

Case Study

Lafayette Chamber of Commerce

Lafayette, CO

Vicki Trumbo, Executive Director

www.LafayetteChamber.org

Vicki Trumbo has extensive chamber experience. As the Executive Director of the Lafayette Chamber of Commerce for 28 years, she has seen the industry evolve and the chamber grow to 400+ members. During her tenure, the population of Lafayette has almost doubled in size.

The chamber began their relationship with ChamberMaster over 6 years ago. At the time, they were using various programs to accomplish tasks and their billing system was a struggle to work with as it wasn't designed for a member-based organization. They determined it was time to look for a system that was a complete database, could simplify invoicing, and tracked tasks.

Their old invoicing system was what led the chamber to seek another solution. The board was supportive and with their growing membership, resources were available to fund a new system. After researching 2-3 vendors, it was determined ChamberMaster was the best fit for their organization.

"We originally started using ChamberMaster for the billing and data management capabilities. But now that's just a small part of it. Tracking member statistics, online event registration, and email communication have made the biggest difference for our chamber," Vicki shared.

When asked what she would tell other organizations about ChamberMaster, Vicki responded, "I'd say absolutely get it. It's a great system that can do everything a chamber needs and more."