

From Entrepreneur to Chairman



**By: Heather Galaska, Owner
Social Media Maiden**

One of the greatest pieces of business advice I have been given over the years was, "there is no competition at the extra mile." This is a saying that has stuck with me and I've built my business upon it. I try to go that extra mile for my customers, for my associates, for my business, my friends and family, and for myself. I encourage my customers to do the same. It brings you to a different level when you are in the business of taking the extra step. I approach my Chamber membership the same way.

I took advantage of the membership sale that started on June 30th and upgraded my membership to the Executive level. I learned during my meeting with Melanie, the new membership rep (and she is a delight!), that an upgrade in membership is very uncommon. This surprised me!

I also upgraded my membership last year and went from Entrepreneur to Business. It is in my marketing plan to upgrade my membership as my company grows.

I'm a huge believer in this system. Start off small and as you grow, your marketing budget grows. This is how I built my company and how I advise my clients to approach their marketing.

I have every intention of upgrading until I reach the goal of joining the "big boys" in the Chairman's Circle. Yes, Serenity, Evergreen Newspapers, 1st Bank, Kaiser Permanente, and Valentine Seever and Associates, I will be joining you one day! Now dear members, the question is, will you be joining me at the extra mile?

