

Searching For A Chamber Exec Without A Search Firm?

5-Step Checklist To Making A Good Hire



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Who is Next Move Group?



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PRODUCTS

PODCAST
CHANNEL

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(800) 764-3105

JOIN OUR MOVEMENT TO GROW THE AMERICAN ECONOMY

Which Focuses on Creating Economic
Growth for **Small to Mid-Sized**
Companies, Communities, and Nonprofit
Organizations

LEARN MORE



We are Driven to Create Economic Growth for Small to Mid-Sized Companies, Communities, and Nonprofit Organizations Because We Believe They are Vital to the American Economy

So, We Choose to Be a Leader in Helping Small to Mid-Sized Companies Secure the Same Tax Incentives Large Companies Leverage to Create Jobs

And, We Recognize the Importance Small to Mid-Sized Communities and Small to Mid-Sized Nonprofits, Including Those in Large Metro Areas, Play in Creating Economic Growth



Our Chamber Experience

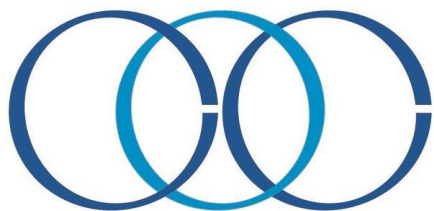


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UNITED STATES CHAMBER OF COMMERCE

ACCREDITED®



MOBILE AREA
CHAMBER OF COMMERCE



T E N N E S S E E ' S
Lawrence County
CHAMBER OF COMMERCE



Bowling Green Area
Chamber of Commerce



ASSOCIATION OF
CHAMBER OF COMMERCE
EXECUTIVES

Members

Our Chamber Staff Experience

- Membership Growth
- Non-Dues Revenue
- Advocacy/Governmental Affairs
- Events/Annual Dinner/Awards
- International Matchmaking
- Workforce Development
- Education/Training/Networking For Members
- Small Business/Entrepreneurial Development
- Young Professionals
- Newcomer's Packets
- Member to Member Matchmaking
- Committee Structure



Members



Sampling Of Chamber Clients



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Sampling of Chamber Clients:



SAN MARCOS
AREA CHAMBER OF COMMERCE



**BISMARCK
MANDAN**
CHAMBER | EDC



IRVING-LAS COLINAS
CHAMBER OF COMMERCE

WENATCHEE
CHAMBER OF COMMERCE
VALLEY



**DEEP
CREEK
LAKE AREA**
GARRETT COUNTY
CHAMBER OF COMMERCE



FLORIDA'S
Putnam County
CHAMBER OF COMMERCE

SAN ANGELO
Chamber of Commerce



MARSHALLTOWN
AREA CHAMBER
OF COMMERCE



Carroll
Chamber
of Commerce
Accomplish More Together

5-Step Checklist To
Making A Good Hire:
1) Where Should You
Advertise The Job?



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Where Should You Advertise The Job?

The screenshot shows the jobwatch.acce.org website. The header includes the ACCE logo and navigation links for Job Seekers and Employers. A dark blue navigation bar contains links for Home, Jobs, Your Profile, and Resources. Below this, a search bar with a 'Search' button is visible. The main content area displays search results for 'President and CEO of the Grand Junction Area Colorado Chamber of Commerce'. The results list includes a 'NEW!' badge for the top listing, which is for the 'President and CEO of the Grand Junction Area Colorado Chamber of Commerce' at the 'Next Move Group' in 'Grand Junction, Colorado'. Other listings include 'President & Chief Executive Officer' at 'Waverly Partners' in 'Savannah, Georgia' and 'Executive Director' at 'Greater Crofton Chamber of Commerce' in 'Crofton, Maryland'. A detailed view of the top listing is shown on the right, including a description of the role, a 'Details' section with 'Posted: 22-Jun-22', 'Location: Grand Junction, Colorado', 'Type: Full Time', and 'Categories: President/CEO', and an 'APPLY NOW' button.

- www.acce.org
- www.chamberexecopenings.com
- LinkedIn/Facebook/Twitter
- Your State Chamber Professionals Association
- www.iedonline.org (if your Chamber also does economic development)

5-Step Checklist To
Making A Good Hire:
2) What Should Your Job
Profile Look Like?



