

Lakes Area Business Alliance Team (LABAT)
By-Laws – last update 11/11/2015

General Structure: *LABAT is a “hard networking & qualified referral sharing” team of Lakes Area Chamber of Commerce members whose primary goal is to develop strong relationships amongst its members for the consistent exchange of ideas, resources and referrals. Bi-weekly LABAT meetings are structured to provide a supportive system of giving and receiving business referrals.*

AUTHORITY FOR OPERATION: The group is sponsored by the Lakes Area Chamber of Commerce and draws its authority for operation from the LACC Board of Directors. Any formal action of the group will require the affirmative vote of a majority of all of the participants of the group. Any modification to these guidelines must be submitted to and approved by the Chamber.

LABAT Networking Group By-Laws:

1. Each **LABAT** group is limited to 25 members. Anyone wishing to join when a group is at its max will be referred to the Chamber and put on a waiting list for formation of a new group/or an opening in one of the existing groups.
2. **LABAT** members must be members of the Lakes Area Chamber of Commerce (LACC) and their LACC dues must be up to date. A LABAT member is the owner or one of his/her employees. Each individually paid LACC membership is eligible to belong to any 1 LABAT group, (if that classification/category is open.
3. **Potential members of LABAT** must complete and submit a membership application for approval by the LABAT Membership Committee.
4. **One person** from each professional classification whose products or services are their primary focus, **based on their Chamber application category**, is permitted to join a group. At the time of submittal of application, **member must be specific in his or her primary focus**, as multiple professional classification’s of the same type are encouraged to join as long as they have a different primary focus of business, products or services. If an LACC member has more than one business, they can only promote the business registered with LABAT. (Multiple LABAT groups will be formed within LACC, as needed). If more than one application is submitted with the same classification, the decision will be based on the date they joined the Chamber. All others will be placed on a wait list.
5. **Meetings** are held every other week at an LACC member’s place of business. Day of the week, time (meeting time - one hour duration) and location to be determined by the group and approved by LACC. It is recommended that each group meet at a different city, township or village being served by LACC. Meetings must begin and end on time.
6. The following **LABAT Officer Team** members are rotated every 6 months (the new LABAT Officer Team begins January 1 and July 1.) amongst active members of the LABAT. Specific Leadership positions may be held no more than 2 consecutive terms. After sitting out one term, the member may be re-elected to fill that position again.
 - A. **President** – facilitates the meeting. Depending on how many are present at a meeting, time adjustments may need to be made to complete the meeting **ON TIME**. The President also assists other officers when needed. Selects Vice President, Secretary

- and Education Coordinator to serve during the 6-month term. Supervises entire LABAT Officer Team and is responsible enforcing by-laws and code of ethics within the group.
- B. **Vice President** – Runs LABAT meeting in President’s absence. Selects Membership Committee and chairs the committee. Inducts new members by reviewing LABAT policies, procedures, guidelines and Code of Ethics. They ensure that all members of the group are LACC members in good standing. They also maintain attendance policies and ensures the group does not exceed 25 members. VP must maintain a copy of each application and provide chamber office with a copy.
 - C. **Secretary** – Maintains the Membership Roster sheet. Manages the speaker rotation, allowing 8 minutes for presentation and 2 minutes for Q & A. Maintains group referral data records (referral slips, closed business, one on one) including maintaining the business card box and miscellaneous administrative duties, as instructed by the President. The Secretary must also provide the Chamber office with a monthly report of referrals, closed business and face to face meetings and any changes to the Membership Roster. Every attempt should be made to have the meeting roster and agenda emailed to members of the group a minimum of 24 hours in advance. Members should bring their own copies of the agenda/roster and the secretary should bring a few extra copies for any guests or subs that aren’t on the email list.
 - D. **Education Coordinator** – Provides a 2–5 minute overview on tips & ideas about business, networking, and sales that the group can benefit from at the direction of the Board Officer Team.
 - E. **Membership Committee** – is comprised of 2 or more members of the group. They review submitted applications and provide a recommendation to the Vice President. They need to verify the applicant is an LACC member in good standing; assists VP in inducting new members by reviewing LABAT policies, procedures, guidelines and Code of Ethics; inform applicants of any room fees for meeting locations (if applicable).
 - F. **Absenteeism** – Attendance is a priority. Members are dismissed from the LABAT group after 4 absences without sub representation during a six month period. (See Sub guidelines below.) If a member misses their second or third meeting within any six-month period, a written warning will be given on each occasion. After the fourth absence via a majority vote by the LABAT Officer Team and approved by the Chamber, your professional classification will be re-opened to the group.
 - ** **Medical Leave** – anytime a member in good standing is absent for an extended period due to medical issues, they can request a medical leave to retain their category within the group for up to 6 months.
7. **Tardiness / Early Departure** – Each meeting is one hour long and will begin promptly based on its schedule. Anyone arriving after the 60-second commercials begin is considered tardy and loses the privilege of their 60 second commercial spot at that meeting. Leaving prior to passing referrals is also counted as tardiness. Consecutive tardiness and/or early departures are subject to termination via written warnings, majority vote by the LABAT Officer Team and approved by the Chamber.
8. **Courtesy** – When anyone is speaking there should be no interruptions. Questions and comments are to be restricted to the 2 minutes of Q & A at the end of an 8-minute presentation or schedule a face-to-face meeting with that person. Please avoid any and all side-conversations during the 60 second commercials and presentations.

