

Apps That Transform Your Capacity

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President & CEO, Chino Valley Chamber of Commerce.

Colorado Chamber Alliance Annual Conference 2026.



I wrote The Social Golf Course: how golf courses grow with social media. Then I brought those same principles to our Chamber.



3 

7 
450 members

**Technology doesn't automatically
create capacity. The process
around the technology does.**

Sheri Heiney, Prescott Chamber of Commerce

Write down every app
or tech tool your
Chamber uses today.
2 minutes.



Find someone you don't
know. Swap lists. Circle one
tool on their list you want to
learn about. 4 minutes.



Team and projects

Asana, Slack

Email, files and calendars

Google Workspace

Members and events

ChamberMaster and
GrowthZone,
Eventbrite, Square

Member communication

Constant Contact

Meetings

Zoom, Read.ai, Otter.ai,
Gemini notes in Google
Meet

Design and content

Canva, Opus Clip,
Issuu

Money and contracts

QuickBooks Online,
Adobe Acrobat Sign

Automation

Google Forms and
Apps Script

AI

Claude, ChatGPT,
Gemini, NotebookLM

Read.ai, Otter.ai and Gemini notes. Summaries and action items in my inbox after every meeting.



Canva for design. **Opus Clip** turns one long video into short clips. **Issuu** turns publications into flipbooks.



Claude connected to Gmail, Google Drive, Calendar and our other tools. It works inside them instead of copy and paste.



53 agents. 32 Chamber. 8 Welborn Media. 13 my office.
One Chief of Staff: Agrippa.

Zeb Welborn
Principal



Agrippa

Chief of Staff: oversees all 53, routes work, keeps priorities straight

Chino Valley Chamber

32 agents

GOVERNANCE 5

Robert board meetings
Hermes meetings
Drucker EOS
Chamberlain Foundation
Maecenas Chairman's Circle

OPERATIONS 5

Cato contracts
Portalls legal
Perkins HR
Pepys ChamberMaster
Erasmus grants

MEMBERSHIP 4

Solon membership
Herodotus surveys
Franklin Ambassadors
Penny ribbon cuttings

MARKETING 5

Pericles content
Ivy public info
Cyrus Constant Contact
Wanamaker analytics
Demosthenes speaking

EVENTS 6

Marshall major events
Burnham Business Expo
Mercator Economic Forecast
Don Julian Awards Dinner
Fezziwig Holiday Luncheon
Cooper workshops

ADVOCACY & PROGRAMS 7

Cicero LAC · Scattergood Energize
Quintilian Leadership
Walker Women's Council
Isocrates Rising Pros
Archimedes innovation
Booker Youth network

