On December 17, 2014, President Barack Obama form-ally announced plans to “normalized” the United States’ economic relationship with Cuba, and to re-establish diplomatic ties with the island nation. The an-nouncement came on the heels of a total release of American pris-ons by Cuba, a sub-contractor for the U.S. govern-ment who had been par-tially imprisoned in Cuba in 2009 while working to set-up Internet equipment in Jew-ish synagogues, as well as 53 other political prisoners, and the United States’ release of three Cuban citizens. Secret meetings to discuss the possibility of normalization began taking place between U.S. and Cuban officials in Ca-tawa, Canada as early as June 2013. When President Obama and Cuban President Raul Castro spoke on December 16, 2014, the con-versation constituted the high-est-level contact between the two countries over 50 years. Undoubtedly, the diplomati-cic ice has already begun to thaw. But many questions still remain regarding the United States’ economic relationship with Cuba. While President Obama continues to work toward alleviating the tension between the two countries, his hands are virtually tied when it comes to arguing the most contentious issue of the U.S/Cuba dis-pute. The decision to lift the embarg-oo against Cuba lies solely with Congress, and there are many in that body who think that undoing any of the decades-old sanctions is a big mistake. Still, others to, work-toward normalization is seen as a new approach to a stubborn problem, and an op-portunity for economic ex-pansion for both countries. The Background. In recent decades, the re-lationship between the United States and Cuba has been one primarily of political discord, but it hasn’t always been that way. In 1895, Cuba began waging a unsuccessful and final military effort for liberation from Spain. Just over a century removed from its own revolution, the United States was highly sympa-thetic to Cuba’s struggle to gain independence from an imperial power. Consequently, U.S. forces intervened in the Cuban War of Independence, thus catalyz-ing the Spanish-American War. After the war, the 1898 Trea-ty of Paris gave the United States temporary control over Cuba, which remained under Ameri-can governance for the next few decades. In 1902, Cuba finally gained the independ-ence it had sought for so long. The Background. The Cuba Embargo in the 21st Century Throughout his tenure, President Obama has only re-vealed three bills. This is the fewest in a first term by any President since James A. Garfield, who did not veto any bills during his presidency, and in rather stark contrast to Obama’s pre-cursors. President Obama and his wife Michelle, who received two bills dur-ing his two terms. But with Congress now controlled by the Republicans, the future may see fit to begin using this executive power more frequently. “Because this act of Com-merce is in its nature not of the executive branch, and from this it bears on our national inter-est—including our security, safety and environment—it has earned my veto,” President Obama said in vetoing the pipeline. The Senate attempted to override the veto in a vote on Wednesday, March 5, despite full awareness that they lacked the support to do so. The final vote was 63-37—five votes short of the two-thirds needed to override a presidential veto. But Republicans still show no sign of surrender. “We will continue to press for approval by attaching an approval measure to another bill,” said Senator John Hoeven of North Dakota in a statement, “perhaps an en-ergy bill or must pass appropriati-ons legislation.” Senator Ho- even is the bills chief sponsor. The pipeline has become a symbolic issue for those on both sides of the environmen-tal debate at large. It is being framed as a core issue repre-senting the environment and political discourse, clouding the facts and overshadow-ing what the decision is really about: Does our coun-try have a pipeline problem? Those in favor of moving forward with the construction of the pipeline point to the num-ber of engineering and manufac-turing jobs the project would create. “The president is too close to environmental ex-ecution stancings for standing strong against an American economic opportunity,” according to the National Interests. But discerning exactly how the pipeline would benefit or hurt the environment is not always clear, and bears on the decision taking time to retain valuable information. The 2011 “PhoneDog case was a watershed moment in the tug-of-war be-tween employers and employ-ees over social media accounts. According to the District Court, N.D. 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PhoneDog also claimed this negatively impacted its revenue from ad-ver-tisers, as well as pay to users who were no longer being redirected to the PhoneDog site, and they would see paid advertisements (Continued to page 3) Mr. Kravitz claimed that PhoneDog did not take the necessary steps to maintain in-formation secrecy and that the password did not contain any in-herent value. Therefore, it could not be considered a trade secret. The case was settled out of court. But even though the ex-pression as a core issue repre-senting our national inter-est—including our security, safety and environment—it has earned my veto,” President Obama said in vetoing the pipeline. The Senate attempted to override the veto in a vote on Wednesday, March 5, despite full awareness that they lacked the support to do so. The final vote was 63-37—five votes short of the two-thirds needed to override a presidential veto. 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Wading in Member Waters: How Deep is Your Value Pool?

