgment
- Say nothing
- Don't send it back
- Tell the waiter about the situation, hopefully they respond accordingly
- Ask kindly for a replacement, be understanding and patient
- Send back and ask that the chef or waiter to not spit in the food
- Send the food back, ask to speak to manager
- You need to send your food back with clear instructions, that is the only way for the restaurant to know about the issue and improve
- Ask to speak to the manager, if you don't let management know, they cannot fix it
- Nicely tell the waitress you know it's not their fault
- If you don't voice it, they can't fix it. Constructive criticism to help both get what you want and help them improve
- Politely ask for correction
- Be nice about it
- I quietly mention it to a manager upon leaving
- Stay quiet
- Send food back for fixing, provided it's not a dive
- Kindly let your server know and ask if it can be fixed, after you decide if it's a real issue
- Return food and have them remake Kindly let the server know that there is an issue with my food. I try not to take it out on the server
- Send it back politely. A problem cannot be fixed if you don't know it exists
- Kindly make it aware to the waiter that the food is wrong and find a cordial conclusion
- Send it back
- Send it back

- Communicate with waiter politely about your concern
- Kindly and diplomatically explain to the server what they can do to make me happy. Do not go above their heads, give them the power to improve
- Politely send it back

#### **How do we develop programs to cater to small businesses and large companies equally?**

- We need diversity amongst members as well as integration of small local venues or suppliers
- Through the efforts of leveraged group buying. Use NACE as a whole not individually
- Recognize that not every program fits every person or business, so find the ones that do work for your needs and focus on those, not what doesn't work
- I realized it would put me in front my of customers immediately
- Build a program committee (or brand) of good balance of small business owners and large business reps
- Widen the focus of a topic of discussion to business models/trends and practices
- Pair a big and small company together and get open ideas for each different mindsets
- Programming for general business needs, personal interests, team/people issues, alcohol
- New technologies and apps workplace attire and the way people perceive you, 90 second commercial for all members/attendees

#### **How to better engage visitors at NACE events**

- Get out of your clique, talk to them and introduce them to others that can help them with their business
- Make them feel special, ambassador program, be positive, be excited about NACE, introduce them to folks around the room
- Pair with a NACE veteran to introduce them to others and explain what your chapter is all about
- Recognize visitors, greet them, give them a platform to talk about their business, ask how you can help them and follow-up
- Identify them prior and assign board member to make introductions on their behalf
- Make sure each guest is greeted by a board member, engage and introduce to a non-board member
- Recognize visitors and make them feel welcome
- Recognize them and give them opportunity to speak. Offer first time attendees a complimentary registration
- Ask questions about what their needs are
- Reassure the importance/rewards in NACE
- Appoint members to help guide guests at meetings, Introduce them to folks
- Have a hospitality chair and board members learn who is coming before meeting and talk to them during cocktail hour and answer any questions they have about NACE
- Aggressive hospitality, treat them like they are already a NACE member
- Make them feel welcomed, introduce them to people and follow up with them after event
- Make visitors feel special. Allow updates of status at event and include public introductions
- Follow up with them via email from president and hospitality and make it personal
- We can engage our visitors by asking them to say a few words about their business, about themselves. Reach out first so they aren't on the spot

- Introduce them to specific industries that will benefit them
- Introduce them to all board members and other engaged members
- Vary program locations and types of events
- Create programs that provide professional advantages for people
- Networking opportunities at each event (games)
- Announce and introduce new members and announce any member milestones to call out current members
- Engage visitors by assigning an “ambassador” to accompany them during the networking time
- Ambassador program where they get walked around and introduced
- Have the members mix and mingle
- Ambassador program, greet and introduce to several key members, friendships, follow up, recognition to current members, make guests want to be part of the group
- Hospitality chair will greet visitors and walk them around and introduce them to other members. Follow-up with a quick call or email, simple and friendly
- Make them feel important, engage with them and find out what they need and how NACE can help them
- Bring first time attendees to each board member to introduce around the event
- Partner visitor with an ambassador to show the visitor around and introduce them. Follow-up. Ask them what they want to get out of NACE
- Someone from board to make a personal connection
- Effective buddy program
- Introduce them to people in their same field so they have something immediately in common
- Develop hospitality chair to greet guests at meetings and have guests wear different color name tags

**Why did you join your NACE chapter board?**

- To better myself, to challenge myself, to be a stronger leader, to give back to my events community, to educate myself
- Expand business contacts and network
- Continuing education, meet new people because my company paid for me to go to super cool meetings
- Grow my business
- To help make a difference with the chapter that made such a difference to me
- To help provide the support training and mentoring that was not available when I began my career
- Wanted to develop more meaningful relationships and be forced to meet new people
- To expand my network
- To grow personally and in my professional life
- I joined the board so I can make a difference in the chapter, also wanted an opportunity to meet lots of members at chapter
- To make a difference
- I joined NACE to get the opportunity to network with professionals in the same or similar careers
- To make an impact on my professional career and get involved

- To belong and connect with others
- I joined the NACE board to gain more visibility for my business and to be part of a team of industry professionals that would be lifelong friends
- A wonderful board member told me to join
- To gain another viewpoint of the hospitality industry, gain more knowledge
- To learn about the industry and network
- To help build an organization that can run smoothly, maintain growth and build leaders long past my time
- Build relationships
- I joined NACE board to bring myself out of sitting in the background and allowing me to meet more people
- To make a difference and connect with like-minded people and network in my city
- I joined to meet similar minded career focused people
- I joined NACE so that I could meet and know who my fellow caterers were in my city. To find products/services that I could use
- A co-chair snowballed
- To engage and build relationships
- I enjoy being fully engaged, helping develop other professionals working to accomplish common goals
- I have such a passion for NACE and I wanted to bring it to its full potential because I know there is a big potential market
- To get more involved after years of being a member and for personal/business growth and give back
- To meet new people in my industry who I can learn from and partner with and to try and create educational programming that is fun and useful
- To be part of an incredible group of people, have fun and further my knowledge
- Leadership opportunities
- Personal growth, professional development and exposure for my business

**What is your favorite thing to do?**

- Sing Karaoke
- Read
- Take pictures
- Cook/Sing
- Read a book
- Run with my dog
- Helping others
- Drink white wine on my front porch with hubby
- Explore without any responsibility or sense of time/urgency
- Go on a family vacation
- I love spending time with good friends in a relaxed environment with good wine and food
- Travel and experience other cultures
- Snuggle with my children

- I love to eat the yolk separate from the white when I eat over easy eggs, All-time favorite thing to do
- Ski
- Eat
- Spend time with family and co-workers
- Have fun with positive people
- Read books, play with kids

**Why is the sky blue?**

- Reflection of the water in the ocean or because I said so
- God
- Because of gas and light refraction

**How can I help you? How is your day? What is your budget?**

- You can feed me, my day is fabulous, I'm priceless