

## Case Study

### METRONORTH CHAMBER of COMMERCE

Blaine, MN  
Lori Higgins, President  
[www.MetroNorthChamber.org](http://www.MetroNorthChamber.org)

#### The CHALLENGE

The MetroNorth Chamber of Commerce serves 700 members in over 20 suburban cities in the Minneapolis-St. Paul region.

In 2009, as Director of Operations, Lori Higgins recognized that her organization needed member management software because their software systems didn't work together – their website, data management system, and QuickBooks were all operating independently – which doubled their data entry, and impacted both hard and soft dollars in terms of time and vendors.

#### The SOLUTION

The Chamber's number one factor in choosing a new platform was that the solution had to integrate with their website and QuickBooks. Cost and applicable features were the next two most important factors. Also critical was that the solution had to be web-based.

Higgins reviewed member management systems used by other Chambers. "The other solutions I considered were costly – lots of bells and whistles that we didn't need and, therefore, couldn't justify spending our member resources on," she said.

"ChamberMaster was the right price with the right features and a well-known provider in the world of Chambers," Higgins shared. "I spoke with my colleagues, whom I knew and trusted, to get honest feedback."

#### The RESULTS

Once ChamberMaster was implemented, the Chamber no longer needed a part-time accountant because they can easily sync data between their other systems. Additionally, they've reduced the internal workload.

Higgins encourages people to understand the conversion process and work closely with their ChamberMaster onboarding specialist.

"We weren't looking at this as a revenue generator. However, because it is so robust, our members can advertise, add logos, etc. which we have used as a revenue stream," commented Higgins. "What began as a way to cross-populate our systems is now being used as a member retention tool."

*According to Higgins*

*"It's a very user-friendly system with a lot of features. The ChamberMaster staff are very helpful and easily accessible."*