Melynn Sight speaks to and works with chambers across many industries and provides insights and strategies that help to strengthen the community. He is a former chair of the Dallas Regional Chamber of Commerce. He is a former chair of the Greater Austin Chamber of Commerce. He is a former chair of the Greater Austin Chamber of Commerce.

Do you remember when you learned to swim? Perhaps a lifeguard warned you to stay in shallow water to avoid the deep end. While good advice for those learning to swim, it’s not such good advice for chamber executives—everyone that new to the job and just learning to “swim” in chamber waters.

The problem with the shallow end is that chamber servic es and offerings stand on their own, with little connection to how relevant they are to the member. This is more important today than ever before, as rising waters of change in chamber management create new challenges. We spoke with three chamber executives to ask about changes and delivering value today.

Lucas Peter, Chief of Staff, Greater Austin Chamber

People say “incorrigibility is the mother of invention,” but I’m not sure that’s always true. Or at least, I’m not sure that it’s accurate all the time. I would agree that necessity often sparks innovation, but true progress comes from the spark being nurtured, how it is developed, whether or not it is given an environment in which to thrive.

The environment to which I am referring is, of course, one that is complex and full of interesting and often quirky factors. One such factor is the way that people live and work. People live and work in different ways. In some ways, it is much easier to live and work in a way that is more efficient or more productive, and in others, it is more difficult. The point is that people live and work in different ways. In some ways, it is much easier to live and work in a way that is more efficient or more productive, and in others, it is more difficult. The point is that people live and work in different ways.

The 21st Century

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Evaluating the Keystone XL Pipeline

(Continued from page 1)
ec also argue that it would have a significant impact on the environment, especially for the environmentalists who oppose the pipeline that it is ecologi- cally unsound to build the pipeline. However, there is no significant potential benefits to the Keystone XL Pipeline would come with a potentially significant environmental cost for the environmental movement as a whole, those who believe it may break. Contributor... 

Increase Engagement Levels as a Retention Strategy

Cathi Hight
Contributing Writer

Although it’s important to spend time acquiring new members and integrating them into your “community,” it’s equally important to find new ways to engage old members. Engaging your members is more broad than just gathering data and tracking behaviors. It also includes open rates of e-mails sent, social media activity and website visits, clicking on links, responding to surveys, joining groups, participating in committees or councils, volunteering, and connecting through social media platforms. Attracting new members and developing member engagement can be difficul-

Cathi Hight is president of Hight Perform- ance Group and has over 20 years of experience in member management, sales training and highly-educated manager. Even the most seasoned performers like giving them more than just hard enough not to get fired. Those who do not want responsibility; have a set salary compression, that which is the narrowing over pay ranges as factors contributing... 

Do Social Media Platforms Own Your Online Business Identity?
Brianne Clegg
Staff Writer

We’ve all seen them in our newsfeed or notifications popping up in our newsfeed or notifications appearing in our names in a conversation. Whether they’re a picture of your eyes. I’m talking about those annoying social media notifications on your phone, the ones that generally go a little something like this: “John Smith joined the site and sent you a friend request.” The great thing is you best if you just keep scroll- ing on the phone and ignoring them about it anymore. Well, it is the time to stop scrolling. As the developer of your own content, if your newsfeed, it is important to own your the newsfeed to tell your audience what to expect when they see your friend request. In this stage of social media, you are the one in charge of the content and you are the one in charge of the newsfeed. As you come to realize, your newsfeed is like a personal... 

When Your A-Game Employees Bring Their B-Game to the Job

Glen Shephard
Contributing Writer

In 1969, a psychologist named Norman Triplett published a book titled The Nature of Human Competition. In it, he proposed two theories on hu- man competition. Theory X assumes that the average human is like the Energizer Bunny. It states that work is regarded as easy and fun, and people do not need to be motivated. Theory Y assumes that the average human is more like the Tired and Driven athlete. It states that work is regarded as work and will avoid it whenever possible, and that a lack of direction or motivation has negative effects. Despite the first theory being the most widely accepted and used, the second theory is more in line with modern business practice. With... 

Current Alaskan Pipeline

Credit: c9eevanscholes.com

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My Name Is [Your Name] and I Work for [Your Company]. What’s Your Excuse?

