

## Case Study

### Little Falls Chamber of Commerce

Little Falls, MN

Debora K. Boelz, President and CEO

[www.LittleFallsMNChamber.com](http://www.LittleFallsMNChamber.com)

#### Game-Changing SOFTWARE

Just miles from ChamberMaster's headquarters and founded in 1888, the Little Falls Area Chamber of Commerce is located in a historic train depot along the Mississippi River. Along with all the normal functions of a chamber, the staff of three coordinates one of the largest craft fairs in the Midwest. In an effort to improve processes and ensure member value, the Little Falls Area Chamber made a game-changing software investment in 2007.

#### The CHALLENGE

Gina Vetter, Volunteer and Projects Coordinator, has worked for chambers of commerce for over 25 years and has used multiple database systems to track memberships, communicate to members, and record sales information. Her biggest frustration? Working long days trying to manually manage information and keep database records current and accurate using outdated technology systems.

In its 46th year, Little Falls Arts & Crafts Fair, sponsored by the chamber, will again play host to over 600 vendors. Mary Bednarek, Fair Registrar, has found ChamberMaster invaluable in keeping all that vendor information accurate. "Being able to send mass emails, generate invoices, and track payments is a huge task," said Bednarek. "I can't imagine doing this Fair without ChamberMaster."

#### The SOLUTION

A presentation on ChamberMaster software at a conference introduced staff to the possibilities of doing business more efficiently and accurately. With ChamberMaster, chamber staff can now accomplish multiple tasks in one transaction, including event registrations and invoicing. Having one database allows them to manage member information, track points of contact, communications, invoice activity, and website listings.

For President/CEO Debora K. Boelz, purchasing ChamberMaster was a win-win. "To have all staff working from the same data based has saved time and was well worth the investment," said Boelz. "Our old Excel data bases were converted to ChamberMaster in a matter of minutes without errors or omissions."

#### The RESULTS

"The communication piece makes a large portion of our jobs much easier," said Vetter. "It eliminates time-consuming bulk mailings, speeds up communication with members, and ensures accuracy when staffing changes happen with our members."

Staff also appreciates having questions and issues resolved quickly. According to Vetter, "ChamberMaster customer service professionals are second-to-none as they respond and solve problems very quickly."

Chamber members can now take care of chamber business online, including registering for events, paying dues, and updating their member listing on the chamber website freeing staff time for other tasks.