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Lumachi Launches Consulting Firm, Chamber Advocacy

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Editor

With the aim of developing a network of chambers of commerce from around the state that would work together to advance their individual and collective legislative interests, Shaun Lumachi told the Business Journal he is leaving his post as vice president of government affairs for the Long Beach



Shaun Lumachi

Area Chamber of Commerce to launch a consulting firm named Chamber Advocacy, effective today (August 3).

The Redondo Beach Chamber of Commerce and the Long Beach Area Chamber of Commerce have already signed contracts recruiting the nascent company's services. Lumachi said he hopes to recruit additional chambers by September 1.

According to the company Web site – www.chamberadvocacy.biz – Chamber Advocacy will seek to “build advocacy programs that empower Chamber of Commerce members to leverage their voices and increase their relevance in public policy discussions and decision making.”

Lumachi said Chamber Advocacy will assist its clients in tracking legislation. He described the service as “a value-added benefit” to chamber members. “Members join chambers and renew their memberships if they feel their chamber is advocating for them,” Lumachi added.

Through “developing a grass roots base” of chambers, Lumachi said he intends to build a network of professionals from around the state who will work together to advance each other’s advocacy interests.”

Chambers that enlist the services of Chamber Advocacy will also get specialized training – for both staff members and volunteers – on how to effectively communicate with members, Lumachi said. In order for a given chamber to be a resource for its membership, staff and volunteers need to understand “how to be on point with the issues . . . know the issues in their particular area and know how to get involved,” he said.

Chamber Advocacy will encourage clients to use “cutting edge tools to empower their members,” Lumachi noted. Such advocacy tools include Internet-enabled outreach as well as more traditional methods such as phone banks and direct mail campaigns, he said, emphasizing the galvanizing potential that Web-based advocacy holds for chambers of commerce locally and statewide.