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**Ambassadors Council**

Letter from the Council

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**That's what I've been trying to tell you!**

At the September Board of Governors meeting, my brother shared some of the takeaways from this year's chamber forum. There were some ideas under the heading, "What can we do better?" As I read through the list, I could hear myself saying, "Yep, that's a good one. Yeah, that one too. That's good. Ooh, I like that one. etc."

Then I noticed that some of these ideas sound familiar. In fact, out of a list of ten such ideas, seven of them have been the topics of my Connections articles over the past three years. Don't worry, I'm not going to say, "I told you so!" And I don't need to be accredited with the idea.

Let's just agree that they were good ideas then. And they are still good ideas now. First and foremost is the concept of "buy local and hire local." As Chamber members, especially the new members who come to our "Mastering Your Chamber Membership" sessions, you have heard me say to keep your spending as close to home as possible. Whenever you need something, use The Chamber's membership directory to find a fellow Chamber member to supply it. Let's really make an effort to buy from each other whenever possible. In fact, more than an effort, it should be your company's policy.

Another idea that resurfaced is, "Encourage localized chambers to travel and do business and build their networks outside their own borders." In my September 2013 article, I welcomed the Carbon County Chamber into our fold. I said, "All throughout history, the most successful way of growing any free economy has been expansion; literally going beyond existing borders to do business with new trading partners." Let's start seeing more cross-pollination. Encourage your local chamber to partner with other local chambers to have combined events designed to get other members from outside your borders.

These are two very simple ideas that we can easily decide we are going to do a better job of. I urge you to start and have the discussions that will foster meeting, and doing business with more of your fellow members! I'll bet you can have fun doing it, too!