Cathi Hight
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Life Membership

Cathy Clegg
Staff Writer

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When you're a member of a commerce executive, facing a challenge is the day-to-day thing—especially during a day like this. It was a stormy morning, with rain pouring down as we drove to the hotel. The chambers of commerce in New Jersey are all located in the heart of the state, and they face a variety of challenges. Some of the challenges include: 

- **Membership growth**: The Chambers of Commerce need to attract and retain members. 
- **Economic development**: Chambers of Commerce work to create a pro-business climate, attract new businesses, and retain existing ones. 
- **Marketing and outreach**: Chambers need to promote their services and value to potential members. 
- **Government relations**: Chambers need to advocate for pro-business policies at the local, state, and federal levels. 
- **Community involvement**: Chambers need to be active in the local community and participate in events and activities. 

The Princeton Regional Chamber of Commerce (PRCC) is one such chamber. Founded in 1959, the PRCC serves businesses in Central New Jersey. The current president is Dave Cappa, who has been with the organization for 12 years. Cappa says that the chamber is facing a critical challenge: member retention. 

PRCC has 1,300 members, but it has seen a decrease in membership over the past few years. Cappa attributes this decline to the economic downturn and the increased competition from other organizations. 

**Q: What are some of the strategies you're using to retain members?**

Cappa: We're focusing on providing value to our members. We offer a variety of programs and services, such as networking events, educational opportunities, and advocacy efforts. We also provide a mentorship program for small businesses. 

**Q: How do you define value?**

Cappa: For our members, value means access to resources, networking opportunities, and a sense of community. It's about building relationships and finding solutions to business challenges. 

**Q: What role does technology play in your retention efforts?**

Cappa: Technology is critical. We use social media, email, and our website to communicate with our members and potential members. We also use technology to streamline our processes, such as member onboarding and renewal. 

**Q: Do you think membership growth is possible?**

Cappa: Absolutely. We believe that there is a place for chambers of commerce in any economy, and we're committed to growing our membership. We're also exploring new ways to reach potential members, such as through partnerships with other organizations. 

---

**The Princeton Regional Chamber of Commerce**

**President:** Dave Cappa

**Vice President: Evangelia Rowland-Lagan**

**Secretary:** Marcia Land-Lagan

**Treasurer:** John Barrett

**Staff:**
- Executive Director: Dave Cappa
- Director of Membership: Evangelia Rowland-Lagan
- Director of Programs: Marcia Land-Lagan
- Director of Development: John Barrett

**Address:**

222 State Street, Suite 300, Princeton, NJ 08542

**Phone:** 609-263-5656

**Email:** info@princetonchamber.org

**Website:** princetonchamber.org

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**The Mike of Colgate-Palmolive Memorial Bridge, Hoover Dam**

By Carly Morgan

Carly Morgan is a Head Writer at the Princeton Regional Chamber of Commerce. She was a member of the 2014-15 class of the Princeton Regional Chamber of Commerce Leadership Program. Carly has written for various publications, including the National Chamber Review. She holds a B.A. in English from Princeton University and a J.D. from the University of Chicago. Carly lives in New Jersey with her husband and two children.
**Eastern Shore of Virginia Chamber of Commerce**

**Molly, Virginia**

**Lucas John Potter**

**Staff Writer**

The sun is shining. Tourists are everywhere. Clams at the beach and oysters in the bay. This is Summer in the Eastern Shore of Virginia. The peninsula is connoted by the Atlantic Ocean on its eastern side and by the Chesapeake Bay on its southern side. During the summer, touring, beaches and seafood are very popular. However, there are also several festivals to attend.

One such festival is the Eastern Shore of Virginia Peninsula Chamber of Commerce’s annual Clam Bake. The event happens every year in late June and attracts hundreds of participants. It features live music, food, and local vendors of goods and services. The festival is a great way to support local businesses and enjoy the beauty of the Eastern Shore.

The Eastern Shore is also home to the Virginia Institute of Marine Science, which is a research institution dedicated to providing educational programs about the ocean. The institute offers various programs for students of different ages, including summer camps and workshops. These programs are designed to engage students in marine science and help them develop a love for the environment.

In addition to the Clam Bake and the Virginia Institute of Marine Science, the Eastern Shore is also known for its rich history. The Virginia Beach area, for example, was the location of the first successful landing of a rocket in the United States. The town has several monuments and museums dedicated to this important event.

Overall, the Eastern Shore of Virginia offers a unique blend of natural beauty, cultural attractions, and educational opportunities. Whether you are a tourist or a resident, there is something for everyone to enjoy.

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**Salem Area Chamber of Commerce**

**Carly Morgan**

**Head Writer**

Right now, the Salem Area Chamber of Commerce is in the midst of a major project—developing a new membership program for high school students of the Salem area. The initiative is called the Young Professional Program (YPP). The goal of the YPP is to open this door to all high school students, who will then have the opportunity to be part of Salem’s private sector growth.