Welborn Media

8 agents

STRATEGY, MARKETING, SALES 5

Carnegie · Oglivy · Girard · Bettger · Hopkins

CLIENT SERVICES 3

Morris golf · Mac social · Chiron coaching

My office

13 agents, incl. 5 home and life

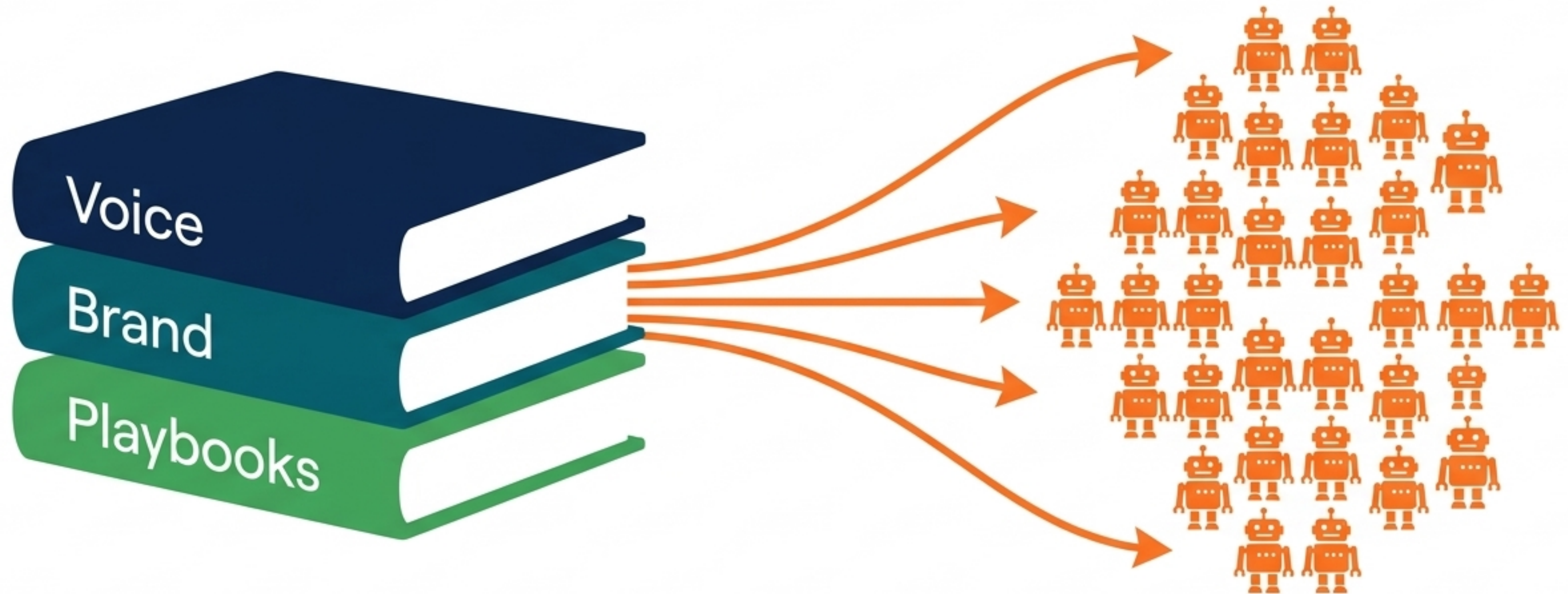
EXECUTIVE OFFICE 3

Aurelius morning brief · Tiro email · Mercury Asana

VOICE & THOUGHT LEADERSHIP 5

Atticus voice & brand · Revere · Tocqueville · Callimachus · Agora

Voice Guide. Brand Guide. Event and program playbooks. Written once, used by every role.



Lead with the main point.
Plain English. Warm and direct.

Hard rules: no em dashes,
no bold words, never open
an email with Hi or Hello.

Final
checklist
before
every
draft.



Mission, values and colors. Our members, never customers. Catalyst, convener, connector, advocate. Programs by their proper names.