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What Should Your Job Profile Look Like?



Marshalltown, Iowa, Area Chamber of Commerce Search for President/CEO



1

The Organization

The Marshalltown Area Chamber of Commerce is a 5-star accredited chamber of commerce as awarded by the U.S. Chamber of Commerce®. Our association of businesses, organizations, and individuals has a 120-year history of working to improve the quality of life and promote the economic well-being of our community through leadership, vision, advocacy, engagement, and committed participation. The Chamber's mission, "To be a leader for business and partner for quality-of-life initiatives in the Marshalltown area," shows our dedication to both our members and our community alike.

Simply stated, the Chamber actively seeks to lead the way in making the Marshalltown area a better place for everyone to live, work, and play.



2

The Position

The President will be responsible for developing, managing, and implementing the Marshalltown Area Chamber of Commerce's (MACC) overall objectives, including economic development and tourism; serve as a positive representative of the MACC; drive Chamber activities with energy and enthusiasm; develop and oversee Chamber programs that are consistent with the Chamber's mission; add value to Chamber members and enhance the quality of life in the Marshalltown area. The President will be the chief paid executive for the organization and will coordinate, direct, and oversee the organization's professional staff, support staff, and volunteers. The President will also be responsible for oversight of financial activities of the organization and management of Chamber staff.



3

Responsibilities

Leadership

- Lead the Chamber in its mission – To support and grow an amazing community – We advocate and promote business and tourism.
- Lead the Chamber in reaching its goals:
 - To grow Marshalltown's population to 50,000 and Marshall County's to 70,000 by Dec. 31, 2030
 - To reduce the commuter rate by 50% in 5 years – by Dec. 31, 2024
 - To remove barriers to growth

Economic Development

- Assist Economic Development Director in business attraction, retention, and expansion.
- Assist Economic Development Director and City staff on housing developments and initiatives.
- Work with local education and business partners on workforce development and increasing Marshall County's workforce.
- Assist in all areas of Economic Development that helps the Chamber reach its goals.

Tourism

- Support Economic Development Director with fundraising initiatives.
- Assist Tourism Director in increasing number of meetings, conventions, and conferences in the community.
- Support Tourism Director's work with hoteliers to increase occupancy rates.
- Promote Marshalltown, both within and outside of the community.
- Assist in all areas of Tourism that helps the Chamber reach its goals.

4

Responsibilities Continued

Membership

- Assist Membership Director in increasing membership and maintaining a high membership retention rate while asking the Membership Director to:
 - Implement events that help the Chamber reach its goals.
 - Coordinate an active Ambassadors program.
 - Provide members with events and activities that provide professional development and networking opportunities.
 - Oversee the Iowa Valley Leadership program.

Community Relations

- Represent the Chamber and Marshalltown community in a positive manner to the public, Chamber membership, and other appropriate audiences.
- Develop and foster close working relationships with key partners, including but not limited to the City, County, Central Business District/Main Street, Marshalltown Community School District, and Iowa Valley Community College District, Vision Marshalltown as well as legislators, state and national associations.
- Promote and encourage volunteer involvement in the Chamber.
- Organize effective communications and public relations to local, state, and national audiences, as appropriate.
- Engage in appropriate community boards and organizations.
- Attend City Council, Board of Supervisors, and School Board meetings as necessary, or send appropriate representative in his/her place.
- Participate in local, state, and national organizations, such as the Iowa Chamber Alliance, PDI, ABI, Iowa Association of Chambers of Commerce, tourism organizations, ACCI, and US Chamber of Commerce as appropriate.

5

Responsibilities Continued

Administration

- Lead day-to-day operations of the organization.
- Conduct staff performance reviews on an annual basis.
- Administer staff salaries and benefits; changes will be recommended to the Executive Committee.
- Organize daily and on-going office coordination.
- Maintain the MACC Personnel Handbook and implement policies.
- Prepare and oversee annual budget for the organization.
- Review financial expenditures on a monthly basis with the Treasurer and/or members of the Executive Committee.
- Work with the Executive Board Team (Chair, Vice-Chair, and Treasurer) to create Board Meetings that will drive actions that help the Chamber reach its goals.
- Carry out all policies and programs established by the Board of Directors, including a strategic plan and an annual program of work.
- Provide sufficient information with enough lead time that allows the Board to take relevant action to affect the direction of the organization.
- Oversee operations of the Marshalltown Industrial Park (MIP), a for-profit, wholly-owned subsidiary of the Chamber.
- Oversee operations of the Marshall Economic Development Impact Committee (MEDIC) non-profit, a 501(c)3 organization of the Chamber.



