



*Russellville*  
CHAMBER OF COMMERCE

## Pipeline Application

Name:

Position/Title:

Business/Company Name:

Preferred Mailing Address:

Preferred Email address:

Business Phone Number:

Cell Phone Number:

Website:

My Business Category(s):

Company Facebook Page:

I understand and agree to the guidelines

Signature:

Date:

Please submit applications to:  
Samantha Guerra at [sguerra@russellvillechamber.com](mailto:sguerra@russellvillechamber.com)  
Or contact for questions at 479-968-2530



## Pipeline Group Guidelines

### Mission

Pipeline groups directly contribute to the economic development of the Russellville area by increasing the business and profits of Chamber Member businesses/organizations through structured, non-competitive, relational networking and the exchange of referrals and leads.

### Organization

Pipeline groups are in the Membership Division of the Russellville Area Chamber of Commerce. A Pipeline committee, consisting of the officers of each Pipeline Group, shall meet as required to ensure the overall success of the Pipeline program.

### Meetings

All groups will meet at least once per month at the Chamber building at regularly scheduled, mutually convenient times established by the Chamber's Pipeline Coordinator. More meetings can be voted on in each group.

- A. If the meeting falls during a mealtime, the members are encouraged to bring their meal with them. The Chamber will provide water and coffee.
- B. Monthly, groups are encouraged to host an after-hours social at Chamber member restaurants or businesses, to be paid for by members of the group.
- C. Meeting options will be during business hours (8:00-5:00) on Tuesday, Wednesday, or Thursday, as decided upon by the group.

### Member Qualifications

- A. Only one representative per business category may participate in any group. Representatives must choose one "primary" category.

1. The leadership team may occasionally authorize a member to occupy a second category, provided there is no member currently occupying that category, and until the category is filled by a member who desires the “primary” category.
2. To represent a category in a Pipeline group, the member must be listed under that category with the Chamber.

B. Any business/organization representative seeking membership in a Pipeline group must:

1. Be an official member or contact in GlueUp of the business/organization Membership, which is active and current in their membership with the Chamber.
2. Be presented to the respective group’s Leadership Team to ensure there is no conflict among the current membership.
3. The Leadership Team, in consultation with the Chamber’s Pipeline Coordinator, will have final determination on potential conflicts.

C. Only one representative per business/organization may participate in a specific Pipeline group.

D. To avoid conflicts of interest, Chamber members may only be involved in one Pipeline group.

E. In rare instances, the Leadership Team may deny the membership of any potential member based on past performance in another Pipeline group and/or a negative experience with another member of the group.

## Member Responsibilities

- A. During each year, members must attend 75% of all meetings. A company representative (a substitute) may attend in a member’s absence, but the intent is for the member to establish relationships in the group.
- B. During each month, bring an average of at least one lead to the group. Guests who are potential members of the Chamber or Pipeline count as a lead.
- C. Over the course of the year, meet at least once with each member of your group in a one-on-one setting. These meetings will be tracked as part of your attendance requirements.
- D. Respond to all personal leads within 24 hours

- E. Any requested extended leaves of absence will be reviewed by the Leadership Team on a case-by-case basis to hold the members' seats in their respective business category.

## Member Expectations

- A. Be punctual, as respecting the group's time will establish credibility.
- B. Be prepared to thank other members for leads resulting in closed business or potential business. Closed business will be reported via the recording secretary on the group's Leadership Team.
- C. All members are encouraged to give a 10-minute presentation (including Q&A) on their business/organization at least once a year.
- D. Do not wait until meetings to present leads; complete the referral in ChamberForge to ensure proper credit and documentation.
- E. Bring an ample supply of business cards to each meeting.

## Accountability

- A. If a NEW member does not meet the minimum requirements in their first 6-months of membership, he/she may be automatically dropped from the group at the Leadership Team's discretion. Pipeline membership fees are nonrefundable.
- B. If a member representative should leave the employment of his/her Chamber member business/organization:
  1. The business/organization has 30 days to find a replacement member or forfeit the exclusive category position within the group. The Pipeline membership follows the Member Company, not the representative.
  2. Pipeline dues are nonrefundable in the event a Member Company cannot find a replacement.
- C. If a VETERAN member does not meet the requirements in any year, the member will be immediately subject to review by the Leadership Team.
- D. In addition:
  1. When a member has missed 3 meetings in a row, he/she will receive a reminder call from the Chamber's Pipeline Coordinator.
  2. When a member owes three leads, he/she will receive a reminder call from the Chamber's Pipeline Coordinator.
  3. When a member owes three one-on-one meetings in a 3-month period, he/she will receive a reminder call from the Chamber's Pipeline Coordinator.

4. When a member owes 5 leads or 3 one-on-one meetings in a 6-month period, he/she will be subject to review by the Leadership Team and may be dropped from the group.

## Guests: Non-Chamber Members

A prospective Chamber member may only attend up to 2 meetings before joining the Russellville Chamber of Commerce. A membership to the Chamber is required to join a pipeline group.

## Communications/Contact Information

- A. Group emails may only be sent from the Chamber office and/or from the Chamber coordinator.
- B. Day-to-day communication and reminders will come from the group's communications secretary via ChamberForge or GroupMe.

## Definitions

- A. One-on-Ones – Get to know each other

A one-on-one (1:1) is a meeting scheduled outside of a regularly scheduled Pipeline meeting, with another member of the group, in order to get to know that member on a personal level. All 1:1s are tracked and reported via ChamberForge. These meetings can be 45-60 minutes long to allow both members to speak. Each member should plan to spend about 20-30 minutes talking about themselves and their business model.

- B. Lead – Could Lead to closed business

A lead is a *warm introduction* of a group member's products and/or services to a prospective client by another group member. All leads are tracked and reported to the group.

- C. Referral – Intro to Power Partner/Strategic Partner

A referral is an introduction to another professional who can help the member grow his/her business. This introduction does not have to be from within the Chamber membership, and all referrals are tracked and reported to the group.

## Disclaimer

Any leads and/or referrals exchanged among the group in or out of meetings are not the views and/or opinions of the Russellville Chamber of Commerce. The Chamber cannot recommend any product or service, but can provide a list of current Chamber members that provide specific products and/or services.

## Acknowledgement/Agreement

Pipeline groups are dependent upon the full and active participation of their respective members. Further, membership precludes the involvement of other Chamber members within the represented business/organization categories. Therefore, failure to abide by the aforementioned rules of membership will subject the member to review and may potentially lead to dismissal from the Pipeline group.

By signing below, I confirm that I have read the Pipeline Guidelines and agree to abide by the Guidelines to the best of my ability.

Name:

Business/Organization:

Signature:

Date: