

Chamber use only

Date Application was received \_\_\_\_\_

Chamber representative initials \_\_\_\_\_



## LEADS GROUP APPLICATION

COMPANY NAME (*MUST be a LRRC member in good standing*): \_\_\_\_\_

DATE: \_\_\_\_\_

APPLICANT FIRST NAME: \_\_\_\_\_ APPLICANT LAST NAME: \_\_\_\_\_

HOW DID YOU HEAR ABOUT THIS PROGRAM? \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

PHONE NUMBER: (\_\_\_\_) \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

BUSINESS CATEGORY (*Fill in your business category as it is listed with your Chamber membership*): \_\_\_\_\_

DESCRIPTION OF PRODUCTS/SERVICES: \_\_\_\_\_

IDENTIFY BELOW THE GROUP YOU WISH TO JOIN.

- ☐ Leads Group 1 – Rock Stars – FULL (if you are interested in this group only, you will be put on a waiting list)  
1<sup>st</sup> & 3<sup>rd</sup> Wednesday, 8:30 – 9:30 a.m.
- ☐ Leads Group 2 – Pinnacle  
2<sup>nd</sup> & 4<sup>th</sup> Tuesday, 12:00 – 1:00 p.m.
- ☐ Leads Group 3 – Top of the Rock  
1<sup>st</sup> & 3<sup>rd</sup> Wednesday, 12:00 – 1:00 p.m.

ONCE YOUR APPLICATION IS RECEIVED BY THE CHAMBER, IT WILL BE REVIEWED BY THE CHAMBER LEADS COORDINATOR. ONCE WE DETERMINE THAT THERE IS 1.) SPACE AVAILABLE IN YOUR PREFERRED LEADS GROUP, AND 2.) NOT ANOTHER BUSINESS IN PREFERRED LEADS GROUP OR AHEAD OF YOU ON THE WAITING LIST IN THE SAME CATEGORY, YOU WILL BE CONTACTED BY THE CHAMBER.

UPON COMPLETION, PLEASE RETURN THIS APPLICATION TO CALLI TURNER AT [CTURNER@LITTLEROCKCHAMBER.COM](mailto:CTURNER@LITTLEROCKCHAMBER.COM).

## Leads Group Guidelines

### **I. Mission**

Leads Groups directly contribute to the economic development of the Little Rock region 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**

Leads Groups are in the Membership Division of the Little Rock Regional Chamber. A Leads Group Committee, consisting of the officers of each of the Chamber's Leads Groups, shall meet as required to ensure the overall success of the Leads Group program.

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

All groups meet at least twice a month at the Chamber Building at a regularly scheduled, mutually convenient time established with the Chamber staff coordinator.

#### **A. Leads Group 1 – Rock Stars**

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

#### **B. Leads Group 2 – Pinnacle**

2<sup>nd</sup> & 4<sup>th</sup> Tuesday, 12:00 – 1:00 p.m.

#### **C. Leads Group 3 – Top of the Rock**

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

### **IV. Meetings**

**A.** If the meeting falls during mealtime, members are encouraged to bring their breakfast and/or lunch. Drinks will be provided by the Chamber.

**B.** Once a quarter, groups are encouraged to host at least one off-site meeting at a member's place of business.

**C.** Once a quarter, groups are encouraged to host an after-hours social at a Chamber member restaurant or club, to be paid by members of the group.

### **V. Member Qualifications**

**A.** Leads Group members must be a representative of a Chamber member business/organization in good standing.

**B.** Only one representative per business category (corresponding with Chamber membership category) may participate in any group. Those representing more than one business category may participate by paying additional dues for all categories represented. In order to represent a category in a Leads Group, the member must be listed under that category with the Chamber.

- C. New members to the group must be recruited first from the Leads Group – Wait List.
- D. Any business/organization representative seeking membership in a Leads Group must:
  - 1. Be deemed qualified and cleared of conflicts by the Chamber’s Leads Group coordinator;
  - 2. Be presented to the respective group’s Leadership Team to ensure there is no conflict among the current membership.
  - 3. The Chamber Leads Coordinator, in consultation with that particular leads group Leadership Team, will have final determination on potential conflicts.
- E. Only one representative per business/organization member may participate in a specific Leads Group. However, a business/organization member may have single representatives in more than one Leads Group.
- F. To avoid conflicts of interest, member representatives may only be involved in one Chamber Leads Group.
- G. Members who drop or are dropped from a group may return to the Leads Group – Wait List for potential placement in another group.
- H. In rare instances, the particular lead’s group Leadership Team, with the approval the Chamber’s Leads Group coordinator, may deny the membership of any potential member based on past performance in another Chamber Leads Group and/or a negative experience(s) with another member of the group.