6

Our Ideal Candidate

Our ideal candidate will be an energetic leader focused on creating value for our members. He or she will be both good at leading a team and at being a team player with other nonprofits in our area with the mission of bettering Marshalltown, Iowa.

Our ideal candidate will be able to tailor our current program of work to suit the needs of our members and be comfortable in creating new programs to provide value to our members.

Our ideal candidate will be a tireless advocate for our members and community and will enjoy the quality of life offered by living in a "big" small town. He or she will have a "growth" mindset.

Our ideal candidate will have vigorous engagement with the local business community. He or she will be candid, sincere, and open minded.

Our ideal candidate will be an excellent communicator.



Education/Experience Requirements

- 4-year degree in discipline related to the success of the Chamber.
- Five (5) years' experience in a related field.
- Proven leadership experience
- Demonstrated experience in leading several projects at once.
- Exceptional leadership and communication skills.

Other Requirements

- Reside in Marshall County.
- Ability to work nights and weekends as required.
- Ability to lift 25 pounds.
- Valid driver's license



Marshalltown More Than Ever

Marshalltown, More Than Ever celebrates our rich history that includes century businesses like Marshalltown Company, Lemox Industries, Hellberg's Jewelers, Gervich and Son's, and Emerson.

Marshalltown More Than Ever identifies with our focus on world-class education being a state leader in our business and education partnerships, our STEM offerings, dual credits, community college, and our rich diversity.

Marshalltown More Than Ever highlights the rich collaborations, from fundraising to community development, we have a history of stepping up with people, resources, and funding.

Marshalltown More Than Ever aspires to continue to grow our community, create enriching experiences, rebuild our downtown, and enhance our overall quality of life.



Chamber Events

We have numerous events throughout the year to give our members an opportunity to network with one another, including but not limited to the following:

- Courtesy Calls
- Ribbon Cuttings
- Webinars
- Banquets
- Golf Outings
- Ladies' events
- Annual meetings
- 828 Showcases
- Women in Business
- Holiday events



Ribbon Cuttings & Courtesy Calls



Chamber Benefits for our Members

Membership in the Marshalltown Area Chamber of Commerce aligns you with over 500 other businesses, organizations and individuals in an association that works diligently to strengthen the long-term economic vitality of both its members and the community.

Promotion – We'll come alongside to help get your name out there. We'll announce your Chamber membership in the New Member section of the Chamber Digest newsletter, asking other Chamber members to show you their support and patronage.

Networking – We give you the opportunity to meet and connect with other Chamber members, creating a valuable network of contacts.

Advocacy – Annually, the Chamber arranges trips to both the State Capital and Washington, D.C. to visit with our policymakers concerning issues affecting Chamber member businesses/organizations, and our Marshalltown area community.

Leadership – It's the Chamber's desire to provide a positive leadership role to the greater Marshalltown area to promote business activity that ensures the highest quality of life for present and future generations of area residents.

Involvement – The very best way to see the difference your Chamber membership makes for you, your business/organization, and community is to get involved. As a Chamber member, you will have numerous opportunities to volunteer.



