

Leads Committee minutes from September 30, 2021

In attendance: James Stout, Chuck Fulanovich, Julie Fukuhara, Georgie Gleim, Bobbie Fakkema, with special guest appearance by Angi Roberts

We discussed the notes we made from our past minutes: remind members each week to post their leads in whichever way is easiest, ask Angi to list the numbers of each kind of leads in the weekly announcement (preferably towards the top so they stand out), return to regular leads and introductions. The consensus was that these all remain important and need to be followed up.

Ideas for fun leads sessions:

Angi suggested that we invite each person to bring something from their business to show in their zoom square that can help illustrate a good lead for us.

We discussed having a session during which the social media pages of several members are displayed, to give other members a better idea of just what is meant by "internet leads."

Leads and introductions remain very important and there was a lengthy discussion about this.

We asked that leads and introductions be done at least once a month, preferably twice a month, so each member gets to address the group and gets to talk about a good lead. We felt it would be useful to have a theme question most weeks, which helps members get to know each other better, but we still need to focus on leads, not just random thoughts. If we are using a "question of the day" it would be good to post that in the weekly email ahead of time.

Julie suggested that newer members should lead off these sessions, so long-term members can get to know their businesses better and they get more exposure.

In order to have regular leads and introduction sessions, spotlight and classification talks need to be kept within their allotted time frames. This is also important for leads and introductions; someone needs to monitor the individual speakers during this so they do not go over 30 to 40 seconds.

There was more general discussion about how to increase the numbers of leads, with the focus being on bringing on more new members of good quality.

We will meet next in mid-November. We make a committee presentation to the group on October 14.