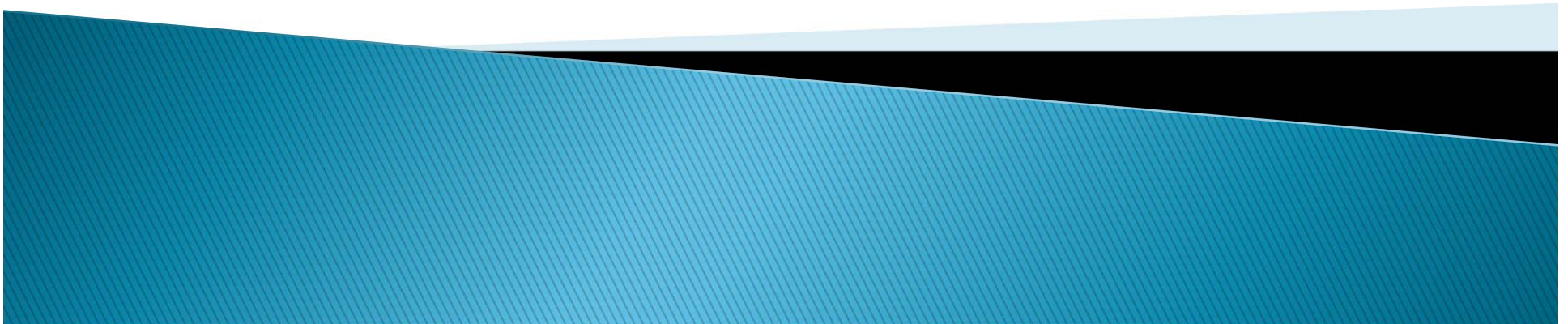




# The Road to Chapter Longevity:

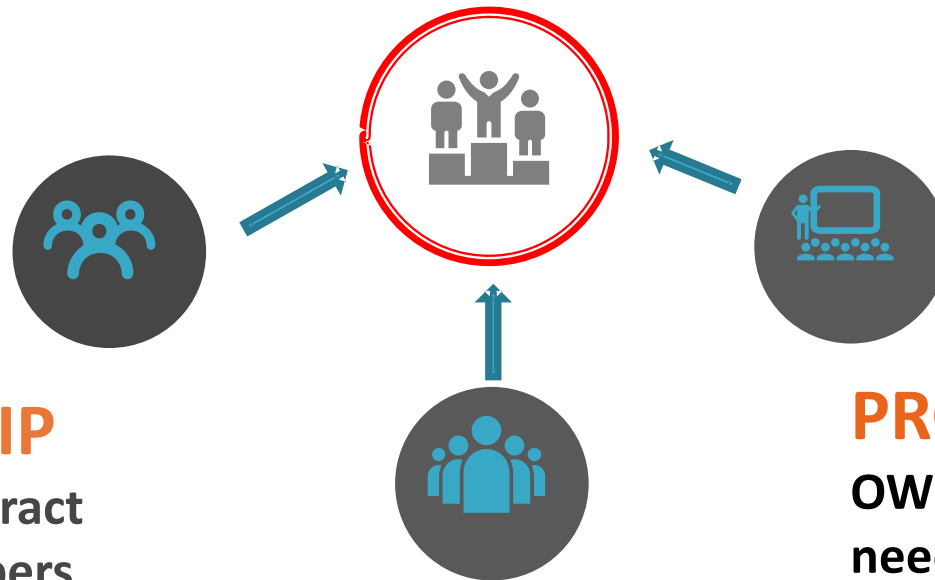
## Sustaining Your OWIT Chapter

OWIT Spring Board Meeting  
April 24, 2021





# THREE KEYS TO SUCCESS



## MEMBERSHIP

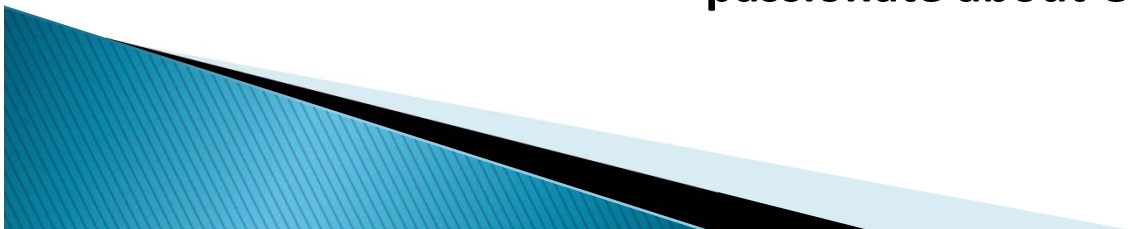
Chapter must attract  
and retain members

## PROGRAMMING

OWIT serves a vital  
need in the business  
community

## LEADERSHIP

Leaders must be  
passionate about OWIT





# MEMBERSHIP MATTERS

## ATTRACTING AND RETAINING MEMBERS



- Experience the value of OWIT membership
- Connect OWIT membership to their professional goals or development
- Expand their professional network
- HAVE FUN!



# MEMBERSHIP MATTERS

## RECRUIT

- **Cast a wide net** (involvement in int'l trade not a prerequisite)
- Capture contact information **and USE**
- Leverage all touchpoints (Social Media, Website, PR, Partners)

## CONNECT

- Ensure **ALL** members are registered on OWIT's website
- Encourage members to set up their **profiles**
- Ensure chapter members on **OWIT distribution list**
- Hold **informal networking sessions**

## ENGAGE

- **Incentivize members to engage** (rewards for website registration, recognition for engagement)
- Encourage **participation in OWIT Board meetings**
- Contests (recruitment, networking with other OWIT chapters,

## SURVEY

- Understand your members' **"why"**
- Topics of interest, scheduling of programs, challenges to participation
- Feedback on program quality, frequency, strengths/weaknesses



# LEADERSHIP MATTERS

## QUALITIES OF SUCCESSFUL OWIT LEADERS



- Committed to OWIT's mission
- Passionate about OWIT's presence in your community
- An enthusiastic OWIT ambassador
- Can easily recite the value of OWIT membership



# LEADERSHIP MATTERS



## SUCCESSION PLANNING

Active succession planning  
key to longevity

Formal (built-into  
leadership structure) vs.  
informal

Groom future leaders



## RECRUITMENT

Frame as professional  
development opportunity

Identify leaders from active  
membership pool (see  
qualities above)



## ALIGNMENT WITH NEEDS

Leaders should have skill  
sets needed for chapter  
operations (technical,  
financial, marketing, legal,  
etc.)