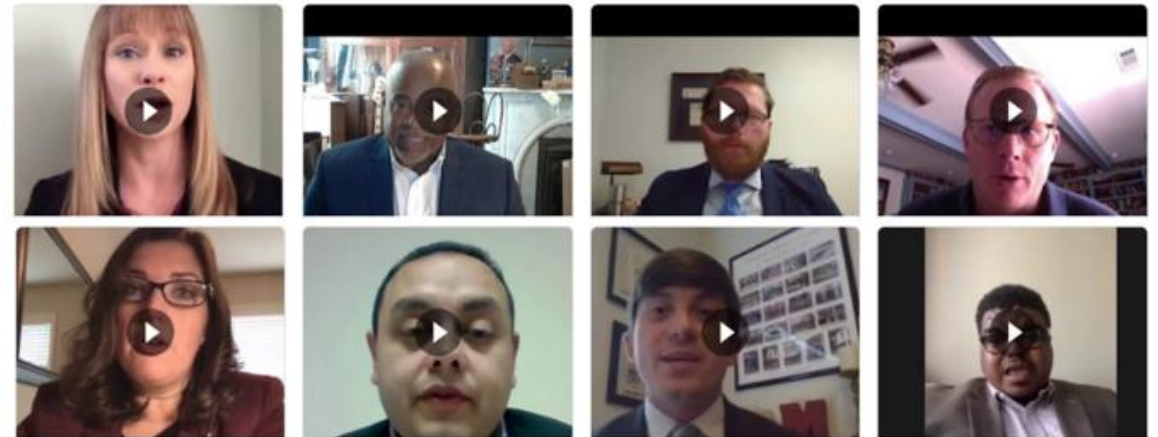
5-Step Checklist To
Making A Good Hire:
3) Use Video Technology
To Preview Candidates



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Use Video Technology To Preview Candidates

- Have applicants record and send you a 2-minute video of themselves with their resume in which they tell you:
 - Why they want the job
 - What their qualifications are
 - And describe themselves



5-Step Checklist To
Making A Good Hire:
4) Run Background Checks
On All Finalists



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Run Background Checks On All Finalists



Report ID. 1924336
Order Date
Completion Date
Ordered by

Search ID. 5349763 - EMPLOYMENT CREDIT REPORT

COMPLETE

Name Screened

Date of Birth

SSN

Subject Details on File

Street Address City / State/ Postal Code Report Date

***Regular hit on file -- all files are returned

***No consumer statement on file

Credit Summary From 08/10/2013

Public Records	0	Collections	0	Negative Trades	0
Hist Neg Trades	0	# Trades	4	Revolving	4
Hist Neg Occurr	0	Installment	0	Mortgage	0
Open Trades	0	Inquiries	0		

Type	High	Limit	Balance	Past Due	Payment
Revolving or check credit account	\$14,564	\$48,200	\$3,433	\$0	\$50
Totals	\$14,564	\$48,200	\$3,433	\$0	\$50



Report ID. 1924336
Order Date
Completion Date
Ordered by

Search ID. 5349763 - EMPLOYMENT CREDIT REPORT

COMPLETE

Name Screened

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Hist Neg Trades	0	# Trades	4	Revolving	4
Hist Neg Occurr	0	Installment	0	Mortgage	0
Open Trades	0	Inquiries	0		

Type	High	Limit	Balance	Past Due	Payment
Revolving or check credit account	\$14,564	\$48,200	\$3,433	\$0	\$50
Totals	\$14,564	\$48,200	\$3,433	\$0	\$50

Revolving Accounts

Current Status						Hist Status			
Acc Name/Address	Rptd DLA ECOA	Opened Ctds/PD	High Limit	Pmt Term	\$Bal	\$Past Due	Mths 30 60 90 M.O.P.	Rating	
USAA SVG BK Subscriber: [REDACTED] Type: Flexible Spending Credit Card	02/21A A	05/14	5406 20000	15	184	0	48 Paid or paying as agreed	R1	
USAA SVG BK Subscriber: [REDACTED] Type: Flexible Spending Credit Card	02/21A I	05/17	2627 7500	20	1950	0	44 Paid or paying as agreed	R1	
SYNCB/BANANA	02/21A	05/15	150 700		0	0	48 Paid or paying as	R1	

Address:

Reference Services

101 Plaza East BLVD, Suite 300,
Evansville, IN 47715

Phone:

(812) 474-9000

Email:

help@referenceservices.com

compliancedept@referenceservices.com

sales@referenceservices.com

Business Development Managers:

Judy Jordan (WV)

jjordan@referenceservices.com

Lori Lofton (IN)

llofton@referenceservices.com

Search ID	Service	Status
2230484	Driving History (MVR)	ALERT
2230473	Employment Credit Report	COMPLETE
2230472	SSN Trace	COMPLETE
2230476	County Criminal Search	NO RECORD
2230475	County Criminal Search	NO RECORD
2230474	Nationwide Criminal Search	NO RECORD

5-Step Checklist To
Making A Good Hire:
5) Interview In 3 Different
Settings



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Interview In 3 Different Settings



We recommend a 3-step interview process (these 3 steps test the candidates in various formats all which will be important to the performance of the job):

- 45-minute interview in a board room setting
- 1-hour tour of the community in a 1-on-1 setting
- Meal with 3-4 people in an informal setting

You will be shocked how often a community avoids making a hiring mistake after a candidate “Aces” the formal interview by learning more about the candidate in the informal settings of a meal and tour.



