

# BizFed Bounce Back



*BizFed members share stories of resilience.*

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*In the face of COVID19, BizFed members bounce back with perseverance, creativity and resourcefulness.*

## COVID-19 BLESSING IN DISGUISE FOR HANFORD CHAMBER

For the Hanford Chamber of Commerce, COVID-19 could not have happened at a more inopportune time.

The Chamber, which represents 254 members, had atrophied under years of neglect. In December, the CEO resigned, leaving a predominantly new board to fend for itself.

There was little income coming in and members received little to no benefits. The board members stepped up, paid down debt and began leading the chamber back to relevance.

And then COVID-19 happened.

"It came at the worst possible time," said Amory Marple, who was hired just weeks ago as the Chamber's CEO. "We had started moving up and then lost all our momentum."

### Years Of Decline

Prior to Marple coming aboard, Chamber members were not receiving the benefits they had signed up for. In fact, many were not even aware some of the additional benefits. Helpful human resources materials, access to their online portal, member communications, and other perks had largely fallen by the wayside.

And then COVID hit, exposing the Chamber's tech deficiencies. Leadership scrambled to organize online events. An interim CEO had come on in January, but left in May, putting the search for a new CEO on the back burner.

### Miraculous Turnaround

Marple worked with the board to change everything. Members began receiving communications and multiple resources for COVID-19 assistance. The Chamber started an advocacy benefit, implementing a page on its website where members could get information about pending legislation. The Chamber also made a video for members promoting masks, and even offered free advertising.



Amory Marple - CEO, Hanford Chamber of Commerce



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