



## **Pipeline Guidelines**

### **I. Mission**

Pipeline directly contributes to the economic development of the Conway area by increasing the business and profits of Chamber Member businesses/organizations through structured, noncompetitive, relational networking and the exchange of referrals and leads.

### **II. Organization**

Pipeline is in the Membership Division of the Conway Area Chamber of Commerce. A Pipeline Committee, consisting of the officers of each of the Pipeline Groups, shall meet as required to ensure the overall success of the Pipeline program.

### **III. Groups/Schedule**

All groups meet at least twice a month at the Chamber Building at a regularly scheduled, mutually convenient times established with the Chamber's Pipeline coordinator.

#### **A. Business Builders**

1<sup>st</sup> & 3<sup>rd</sup> Wednesdays, 12:00 p.m. – 1:00 p.m.

#### **B. Toad Suck Nation**

1<sup>st</sup> & 3<sup>rd</sup> Tuesdays, 8:30 a.m. – 9:30 a.m.

#### **C. Toad Suck Nation**

1<sup>st</sup> & 3<sup>rd</sup> Tuesdays, 12:00 p.m. – 1:00 p.m.

#### **D. Conway Progress**

1<sup>st</sup> & 3<sup>rd</sup> Wednesdays, 9:00 a.m. – 10:00 a.m.

#### **E. Closer's Coffee: All Groups Combined Meeting to Discuss Economic Development**

2<sup>nd</sup> Thursdays, 9:00 a.m. – 10:00 a.m.

#### **IV. Meetings**

- A. If the meeting falls during mealtime, members are encouraged to bring their breakfast and/or lunch. Water and coffee will be provided by the Chamber.
- B. Bi-Monthly, groups are encouraged to host an after-hours social at a Chamber Member restaurant or business, to be paid for by members of the group.

#### **V. Member Qualifications**

- A. Only one representative per business category may participate in any group. Representatives must choose one (1) “Primary” category.
  - 1. The Leadership Team may occasionally authorize a member to occupy a second category providing there is not a member currently occupying that category, and until the category is filled by a member that desires the “Primary Category”.
  - 2. In order to represent a category in a Pipeline group, the member must be listed under that category with the Chamber.
- B. Any business/organization representative seeking membership in a Pipeline group must:
  - 1. Be an official representative in Weblink of a business/organization which is an active and current member of the Conway Area Chamber of Commerce.
  - 2. Be presented to the respective group’s Leadership Team to ensure there is no conflict among the current membership.
  - 3. The Leadership Team, in consultation with the Chamber’s Pipeline coordinator, will have final determination on potential conflicts.
- C. Only one representative per business/organization may participate in a specific Pipeline group.
- D. To avoid conflicts of interest, chamber members may only be involved in one Pipeline group.
- E. In rare instances, the Leadership Team may deny the membership of any potential member based on past performance in another Pipeline group and/or a negative experience(s) with another member of the group.

#### **VI. Member Responsibilities**

- A. During each quarter, members must attend four (4) out of six (6) meetings. A Company Representative (a substitute) may attend in the Member’s absence, but the intent is for the Member to establish relationships in the group.
- B. During each month, bring an average of at least one (1) lead. Guests who are potential members of the Chamber or Pipeline count as a lead.

C. During each month, complete an average of at least one (1) one-to-one meeting with another Member of the group. Meetings with Members of other leads groups are allowed. Only one (1) one-to-one per person will count toward your statistics per year.

D. Respond to all *personal leads* within 24-hours.

E. An “extended leave of absence” will be reviewed by the Leadership Team on a case-by-case basis in order to hold the Member’s seat in their respective business category.

## **VII. Member Expectations**

A. Be punctual, as respecting the group’s time will establish credibility.

B. Be prepared to briefly introduce yourself and your business/organization and share what is a good lead/referral for you.

C. Be prepared to thank other members for leads resulting in closed business or potential business. Closed business will be reported to the group leaders.

D. All Members are encouraged to give a 7-minute presentation (including Q&A) on your business/organization at least once a year.

