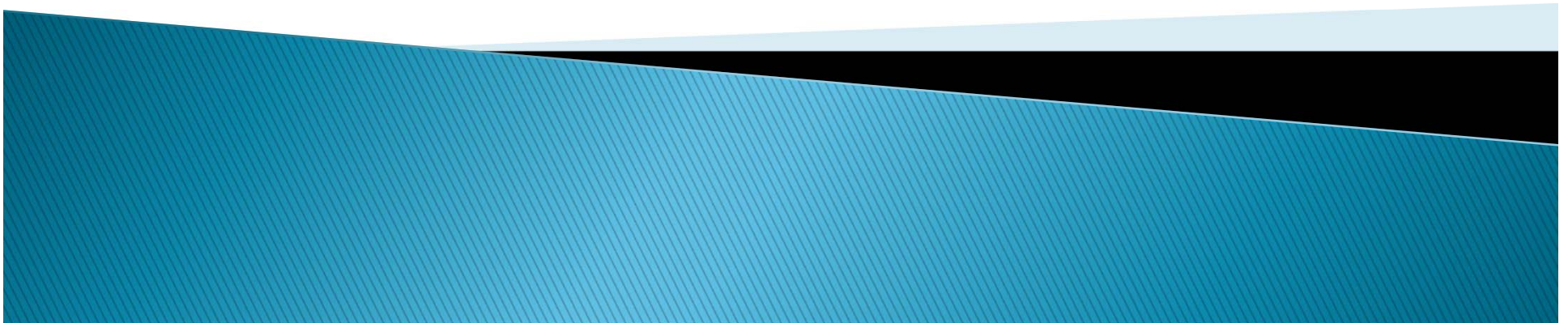


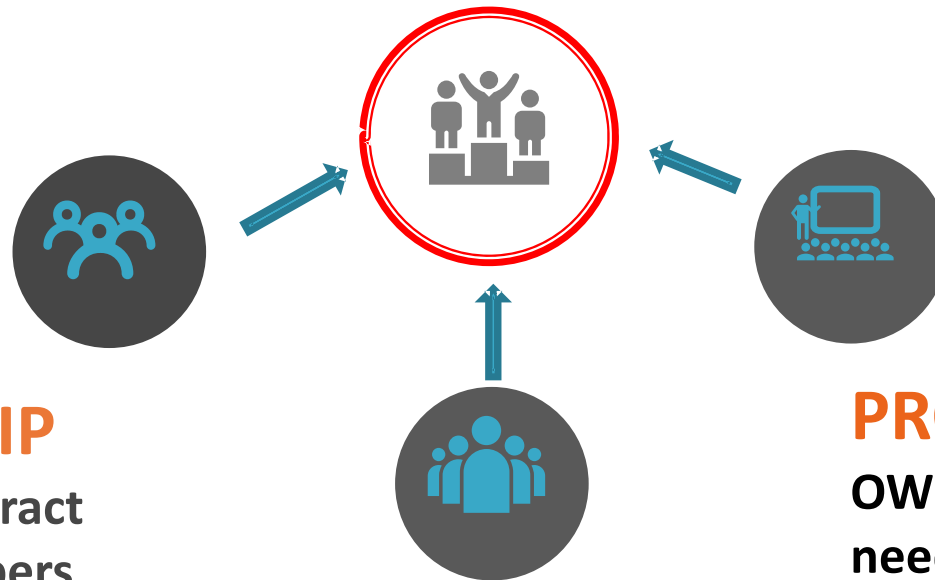


The Road to Chapter Longevity: Sustaining Your OWIT Chapter

**OWIT Spring Board Meeting
April 24, 2021**



THREE KEYS TO SUCCESS



MEMBERSHIP

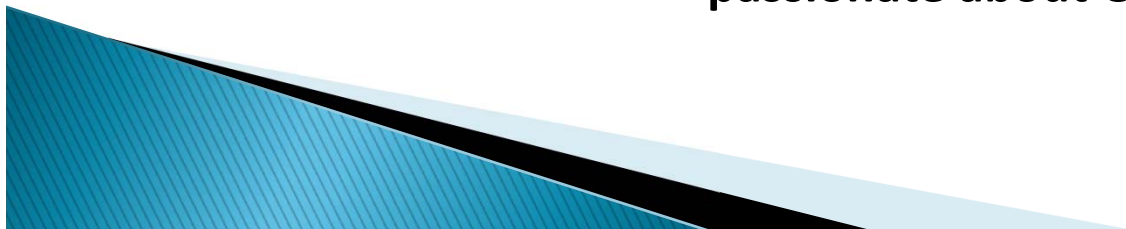
Chapter must attract
and retain members

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

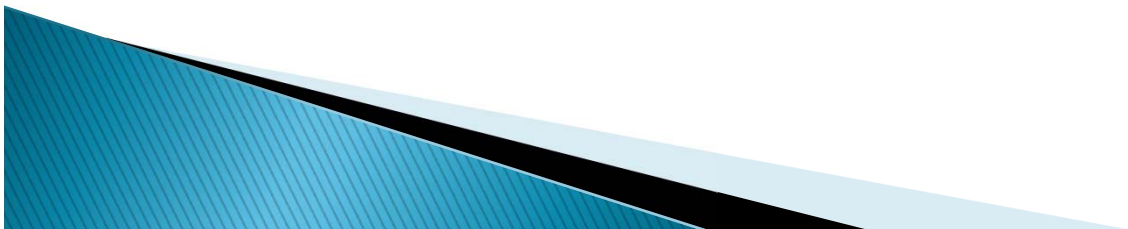


PROGRAMMING MATTERS

