



## Serious Contacts Leads Groups Program Outline

### Purpose

To provide a networking forum and an exchange of leads between success-oriented businesswomen and men who wish to increase their visibility and their circles of influence.

### Goal

To grow the group to 30 members and pass as many leads as possible at each meeting.

### Eligibility

CWCC Sole Proprietor membership may participate in one leads group. Members who join at a Business membership level and above are eligible to participate in two leads groups. Each Serious Contacts group requires a unique representative from the company, i.e. the same representative from a company cannot participate in more than one leads group.

### Structure

- ❖ Regular semi-monthly meetings: meeting length is approximately one hour
- ❖ Each member makes a 30-second, timed presentation to educate other members about his or her business, to request specific referrals and to increase personal recognition through repetition.
- ❖ Optional 5 minute personal presentation by a member
- ❖ Members designate one business category to represent. Limit of one category per leads group membership.
- ❖ Members supply one another with leads that include valid, current contact information
- ❖ Members will rotate the opportunity at each meeting to do 7-minute, more in-depth presentations on their businesses
- ❖ Members are encouraged to bring guests who are non-competing with existing leads group members. Leads group members must contact CWCC or the Group's membership director prior to bringing a guest. Guest may attend two consecutive meetings but may not receive leads. Subsequent attendance requires CWCC membership and approval by Serious Contacts leadership team.
- ❖ Members must respect the rules and the commitments of other members in time and value of information presented. No cell phones, beepers or talking out of turn.
- ❖ Group will be limited to 30 people to maximize interaction of each leads group. A waiting list will be maintained for additional members who will be notified of openings in the order they were added to the list.

### Guest Policy & Non-Compete Code

CWCC Serious Contacts will practice a code of non-competitiveness: no duplicate businesses in any one group, unless the members have agreed to differentiate their services, deferring to the already participating member's discretion. Only members are allowed to give and receive leads.

Guests must respect the business conducted at all meetings.

## **Membership Policy**

To become a member of Serious Contacts, a representative must 1) have attended two consecutive meetings, 2) be a CWCC member of good standing and 3) be non-competing with current members of the leads group. Once all three criteria are met, the representative must sign the Serious Contacts commitment form to officially join the group. If a potential member is not approved for membership, the leadership team must seek CWCC approval prior to notifying the prospective member.

## **Leave of Absence Policy**

Up to a three-month leave of absence is allowed in cases of serious personal illness or professional activities (e.g., training, etc.) that would prevent regular attendance to the leads group during that period of time. To be eligible, a member submits a letter of request to the leadership team. Both the leadership team and CWCC must approve the leave of absence. Membership with CWCC must be current throughout the leave of absence.

## **Election Procedure**

- ❖ Each leadership team serves a term of one year. Officers can serve up to two consecutive terms, and are eligible to return to office after an interval of another term. If a group determines that they want to keep the current president past the two year term, the president will contact CWCC for approval of an exception.
- ❖ The president is elected by leads group members in good standing. Nominations for president are submitted during the first leads group meeting in November. The candidate slate is then submitted to the CWCC office, to be distributed to the leads group members for voting via e-mail or fax. Votes are turned into the office, and upon CWCC approval, the results for President are reported to the current Serious Contacts leadership team.
- ❖ The president-elect is introduced at the first meeting in December. Leadership team members are selected by the President-elect and approved by CWCC within the following two weeks.
- ❖ Once approved, the new leads group leadership team is introduced at the first meeting in January.

## **Social Gathering Policy**

Social gatherings are encouraged to provide networking opportunities for leads group members to build referral relationships. We ask that all Serious Contacts social gatherings adhere to the following standards:

- ❖ Serious Contacts social gatherings should not be held at the same date and time as a CWCC-sponsored event and must be approved by CWCC (including date, time and location).
- ❖ Serious Contacts social gatherings are not considered official CWCC events and cannot be publicized or committed as such. For example, any contracts signed or reservations made should be done in an individual's name and not by using "Colorado Women's Chamber of Commerce" or "Serious Contacts."
- ❖ Serious contacts groups are encouraged to utilize existing CWCC events as an additional resource for their social gatherings.
- ❖ Each group can collect an unspecified amount of money to set aside for social events of their choosing.