To do this, the chamber is working closely with Salem Public Schools (SPS) to develop career-based programs that will attract students. By the end of 2023, the program will be open to all students, regardless of their background or interests.

What’s particularly interesting about Salem Area’s Career Technical Education Center, however, is that the enrollment in the school is housed in a former manufacturing facility. As the school website states, “millions of dollars in donations from local businesses have allowed to be retrofitted and re-purposed.” Such a space is square foot, state-of-the-art, and the program is designed to train students for careers in the growing tech industry.

In essence, the Salem Area Chamber of Commerce is looking to partner with the high school system to give students the opportunity to develop skills that will be in demand once they graduate. By participating in these programs, students will be able to develop a better sense of their own career path and make informed decisions about their future.

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**Brea Chamber of Commerce**

**Brea, California**

**Carly Morgan**

**Head Writer**

When the Brea Chamber of Commerce was founded in Brea, California, the town was set up as the place to live. The land of oil, oranges, and opportunity. Brea is located in Orange County, California, and has a population of about 39,000. The chamber was established in 1967, and the main goal was to promote business in the area.

The chamber has a membership of over 500 companies, and it provides networking opportunities for businesses of all sizes. The chamber also publishes a monthly newsletter and hosts various events throughout the year, such as breakfast meetings, networking events, and community service programs.

The Brea Chamber of Commerce is dedicated to helping its members grow and succeed. The chamber offers various services, including advocacy, education, and resources to help members meet their business goals. The chamber also serves as a voice for the business community in the city of Brea, advocating for policies and programs that support business growth.

Overall, the Brea Chamber of Commerce is a valuable resource for businesses in the area. Whether you’re looking to connect with other professionals or grow your business, the chamber offers the tools and resources you need to succeed.
The Castro regime in Cuba is an example of a government that has been in power for many years, and its policies and actions have had a significant impact on the country. The Castro regime has faced criticism from many countries and organizations, and there have been efforts to change the situation in Cuba.

One of the main criticisms of the Castro regime is its human rights record. The Castro regime has been accused of suppressing opposition and dissent, and of violating the civil and political rights of its citizens. The regime has been criticized for its failure to hold free and fair elections, and for its restrictions on freedom of expression.

The Castro regime has also been criticized for its economic policies, which have led to a lack of economic growth and development. The country has a centrally planned economy, and there are restrictions on private enterprise and foreign investment. The Castro regime has faced criticism for its failure to address issues such as poverty and inequality.

The Castro regime has also been criticsed for its policies towards the United States. The United States has imposed economic sanctions on Cuba since the early 1960s, and these sanctions have had a significant impact on the Cuban economy. The sanctions have made it difficult for Cuba to trade with other countries, and have led to a lack of access to technology and other goods.

The Castro regime has faced criticism for its treatment of dissenters, and for its failure to allow for political opposition. The regime has been accused of using violence and repression to silence its critics, and there have been reports of political prisoners in Cuba.

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The Castro regime has also been criticized for its policies towards the environment. The country has faced criticism for its failure to address issues such as deforestation and pollution.

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Directors are

1. Behaviors (right or wrong).

Help Me, Help My Board.

May I suggest that you have a card program when I checked

One smiling employee in

invited to enjoy a cup of compli

with a warm welcome and eye

front door, or call or email you

After a successful 20-year career in

success, reputation, and growth

which will contribute to your

ing them all as secret shoppers,

appreciation for the informa

for responding to their in

that you are their first choice

For every six posts you make.

self-promotion. Be sure that

post them for your members.

Monitor your comments, likes,

videos rule over photos. Ac

recognize new members and

use video to tell these stories.

of as Google+, You Tube, Pinterest,

by considering how many

recent data from social

A new trend shows that

2.) According to the

Recognize new members and

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and associations. Her background is

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knowledgeable about topics that are

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make sales and marketing more ef

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which will help you in devel

accrue. According to the

CIFP, a global leader in

requires employers to remove

and development. “It is prudent

of savings. Consider allocat

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or do you require those ties to be severed

by LinkedIn about the recent em

of the public profiles of people

hand over my connections to

If my employer demanded I

tedly, no legal or HR expert.

If you are worried

upon an employee’s departure?

them? What will happen to your

counts? Do you have access to

to start. Who manages the ac

are not already thinking about

them—without alienating po

them from taking their business

Risk. When hiring an employee

employee has the opportunity to

tively, no legal or HR expert.