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?

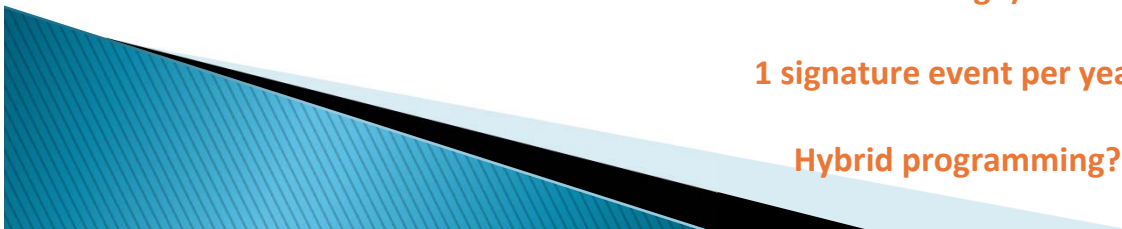
PLANNING

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

Seasonal considerations? (ex: Chicago)

1 signature event per year?

Hybrid programming?

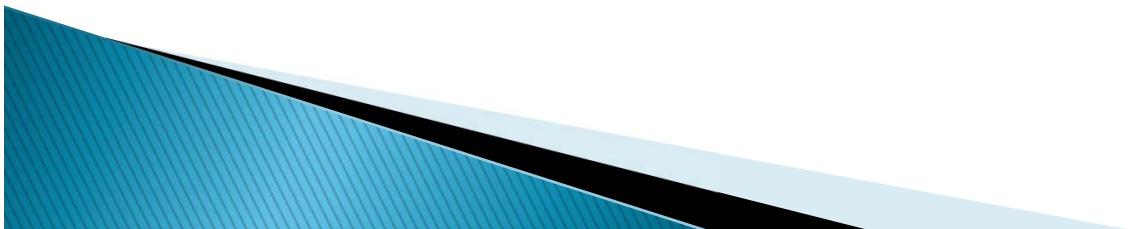




CHAPTER SUPPORT

WE'RE HERE FOR YOU!

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





LONG-TERM
SUCCESS
=
LIFE-LONG
FRIENDS!