CHINO VALLEY

CHAMBER OF COMMERCE

LOGO VARIATION

ICON

CHINO VALLEY

CHAMBER OF COMMERCE

COLOR PALETTE

TYPOGRAPHY

Pantone 367 C

Pantone 7474 C

Pantone 349 C

Pantone 7416 C

Pantone 547 C

PRIMARY FONT

Secondary Font

Neue Kabel

Runda

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

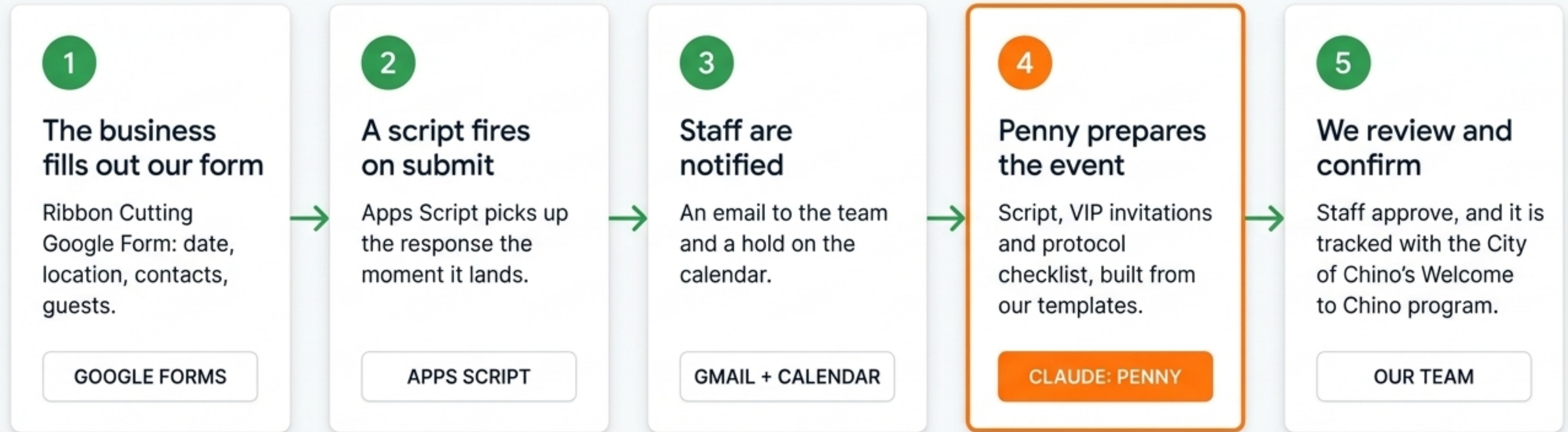
1234567890!@#%*^&'()

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Our members

Customers

The form starts it. Penny prepares it. We approve it.