To this effect LinkedIn

suggests a gentler “sharing of

goodwill with your employees.

on an employee’s departure?

business, but avoid alien

employee leave your company?

employment. Always maintain

your business, but avoid alien

employee leave your company?

employment. Always maintain

them from taking their business

and doesn’t always mean the

for courts to draw upon

would you grade the ex

secret shopper at that moment.

your wallet or purse to purchase

Millennials: The New Workforce is Here

By definition, Millennials are

the children of Baby Boomers, brought up alongside the Internet and mass media bombardment. Born between the 1980s and 90s (Generation Y), Millennials may be the first generation to have grown up

with a phone call, a cell phone, and

which to digest my experiences

What would you grade the ex

of that very brief moment that

secret shopper at that moment.

A great board, and absent mem

and development. “It is prudent

of information, demographics,

issues do deserve board atten

As mentioned previously,

a “bag of chips.” If you will.

Raised in a codie-centric era,

is not that you have first contact

and meeting needs, Generally

for the U.S. Chamber of Com

licity for generations X, Millennials

are meant for young, casual, and

of as Google+, You Tube, Pinterest,

by considering how many

self-promotion. Be sure that

post them for your members.

Monitor your comments, likes,

videos rule over photos. Ac

recognize new members and

use video to tell these stories.

of as Google+, You Tube, Pinterest,

by considering how many

self-promotion. Be sure that

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by considering how many
2nd Quarter 2015 Upcoming Events:

This section is designed to suggest new ideas, inspire creative thought, and hopefully encourage other chambers to try new things. So take a look at this long list of events and try to find one that will match your time frame. Are you ready to roll? Are you ready for the event you’re really proud of? One you want to shout about from the rooftops? Email your upcoming events for July, August, & September 2015 to nationalchamberreview@gmail.com to submit them for our July, August, & September 2015 issues.

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**April**

- **Riverchase Ocean City Area Chamber of Commerce, Ocean City, New Jersey:** Upcoming Events (April 10-11) - The Garden Club of Ocean City will hold its annual Flower Show held April 10-11 at the Ocean City Convention Center. The show features exhibits of plants, cut flowers, and wild plants from Ocean City and Elsewhere. The show is open to the public from 10 a.m. to 6 p.m. daily.

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- **Chicagoland Chamber of Commerce, Chicago, Illinois:** Upcoming Events (April 13-14) - The 13th Annual Asian & Classic Wooden Boat Show will take place at the Lake Arrowhead Village, Antelope Lake. Tickets are $10 per person, $100 per table after April 24th. Increase $10 per person/$100 per table after April 24th.

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- **Chillicothe Chamber of Commerce, Chillicothe, Missouri:** Upcoming Events (April 14-16) - Business registration is now open for the 13th annual Business Expo which will be held at the Chillicothe Convention Center on April 15th. The Expo features more than 70 exhibitors, 10 keynote speakers, networking, and a banquet featuring an award ceremony.

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- **Greater York Region Chamber of Commerce, York, Maine:** Upcoming Events (April 16) - Please join Kathy Green, Manager of Commercial Risk Management at NGM, as she gives a presentation on how your company can avoid and minimize losses through a Lean approach.

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- **St. Paul Area Chamber of Commerce, St. Paul, Minnesota**

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- **Fremont County Chamber of Commerce, Colorado:** Upcoming Events (April 16-18) - Registration is now open for the 44th annual District Convention of the Fremont County Chamber of Commerce, to be held April 16-18 at the Holiday Inn in Cripple Creek, Colorado. The event includes a trade show, socials, seminars, and workshops.

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- **Mesothef**

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Podcasts Go Mainstream: What NPR’s Gabcast Offers Your Chamber

Carly Morgan

Head Writer

There are lots of reasons available to chamber of commerce marketers. Sometimes you need to educate your audience; sometimes you need to entertain them. It’s also possible that you need to keep up with the latest technology. Or you may simply want to keep your members and potential members engaged. Podcasts might be the answer.

Podcasts are accessible and affordable. They’re easy to produce, and easy to consume. And even if you’re not planning on producing your own podcasts, there’s something to be gained by adding podcasts to your marketing mix.

In a recent article appearing in the Digital Information World, the author states, “Podcasts are a great way to keep your audience engaged and up to date with new technology, to modify and evolve our skill level, to keep our audience informed, and to keep our audience patentable.”

The author goes on to describe the history of podcasts, and the early days of “castcasts.” It’s an interesting read, and certainly worth your time.

First, the main thing to know about Gabcast is the “just press record” syn

...
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