- ❖ Keep your 60 second commercial to 60 seconds or less. Commercials should be practiced so that delivery of the message is precise. Based on size of group, President may adjust the commercial time to less than 60 seconds to keep meeting on time.
 - ❖ You must keep your 10 minute presentation to 8 minutes, allowing 2 minutes for questions and answers. After 10 minutes, your time is up.
 - ❖ Exhibitors have 2 minutes for their promotion if time allows, otherwise the President may have to adjust time slot to keep meeting on time.
 - ❖ By respecting all time lines, meetings should conclude on time. This still allows time after the meeting for further questions or conversations.
9. **Visitors** – Potential members may visit a LABAT meeting two (2) times. They can be introduced by name and company name, but they are not there to promote their business. The purpose of their visit is to give them an opportunity to see how the group works and decide if they would benefit from it. After two visits, they must inform the LABAT Officers if they are interested in membership by submitting an application. If not currently an LACC member, they must join the Chamber before LABAT application is submitted.
10. **Subs** - Subs are present to promote the business they are subbing for. They may not be a "permanent substitute". A sub may be used up to 5 times within 12 meetings. After that, your category will be opened.

If the sub is a member of the LACC, and their personal business category is not filled, they can give their business commercial after the business they are subbing for. . If their business category is filled, they should introduce their name and business only and then promote the business they are subbing for.

If the sub is a non-member they can only give their name and business name

** Each LABAT group should maintain an ongoing sub-list to share with each other.

11. **Brochure Table** – Each group meeting will have a designated table for any member promotions, announcements or upcoming events.

Dissolution of a LABAT Team can occur:

- If at any time a LABAT Team membership falls below 6 members, that team will be placed on probation for period of 60 days to work on bringing the membership totals back up. If the attempt fails, the Team will be dissolved and the remaining members will be absorbed into another group providing their category is open.
- If a suitable leadership team cannot be obtained at the time of ending term of the current leadership team.
- If the new leadership team does not arrange for training within 30 days of taking office. (President should call Chamber office to set up training date for new officers.)

**Lakes Area Business Alliance Team (LABAT)
CODE OF ETHICS**

The following Code of Ethics is provided to ensure that all LABAT Networking Groups and their members remain respectful, productive, team oriented and consistent, so the organization is successful.

Upon acceptance to LABAT, I agree to abide by the following Code of Ethics during the term of my involvement in this networking group.

1. I commit to actively support and promote fellow members businesses by providing a minimum of 1 of the following per meeting (2 per month):
 - ~ Qualified Referral
 - ~ Lead
 - ~ Support of Action – including LACC event attendance/ LACC meeting attendance (LABAT not included)/Face to Face (one on one), Closed Business (\$ Generator)/ or bringing a guest to the LABAT meeting.
2. I understand referrals are to be given to LABAT members ONLY – NO referrals to visitors.
3. I commit to follow-up on all referrals received in a timely and professional manner.
4. I commit to provide the products and services to the referrals I receive as quoted and on-time.
5. I commit to invest my time via one-on-one meetings with fellow members to achieve a working relationship, meaningful knowledge of members' business, and understanding of the referrals members are interested in receiving. (During a one-on-one, I will remain ethical and fair to ALL fellow LABAT members by sharing only business information regarding my current classification.)
6. I commit to attending our LABAT meetings as scheduled and arrive on time. I understand that my category of business is valuable and that upon a fourth absence without proper representation I will be excused from the group. I understand that I will not be eligible to reapply until the current Board's six month term is over.
7. I commit to be a member in good standing with the LACC, meaning my membership dues will remain up-to-date during my tenure in the LABAT networking group.
8. I will display a positive and supportive attitude toward the LABAT group and the Lakes Area Chamber of Commerce.
9. I will live up to the ethical standards of my profession.
10. All formally signed and submitted complaints received by the LABAT President will be forwarded to the LACC Executive Director who will submit them to the LACC Board of Directors for resolution.

The meeting begins punctually with 15 minutes of OPEN NETWORKING. The LABAT Office Team must be there a minimum of 15 minutes prior to the designated meeting time to welcome members and visitors. Meeting start time will vary depending on each group. Format will be the same for all groups no matter what time your meeting starts. Following is the timeline for a meeting starting at 8:30am.