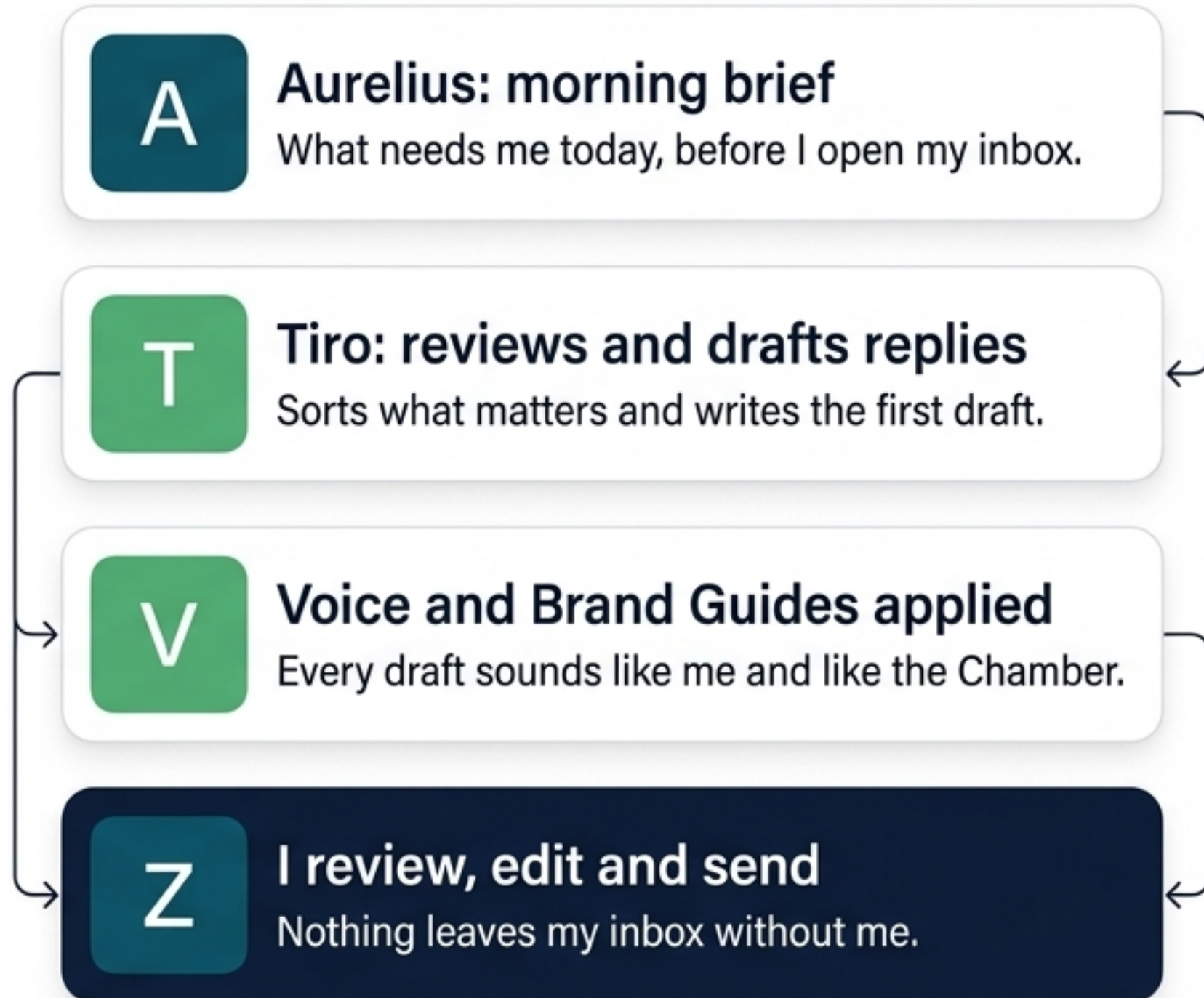
BEFORE

A long string of back and forth emails for every single ribbon cutting.

NOW

The form starts it. Penny prepares it. We approve it. Next up: the same pattern for Event Partnerships.

Claude drafts. I decide. Correct it once. It remembers.



Correct it once. It remembers.

A few of the rules my edits have turned into:

- ✓ Never send. Always save as a draft.
- ✓ No "Hi" or "Hello." Lead with the point.
- ✓ Shorter and simpler.
- ✓ No em dashes. No bold.
- ✓ Attach PDFs, not Word files.
- ✓ Use my Zoom link, never an auto-added Meet link.

Claude searched my inbox for Chamber CEOs I know.
Built a list of 61. Drafted the request. I sent it.
11 Chambers replied within a day.



A human approves anything that
sends, files or deletes.
Playbooks before prompts.
Start with one recurring task.