Testimonials



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Testimonials:

From: John Foglesong <johnf@ddhamilton.com>

Date: March 31, 2021 at 10:33:21 AM CDT

To: Alex Metzger <alex@thenextmovegroup.com>

Subject: Duane Lavery

Alex

I met with you nearly 2 years ago when we were hiring Duane Lavery. I am currently chairman of GRO Marshfield the entity that Duane runs. We are more than pleased with Duane—he is the Eveready Bunny.

My question is when should we extend his contract? My impression with persons employed under contract is that if they are not extended a year before expiration it is sign you are not satisfied with their production. Also, at what point do you increase their salary and how much.

Thanks, John

John Foglesong
D.D. Hamilton Title Co.
PO Box 11
Marshfield, MO 65706
johnf@ddhamilton.com
417.859.2078 office





Testimonials:

Sent: Tuesday, April 13, 2021 12:25 PM
To: Katherine Ellis <Kellis@ci.sealy.tx.us>
Subject: RE: Referral Request for The Next Move Group

Hi Katherine-

Yes! We were extremely happy with the services provided by the Next Move Group. We contracted with them to provide an Executive Search for the Chamber President/CEO. They were very responsive, made the search and the process very easy for our search team and NMG was very organized. Our new Chamber President started a week ago.

We were so happy with them, they are once again helping with an Executive Search for an Executive Director position for our newly created Economic Development Organization, Jefferson City Regional Economic Partnership.

I would highly recommend Chad, Alex and their team.

Please let me know if I can help in any way.

Missy

Missy Bonnot

Director of Economic Development
Jefferson City Area Chamber of Commerce





Testimonials

From: Peter Mills [<mailto:pmills@mainelegal.net>]
Sent: Saturday, July 8, 2017 10:02 AM
To: mpardue@kennebunkmaine.us; costerrieder@kennebunkmaine.us
Cc: Chad Chancellor <chad@thenextmovegroup.com>; Alex Metzger <alex@thenextmovegroup.com>
Subject: Economic development

Mike & Chris,

I understand that Kennebunk may be looking for a specialist in Economic Development. In our search for a new Executive Director for Kennebunk Economic Development Authority (I'm a board member), the 24 town consortium that owns and manages FirstPark in Oakland, we have been using Chad Chancellor and Alex Metzger whose firm is called Next Move Group out of New Orleans. They do both site selection and recruitment for economic developers and thus know both ends of the trade.

They have done fabulous work for us. I strongly recommend that you talk to them. Chad's phone is 504-648-7716.

Attached is a draft of the job profile that they helped us put together to advertise for the position. We now have a number of excellent candidates to interview from around the nation. We will be sure to send some of our second choices in your direction.

Peter Mills
207-858-6400 cell



Peter Mills
Search Committee Chair
Former Gubernatorial Candidate



Testimonials:

"I would have to say the executive search we conducted with Next Move Group was done at the highest professional level and was the most well-organized search I have been involved with in quite a while. I have been a healthcare administrator for many, many years both private as well as public and university healthcare and I can say that I have been part of many executive searches and the way the Next Move Group conducted our search was probably the most professional I have been part of, I wholeheartedly recommend the Next Move Group."



Listen Now

Hear Tom Spiers recommend the Next Move Group.



**World Trade Center
of New Orleans**



***Tom Spiers, Board Chairman, World Trade
Center of New Orleans***



Contact Us



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Contact Us

<https://www.thenextmovegroup.com/chamber-of-commerce-executive-searches>

Chuck Sexton, CEO

1-800-764-3105

chuck@nextmovegroup.com

www.nextmovegroup.com



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