LABAT Meeting Agenda

(Times are approximate based on size of group)

- 8:15 am** **OPEN NETWORKING:** The meeting begins promptly with 15 minutes of open networking. Visitors introduce to members of group.
- 8:30 am** **Meeting Begins with Opening Comments & Introductions – President**
LABAT Officers
Visitors and Subs in attendance
- 8:35 am** **Networking Education – Educational Coordinator**
- 8:40 am** **Vice President and Secretary Reports**
New member induction – V.P.
Outstanding applications & professions needed – V.P.
LACC and community announcements – Sec.
LABAT group data update (# of referrals, etc.) – Sec.
- 8:45 am** **Business Commercials (30-60 sec) by each Chapter Member**
Pass the business card box around the table
Visitors may give their name and business name only following the members
- 9:00 am** **Exhibitor – 1- 2 min. promotion of their business and/or events**
- 9:03 am** **Speaker Rotation and Introduce the Meeting’s Speaker - Secretary**
- 9:05 am** **Speaker gives a 8 minute presentation, and 2 minute Q & A**
- 9:15 am** **Referrals & testimonial – the most important part of the meeting**
“I have ___ referrals today”
“I have a testimonial about a.) Group member or b.) LABAT
approx. 30 sec. – 1:00 minute limit for each member
- 9:25 am** **Wrap-Up, Next Meeting Date - President**
- 9:30 am** **Meeting is adjourned**
Post Meeting Items:
Visitor orientation & information – V.P. and Membership Committee
New Member Orientation – V.P. and Membership Committee
Conference room clean-up – all LABAT members.

At the President’s discretion, time adjustments may need to be made, based on size of group.

L.A.B.A.T. Bio Sheet

Our Speaker:	Date:
<i>Business Information</i>	
Business Name:	
Profession:	
Location:	
Experience:	
<i>Personal Information</i>	
Family Information:	
A. Spouse:	
B. Children:	
C. Animals:	
Hobbies:	
Activities of Interest:	How Long?
City of Residence:	
<i>Miscellaneous</i>	
What are my Goals:	
Something no one knows about me:	
My key to success is:	

LABAT MEMBERSHIP APPLICATION

Date:		LABAT Group Name:	
Applicant's Name		Business Phone: ()	
First:	Last:		
Business Name:			
Business address:			
City:	State:	ZIP Code:	
Web Site Address:			
E-Mail Address:			
Home Phone: ()		Cell Phone: ()	
Describe Your Profession and Products or Services (based on your Chamber application category, be specific):			
Sponsor's Name		Business Phone: ()	
First:	Last:		
Membership Committee Only:			
Accepted: _____ Date: _____			
Rejected: _____ Date: _____			
Group Assignment: _____			
Group Meeting Date & Time: _____			
Comments:			

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1. I commit to actively support and promote fellow member businesses by providing qualified referrals.
2. I commit to follow-up on all referrals received in a timely and professional manner.
3. I commit to provide the products and services to the referrals I receive as quoted and on-time.
4. I commit to invest my time via one-on-one meetings with fellow members to achieve a working relationship, meaningful knowledge of members' business, and understanding of the referrals members are interested in receiving.
5. I commit to attending LABAT meetings as scheduled, arriving on time and staying until referrals have been passed. I understand that my category of business is valuable and that upon a fourth absence without proper representation I will be excused from the group. I understand that I will not be eligible to reapply until the current Board's six month term is over.
6. I commit to actively support and promote fellow member businesses by providing a minimum of 1 qualified lead, referral or support of action per meeting (2 per month).
7. I commit to be a member in good standing with the LACC, meaning my membership dues will remain up-to-date during my tenure in the LABAT networking group.
8. I will display a positive and supportive attitude toward the LABAT group and the Lakes Area Chamber of Commerce.
9. I will live up to the ethical standards of my profession.
10. All formally signed and submitted complaints received by the LABAT President will be forwarded to the LACC Executive Director who will submit them to the LACC Board of Directors for resolution.

Signature of Applicant: _____

I have attended orientation and received a copy of the LABAT By-laws and Guidelines.

Signature of Applicant: _____ Date: _____

The Foundation of a 60-Second Commercial

A good 60-second commercial has five sections. Each section is designed to allow you to share specific information about yourself and your business with the members of your group. Use this worksheet to develop a memorable introduction.

Section 1: Introduction (18 seconds)

Name: _____

Position and company name: _____

Overview of products and services, including:

1. _____

2. _____

3. _____

Section 2: Tell a Story (20 seconds)

Briefly describe **ONE** of the products/services you offer. What you want to do is break down your service or product into its most basic form.

What makes you different from your competition? _____

Share a specific, recent story that exemplifies what makes you different. _____

Section 3: Ask for the Business (10 seconds)

This is your opportunity to ask other members to keep a look out for.
A good referral for me is (be very specific).

Section 4: Call to Action (5 seconds)

"So if you see/her/know of _____
Please give him/her my card."

Section 5: Memory Hook (7 seconds)

The key word in "Memory Hook" is "Memory." If it's going to work the way you want it to, to pop into the individual's mind whenever the need for your product or service arises, it has to be easy to remember. The best way to make it memorable is to make it vivid and short.

My Memory Hook is: _____