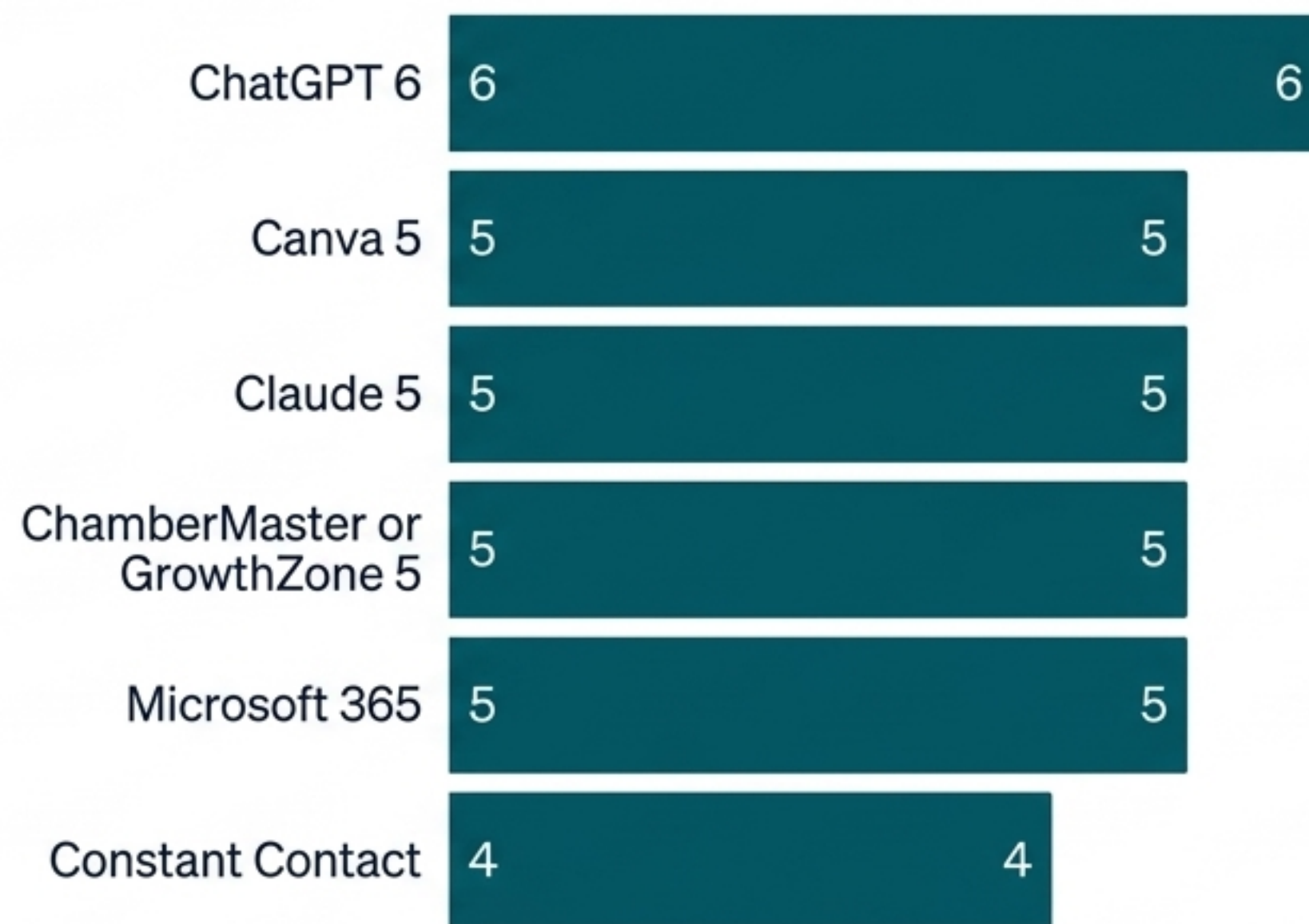
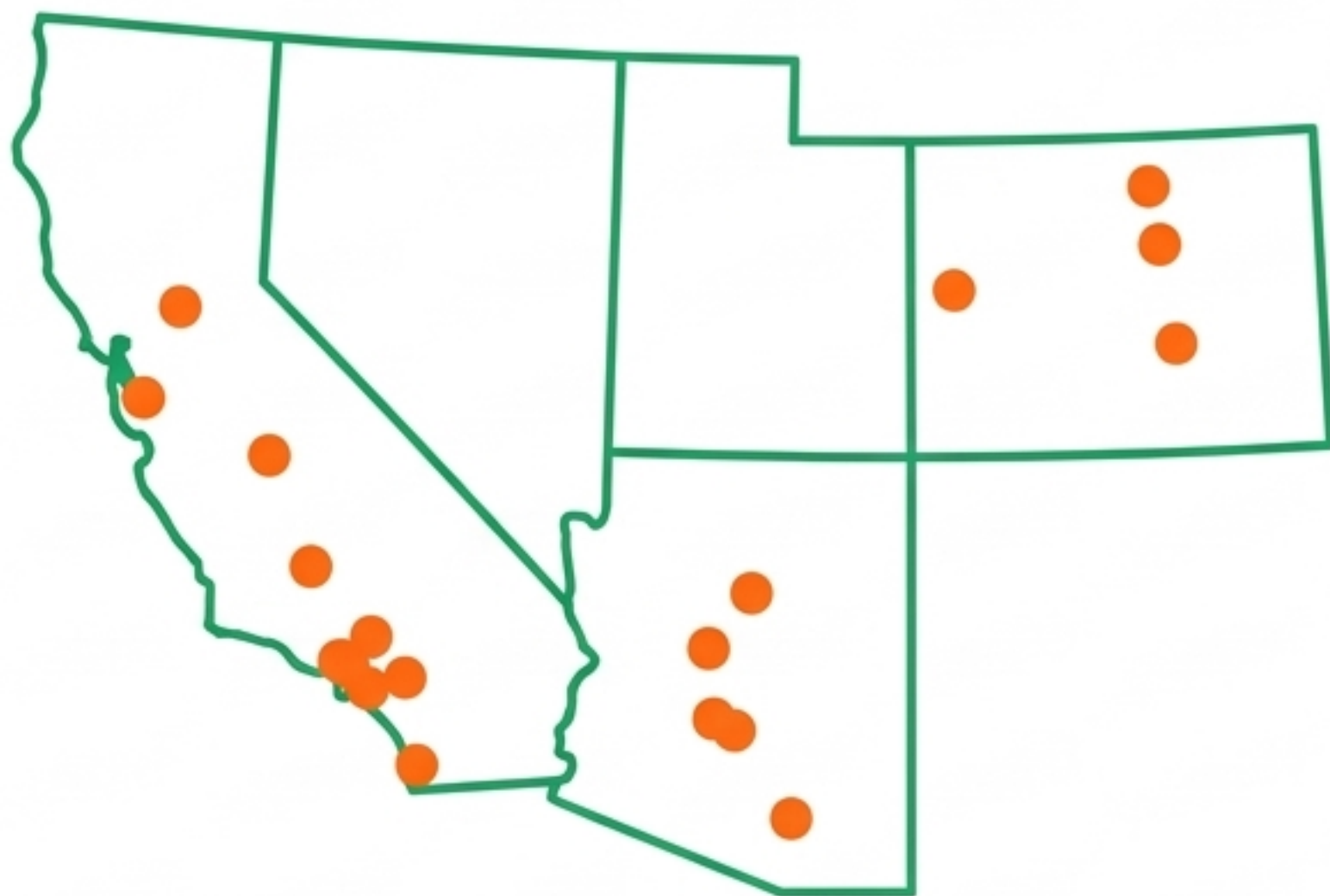


