



CORNERSTONE LEAGUE

Location, Location, Location- Best Practices

- 1. Have meetings at a variety of locations to maintain interest**
 - a. Hotel
 - b. Restaurant
 - c. Country Club
 - d. Conference Center
 - e. Destination spot- i.e. sporting event/ ballpark, aquarium, botanical gardens, lake, theme park, horse track, dinner cruise on lake
 - f. A sponsor credit union location- i.e. training room of a credit union (Free location)
 - g. Location with connections to a large SEG for a credit union- i.e. UT Club, Minute Maid park
- 2. Have meetings at a variety of locations around to town for fairness in accessibility**
 - a. North, South, East, West
 - b. Downtown/ Central
 - c. A spot that is Central, convenient and economical is always great!
- 3. Have surveys at meetings in order to gather feedback from attendees**
 - a. Offer incentive to fill out the survey by giving one free raffle ticket for a completed survey
 - b. Surveys will gather information like: Did you like the location?, Did you like the speaker?, Did you like the food?, What suggestions do you have for the future? Etc...
- 4. Hold a variety of types of Chapter meetings in order to maintain interest, change up attendance numbers, change up clientele of attendees**
 - a. Dinner
 - i. Location- Hotel, Country Club, Restaurant, Conference Center
 - b. Lunch
 - i. Location- Hotel, Conference Center or Restaurant
 - c. Social Mixers- at a fun location/restaurant, play get to know you games, mix & mingle
 - i. Location- Popular Restaurant, Gaming Restaurant, sporting event, theme park
 - d. Family Mixer- fun event
 - i. Location- Sporting event, ball park, recreational park, outdoors
 - e. Vendor Expo
 - i. Location- Hotel or convention center or destination spot
 - f. CEO Meetings- request to attend quarterly CEO meeting to gather their feedback
 - i. Location- Sponsor credit union (Free)
 - g. Training Events- morning session, lunch, then afternoon session

- i. Location- Hotel or sponsor credit union (Free)
 - h. Roundtables- i.e. Marketing, Lending, etc...
 - i. Location- Hotel or sponsor credit union (Free)
- 5. For some Chapters, a consistent, reliable location works perfectly for all!**
- a. Gulf Coast Chapter- Location is a banquet center, Joes BBQ caters, @ \$9.00 per person!
 - b. Big Springs Chapter- Location at the Steakhouse works great for everyone!
 - c. Greater Oklahoma Chapter- Location is at the Credit Union House in Oklahoma City!

Overcoming Challenges

- 1. Challenge getting smaller credit unions to attend because of cost**
 - a. Overcome by either the chapter or larger credit union take turns sponsoring a smaller credit union each month or quarter
- 2. Challenge getting remote credit unions to attend because location is too far**
 - a. Overcome by rotating the location to various towns to accommodate everyone
 - b. Overcome by introducing web or audio conferencing for them to attend remotely
 - i. Instead of charging them, have them use the money to order pizza as they listen in or watch through webcasting
- 3. Challenge of the weather being either good or bad**
 - a. Hard to overcome
- 4. Challenge having attendees wait until the last minute to register for the meeting**
 - a. Overcome by offering discount pricing for advance registration
 - b. Overcome by up-charging the pricing after a particular date
- 5. Challenge getting a good location or venue that isn't too expensive**
 - a. Overcome by communicating rates offered at other locations and try and bargain/ negotiate with venue for a group rate
 - b. Overcome by maybe just having one meeting at this location per year and save money at less expensive spots throughout the year
- 6. Challenge of location only offering a cash bar and not accepting creditcards**
 - a. Overcome by changing locations ☹️
 - b. Overcome by having a vendor sponsor the drinks at this event and being prepared to have cash on hand
- 7. Challenge of credit unions in the Chapter being so spread out**
 - a. Overcome by alternating locations between towns
 - b. Overcome by having it at an exciting location and/or destination spot from time to time