

## Company Coordinators – Lessons Learned

Years ago the Company Coordinator program was started to quickly communicate meeting changes and other important information to our members in a time before email, before cell phones, before electronic newsletters and web pages.

In the beginning there were 20-30 people who volunteered to be coordinators and they made copies of newsletters, passed them out in their work place, recruited people to attend dinner meetings, etc.

Over the years the people willing to do that work dwindled and the electronic age made the need dwindle as well. Over the years we tried “dinners” and “pep talks” to pump the program up, to no avail, despite our best efforts interest in being a company coordinator died away.

I believe that this is a program that has out lived it’s usefulness to our chapter and that the effort put into this program would be better spent in a “marketing” type of role such as contacting newspapers with meeting information, perhaps even calling in person on key managers in the business’s around town.

I recommend an “end of summer blitz” to find coordinators for the oncoming year. Perhaps offer free dinner at the first PDM for those interested in being a coordinator and having a pep talk for them at that meeting.