Involvement in  
international trade is not a  
prerequisite

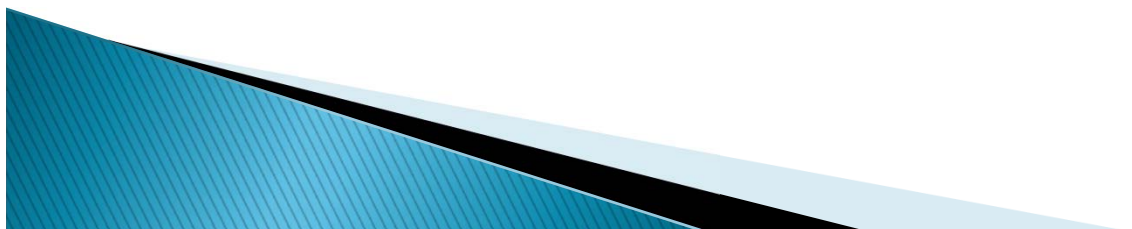


## PROTECT THE CHAPTER

Avoid leadership drain –  
remove inactive leaders

Avoid dictatorships

Seek OWIT help to problem-  
solve or facilitate tough  
conversations



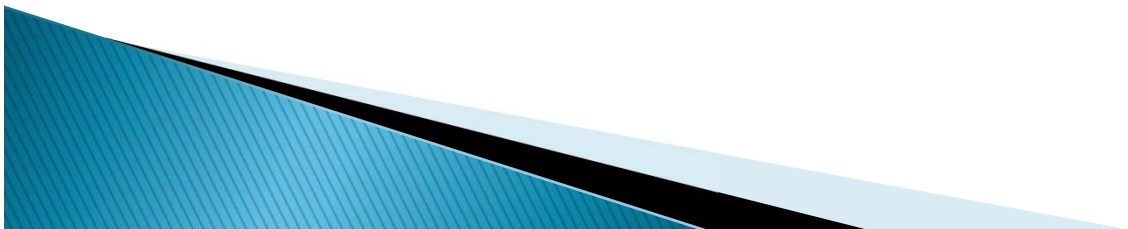


# PROGRAMMING MATTERS

## DISTINGUISHING OWIT IN YOUR COMMUNITY



- One size does not fit all
- Establish chapter brand and align programming to brand
- Leverage the OWIT Network for programs and activities
- Identify partners to expand chapter reach





# PROGRAMMING MATTERS

## BRANDING

What does/can your chapter offer that other groups don't?

What is special about your city? (logistics hub, industry sector, etc.)

Is OWIT only trade-focused org in your area?

## PARTNERING

What partners align with your brand? (port, airport, WTC, women's groups)

Other non-trade related business associations?

Local universities, colleges, govt. agencies seeking to offer trade programs?

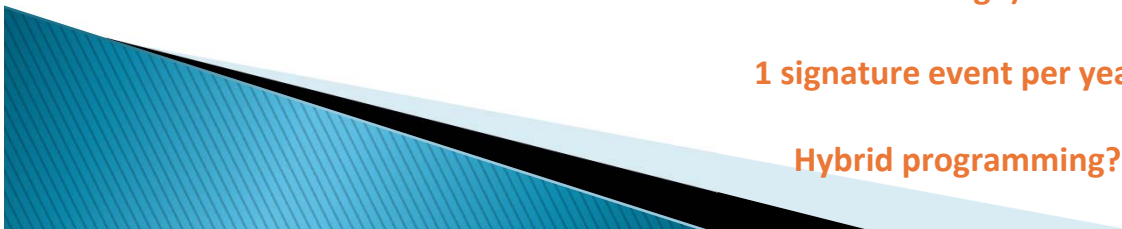
## PLANNING

What works for members (morning vs. lunch vs. evening)?

Seasonal considerations? (ex: Chicago)

1 signature event per year?

Hybrid programming?

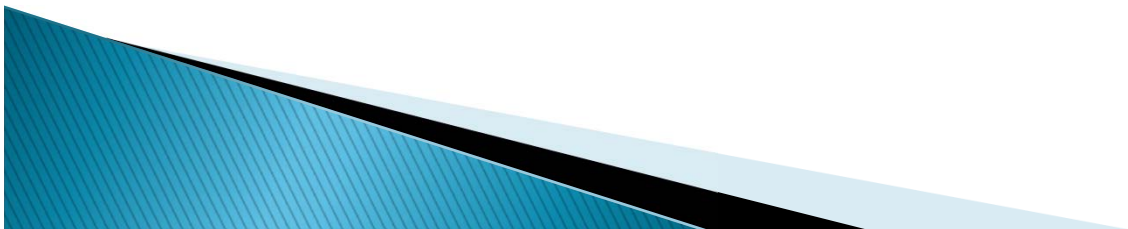




# CHAPTER SUPPORT

WE'RE HERE FOR YOU!

- Resources
- Chapter Mentoring
- Leadership Mentoring
- OWIT Blue Table Talks – look for announcements!





LONG-TERM  
SUCCESS  
=  
LIFE-LONG  
FRIENDS!



Organization of Women  
in International Trade



Organization of Women  
in International Trade