**Find someone new.
Share the one tool
you would never
give up, and why.
4 minutes.**



11 Chambers in California, Colorado and Arizona shared their tool stacks this week.

Peer Data Dashboard





Board podcasts: NotebookLM turns board materials into a 5 to 20 minute audio overview to listen to on the drive in. Free. (Atascadero)



A tool that pays for itself: Rollie Jobs job board, \$5,000 a year, offset by premium ads and member upgrades. (Atascadero)



Texting members: SlickText, about \$55 a month, worth every penny. (Parker)



AI plus the tools you have: a 6 AM daily brief and 80 partner events matched to the member list in one run, with Claude at \$20 a month. (Lodi)

PropFuel drip campaigns (Santa Maria Valley). **CivicSync** for elected official engagement (Corona). **Buffer** for social scheduling (Greater San Fernando Valley). **Fireflies.ai meeting notes** (Prescott). **Calendly** and **Boomerang** (Basalt). **Basecamp** and **JotForm** (Vail Valley). **monday.com** (Santa Maria Valley).

One Chamber's full stack: about \$10,400 a year.
About \$9,000 is the CRM. Everything else: under \$1,400.



- ☐ What recurring task will it take off our plate?
- ☐ Do our members need it?
- ☐ Can we try it before a long contract?
- ☐ Does it work with our CRM?
- ☐ Who owns it and trains everyone?
- ☐ Is our data protected?
- ☐ What will we stop doing or cancel?

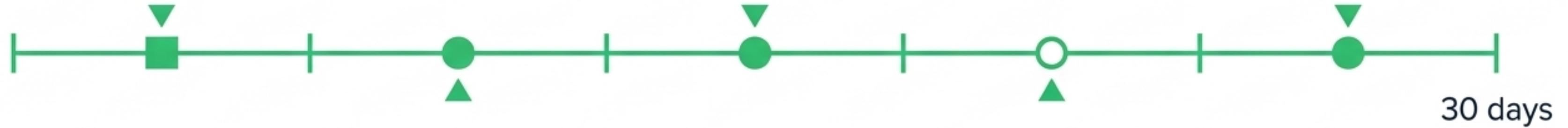
1) Pick one task that eats time every week.

3) Choose one tool, free tier first.

5) Keep it, fix it or cancel it.

2) Write down the steps.

4) Name an owner and test it for 30 days.



Ask a question. Or share one app the whole room should know about.

Scan to share your favorite app. Everyone who shares gets the full collection.



Thank you to the Chambers who shared their tools. Scan the code to get the full collection.
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