E. Do not wait until meetings to present leads, but always complete a Lead Form to ensure proper credit and documentation. Reporting leads via an email to the Chamber’s Pipeline coordinator is also acceptable.

F. Bring an ample supply of business cards to each meeting.

## **VIII. Accountability**

A. If a new member does not meet the minimum requirements in their FIRST quarter of membership, he/she may be automatically dropped from the group at the Leadership Team’s discretion. In the case of lack of performance, the \$350 Pipeline membership fees are nonrefundable.

B. If a member representative should leave his/her Chamber member business/organization, the business/organization has 30 days to find a replacement representative or forfeit the exclusive category position in the group. The Pipeline membership follows the Member Company, not the Member Representative. Pipeline dues are nonrefundable in the event a Member Company can not find a replacement.

C. If a veteran member does not meet the minimum requirements in ANY quarter, the member will be immediately subject to review by the Leadership Team. In addition:

1. When a member has missed (3) meetings in a row, he/she will receive a reminder call from the Chamber’s Pipeline coordinator.

2. When a member owes three (3) leads, he/she will receive a reminder call from the Chamber’s Pipeline coordinator.

3. When a member owes three (3) one-to-one meetings in a 3-month period, he/she will receive a reminder call from the Chamber's Pipeline coordinator.

4. When a member owes five (5) leads or is not meeting the attendance requirements in a quarter, he/she will be subject to review by the Leadership Team and may be dropped from the group.

D. Dropped members may rejoin the group only after review by the Leadership Team.

## **IX. Guests: Non-Chamber Members**

A. Prospective Chamber Members may only attend one (1) Pipeline meeting prior to joining the Conway Area Chamber of Commerce.

B. Membership to the Conway Area Chamber of Commerce is required before a guest may attend a second Pipeline meeting.

## **X. Communications/Contact Information**

A. Group emails may only be sent from the Chamber office and/or from officers of the group unless pre-approved by the Leadership Team.

B. To guard contact information for the benefit of the members, rosters with contact information will not be distributed at meetings, but will be emailed by the Chamber's Pipeline coordinator to Members ONLY.

## **XI. Definitions**

A. One-to-One's – Get to Know Each Other

A One-to-One (1:1) is a meeting scheduled outside of the Pipeline meeting, with another Member to get to know that Member on a personal level. All 1:1's are tracked and reported to the group. These meetings can be 45 – 60 minutes long to allow both Members to speak. Each Member should plan to spend about 20 - 30 minutes talking about themselves and their business model. NO SELLING is allowed at these meetings.

B. Lead – Could Lead to Closed Business

A Lead is a warm introduction of a group member's products and/or services to a prospective client by another group member. All leads are tracked and reported to the group.

Example: "I'd like to introduce you to my friend, Sophia Rose, from 2010 Office Furniture. She is a Conway Area Chamber of Commerce member and trusted professional that I network with and can help with your furniture needs."

### C. Referral – Intro to Power Partner/Strategic Partner

A Referral is an introduction to another professional that can help the member grow his/her business. This introduction does not have to be from within the Chamber membership and all referrals are tracked and reported to the group.

Example: A Furniture representative works with a client's Facilities Department, and so does a Telephone representative

## XII. Disclaimer

Any leads and/or referrals exchanged among the group in or out of meetings are not the views and/or opinions of the Conway Area Chamber of Commerce. The Chamber cannot recommend any product or service, but can provide a list of current Chamber members that provide specific products and/or services.

## XIII. Acknowledgement/Agreement

Pipeline is dependent upon full and active participation of its respective members. Further, membership precludes the involvement of other Chamber members within represented business/organization categories. Therefore, failure to abide by the aforementioned rules during each quarter of membership will subject the member to review and may potentially lead to dismissal from the Pipeline.

By signing below, I am confirming that I have read the Pipeline Guidelines and agree to abide by the Guidelines to the best of my ability.

\_\_\_\_\_

Print

\_\_\_\_\_

Business/Organization

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

*The Pipeline is a service of the Conway Area Chamber of Commerce. For more information contact:  
Ed Linck at [ed@conwayarkansas.org](mailto:ed@conwayarkansas.org) or (501) 932-5404.*