## **VI. Member Responsibilities**

- A. Be an official representative of a business/organization which is an active and current member in good standing of the Little Rock Regional Chamber.
- B. During each quarter, attend (or have a representative attend) at least 50% of the bi-monthly meetings.
- C. Pay non-refundable, \$140 annual dues no later than the second meeting of the coming year or specified invoice due date. Invoices are distributed by the Chamber at the beginning of the coming year (January 2<sup>nd</sup> or thereabouts). New Chamber members joining a Leads Group within their first 90 days of Chamber membership receive their first quarter free. Other members joining Leads Groups mid-year will be charged a pro-rated rate from their first meeting through December 31<sup>st</sup>.
- D. During each quarter, bring an average of at least one lead to each meeting. (Guest potential members of the Chamber count as a lead, as long as the guest is from a different business/organization than the member’s.)
- E. With a lenient attendance policy, there are no *excused* absences. However, with permission of the Membership Team, members may take a leave of absence for no longer than one full quarter, without losing 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 for you. (Introductions are limited to the business/organization for which the member is representing and paying Leads Dues. Discussion of other businesses/organizations for which a member may volunteer are not allowed.)
- C. Be prepared to thank other members for leads resulting in business or potential business.
- D. Be prepared to give a ten-minute presentation on your business/organization.
- E. Do not wait until meetings to present leads to other leads group members, but always complete a Lead Form to ensure proper credit and documentation. If a leads group member wishes to get credit for a lead, he or she needs to wait to report that lead in the next leads group meeting, using a leads form. No leads reported via email or verbal declaration will be recorded. It must be complete and legible.
- F. Bring an ample supply of business cards to each meeting.
- G. Report all leads resulting in business in gross dollars given and received according to the Revenue Guidelines. Only the member receiving revenue will report it using the revenue form. It will be reported on the Chamber-provided revenue form and must be complete and legible. No revenue reported via email or verbal declaration will be recorded.

## **VIII. Officers**

### **A. Terms**

- 1. Officers shall be elected by the respective groups at the last meeting of the year and begin serving for a one-year term in January. Officers may serve a maximum of one term in the same office, and three consecutive terms on the Leadership Team.

### **B. Chairman**

- 1. Conduct each meeting in accordance with the following agenda:
  - a) Review of Leads Group rules
  - b) Introductions of Members
  - c) 10-Minute Presentation
  - d) Thank-you's and Testimonials
  - e) Exchange of Leads

### **C. Vice Chairman**

- 1. Serve in the absence of the Chairman.
- 2. Quarterly review attendance, leads, dues and membership requirements to ensure compliance by all members with the Chamber Leads Group Coordinator.

3. In cooperation with the Chamber Leads Group Coordinator, maintain an up-to-date roster of all members.
4. In cooperation with the Chamber Leads Group Coordinator, ensure that all members are current with both their Chamber and Leads Group dues.

**D. Membership Chairman/Team**

1. Be responsible for retention and growth of the membership.
2. Contact all guests following initial visit to the group.
3. Orient new and/or prospective members.
4. Plan events outside of regularly scheduled meetings to enhance the relationships of the members.

**IX. Enforcement**

**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.

**B.** Assuming the business/organization is paying the Leads Group Dues for the member representative, and the member representative leaves his/her Chamber member business/organization, then the business/organization has 30 days to find a replacement representative or forfeit the exclusive category position in the group.

**C.** Assuming the member representative is paying his/her Leads Group Dues individually, and the member representative leaves his/her Chamber member business/organization, the individual has 30 days to determine if he/she will continue Leads membership under his/her new Chamber member business/organization. If the representative's new Chamber member business/organization's category conflicts with a category already in the group, or if he/she no longer wants to be a part of the group, then the Leads membership would remain with the original business/organization and they would have 30 days to find a replacement representative or forfeit the exclusive category position in the group.

**D.** If a member does not meet the minimum requirements in any quarter, the member will be immediately subject to review by the Leadership Team which will consist of the Chairman, Vice Chairman, Membership Chairman, and the Chamber Leads Group Coordinator. In addition:

1. If a member is behind on attendance or owes leads at the end of a quarter, he/she will receive a reminder call from the Leadership Team.
2. If a member is behind on attendance or owes leads for two consecutive quarters, he/she will be subject to review by the Leadership Team and may be dropped from the group.

**E.** Dropped members may rejoin the group only after review by the Membership Team and a Chamber Leads Group Coordinator.

**X. Guests**

- A. Prospective group members may only attend one meeting of a group as a guest of the Chamber.
- B. Leads Group members cannot invite guests of business categories already represented within their Leads Group.
- C. Membership, including full payment of pro-rated dues (if applicable), is required before attending a second meeting.

**XI. Communications/Contact Information**

- A. Group emails may only be sent from the Chamber office and/or from officers of the group.

**XII. Definitions**

**A. Qualified Leads**

We encourage that only qualified leads be exchanged in Leads Groups. A lead is qualified only when the referrer receives permission from the subject to refer his/her fellow Leads Group member. All qualified leads must be accompanied by a completed Leads Form.

**XIII. Disclaimer**

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

#### **XIV. Acknowledgement/Agreement**

Leads Groups are dependent upon full and active participation of their respective members. Further, because Leads Groups are noncompetitive, 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 potentially lead to dismissal from the group.

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

\*Once this signed form is returned to the Chamber Leads Group Coordinator, we will determine availability and inform you of your Leads Group assignment or status on the Wait-List.

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Signature of Application

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Date

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Printed Name of Applicant

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Chamber Member Business/Organization

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Signature of Chamber Leads Group Coordinator

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Printed Name of Chamber Leads Group Coordinator