

## Case Study

### COOPERSVILLE AREA CHAMBER of COMMERCE

Coopersville, MI  
Rose Zainea-Wieten, Executive Director  
[www.Coopersville.com](http://www.Coopersville.com)

Rose Zainea-Wieten, Executive Director of the Coopersville Area Chamber of Commerce “inherited” ChamberMaster when she started working at the Chamber. She quickly realized it was a robust system, but wasn’t being used to its full potential. As a single employee managing 155 members, she knew she needed some guidance. She reached out to ChamberMaster for help on how to take advantage of the features.

“I was on a first name basis with Brandon. He was my savior. I knew nothing. I was so green. He must have thought I was an idiot. He helped me the whole way. If he didn’t know the answer, he’d connect me with someone who did know,” she shared.

After getting the basics down and working on the ChamberMaster platform for six months, she decided to attend a regional training class to dive deeper into the features. “It was really helpful,” she commented.

Zainea-Wieten makes a point to take advantage of the online training resources as well. **“The recorded webinars are very helpful. I can stop and look at what I have and start to look to make sure I have everything right.”**

The Chamber is now utilizing Integrated Payment Processing, **“Using the credit card processing system is so nice. Before, we were dealing with another vendor who required us to pay dues to a retail association as well as the fees. Now it’s all together through ChamberMaster,”** she explained.

In particular, the system has made a big difference in their event management. The number of members that use it for registration is growing, and it has made managing payments on-site easier.

Plus, she likes the fact that it’s browser-based, **“ChamberMaster is so accessible and secure, I can open it up from anywhere! I can fly across the country to visit family and continue to do my job.”**

Zainea-Wieten also commented on the fact that the software provides checks and balances while allowing for great communication between the accountant, the director, and the treasurer.

When asked what she would tell other organizations about ChamberMaster, she responded, “I’d tell them to look at the time they spend managing data, it’s a cost benefit. It’s so easy compared to using Excel. They can get all info on members in one click. Things like payments, membership level, and how many events they’ve attended. The communication/email module is great because members can’t claim they didn’t know about events. It’s pretty cool.”

Her favorite thing about ChamberMaster? **“It lets us work smarter, not harder.”**