

# Deerfield Beach Chamber of Commerce and Greater Fort Lauderdale Chamber of Commerce Upcoming Union.

*Deerfield Beach Chamber of Commerce (DBCC)*  
*Greater Fort Lauderdale Chamber of Commerce (GFLCC)*  
*Deerfield Beach Council (DBC)*

## About the DBCC

### What is the DBCC?

The DBCC is the preeminent non-profit, non-partisan, independent organization focused on being the voice of the north Broward County business community. Its mission is to champion business and community growth through leadership, connectivity, and education.

## About the GFLCC

### What is the GFLCC?

The GFLCC is the largest and oldest business organization in Broward County. Established in 1910, the Chamber has a membership base of 1,252 companies that employ more than 500,000 employees. The Chamber is committed to serving the business community and helping promote future economic growth and development in South Florida. To that end, it provides members with a wide range of networking opportunities. In addition to weekly, monthly, and annual events, it currently works with seven "leads groups," which connect businesses and individuals with prospective clients. Through its Councils, the Chamber takes an active role in issues affecting the Greater Fort Lauderdale area, such as sea level rise and coastal resiliency, community-based real estate, regionalism, and access to capital. It also takes a delegation to Capitol Hill to urge lawmakers to take action on an assortment of action items every two years in its Washington Summit trip.

Dan Lindblade, a Certified Association Executive (CAE), is the GFLCC President and CEO. He has more than 33 years of award-winning experience leading organizations throughout the United States. Mr. Lindblade has been leading the GFLCC since 2007 and with his management team, collectively have 78-years of experience producing nearly 200 annual programs, products, and services for businesses throughout South Florida.

### Where is the GFLCC located?

The GFLCC office is located at 512 NE 3rd Avenue, Fort Lauderdale, FL 33301. Ph: 954-462-6000.

### What is the GFLCC website?

The GFLCC website is located at [www.ftlchamber.com](http://www.ftlchamber.com).

# About the Upcoming Union

## Are DBCC and GFLCC merging?

GFLCC and DBCC are joining forces to provide members of both organizations with the greatest amount of resources available in the greater Fort Lauderdale area and north Broward County, including Deerfield Beach.

## Is GFLCC buying the DBCC?

No, the DBCC is integrating into the GFLCC and is bringing along considerable resources like operating capital, an energized membership, brand equity, an influential group of business leaders, and outstanding relationships with Deerfield Beach city staff and elected officials. The DBCC will become the Deerfield Beach Council at the GFLCC and will join other prestigious and influential councils like the Downtown Council, the Council of Economic Advisors, and the Women's Council.

## Why is this happening? I thought the DBCC was moving in the right direction, new branding, more people attending events...what happened?

Every organization is always seeking opportunities to better its products and services. And chambers of commerce are moving toward regionalization to strengthen their reach. Part of DBCC's long term strategy, as outlined in the Chamber's 2018 brand audit, was to look for regionalization opportunities.

The 2020 marketing plan that was developed to significantly increase revenue could not be implemented because of the COVID-19 pandemic. With no plans for in-person events like monthly meetings or large gatherings like the annual gala, it became evident that DBCC should join forces with a larger organization to ensure its future viability and ability to achieve its long-term regionalization objectives.

The DBCC's Board of Directors believes this is the right time to consolidate with the goal of forming a regional chamber that will truly represent the entire Broward County business community (all 31 municipalities) and beyond.

## What are the benefits of DBCC and GFLCC joining forces?

This union will provide members of both organizations with new capabilities, a gateway to expanded business development know-how, access to more talent in new industries, and a competitive advantage through an increased scope of resources.

## Will there be any jobs lost as a result of the union?

No, Denise Jordan, DBCC Executive Director, will be transitioning to the GFLCC as Senior Vice President. Denise is excited to continue serving Deerfield Beach businesses after the union. More information on Denise's expanded role at the GFLCC will be forthcoming.

## Will there be any facilities closed as a result of the union?

Yes, the DBCC office in Deerfield Beach will close on or around November 1, 2020. The DBC office will open at the GFLCC immediately thereafter. The GFLCC address is 512 NE 3rd Avenue, Fort Lauderdale, FL 33301. Ph: 954-462-6000. [www.ftlchamber.com](http://www.ftlchamber.com). The DBC's phone number will not change. You can reach Denise Jordan at the DBC at 954-427-1050.

Who stands to gain from this deal? What are the benefits to my company?

You do. With the added resources of the combined organizations, it doesn't matter if you are a DBCC or GFLCC member, your company will have access to more capabilities than ever before.

The GFLCC is huge. Won't DBCC get lost in this big chamber?

DBCC will become a GFLCC Council. GFLCC Councils are the official chamber groups and are responsible for some of the most meaningful programming within the organization. They are an integral part of the GFLCC mission and vision.

Will anyone from the DBCC be on the GFLCC Board of Directors?

Yes, there are two GFLCC Board of Director seats for the DBC: Audra Durham, Wyndam Deerfield Beach Resort, who is the incoming DBC Chair and Alice Taylor, Broward Health Network, who is a DBC Director at Large.

What is the legal name of the new organization?

By joining the GFLCC, the DBCC will become part of the GFLCC organization. It will be known as the Deerfield Beach Council but will no longer have a legal, independent, name.

What happens to the DBCC website?

deerfieldchamber.com will transition to dbccouncil.org and serve site visitors who desire to learn more about the DBC and/or want to attend a Council event.

What will happen to the DBCC office?

The DBCC office in Deerfield Beach will close. After the union becomes official, you may still reach Denise Jordan at 954-427-1050. The DBC's address will be 512 NE 3rd Avenue, Fort Lauderdale, FL 33301.

## About Staffing

Is Denise Jordan moving to the GFLCC?

Yes, Denise Jordan, DBCC Executive Director, will be transitioning to the GFLCC as Senior Vice President. Denise is excited to continue serving Deerfield Beach businesses after the union. More information on Denise's expanded role at the GFLCC will be forthcoming.

Is anyone at the GFLCC losing their job as a result of this union?

No, there are no planned staffing changes as a result of this union.

## About Memberships

### What happens to my DBCC membership after the union?

Your DBCC membership will transition to the same level membership at the GFLCC. You will have the opportunity to renew or upgrade your membership at DBCC rates through December of 2021. Starting January 1, 2022, renewals will be available at GFLCC prevailing rates.

### I am a DBCC member, who will be my GFLCC point person for membership dues?

Denise Jordan is joining the GFLCC staff as Senior Vice President. She will be the GFLCC's staff member in charge of the DBC and the point person for membership dues.

### Will my GFLCC membership change as a result of the union?

No, your GFLCC membership will continue at the same current level. After the union you will be able to participate in DBC events available to your membership level.

## About GFLCC Councils

### How many councils are there at the GFLCC?

As of December 2019, there were nine Councils at the GFLCC:

- Beach Council
- Council of Economic Advisors
- Cultural Council
- Oakland Park, Wilton Manors, Uptown Council
- Downtown Council
- GLBX Council
- The Greater West Broward Business Council
- Trustee Council
- Women's Council

Starting in January 2020, GFLCC committees were converted into Councils. Engagement within a Council is an excellent way to build relationships within the GFLCC. These groups are responsible for some of the most meaningful programming within the organization and are an integral part of the GFLCC's mission and vision. If you are interested in becoming involved in one of the following Councils, please contact their chair. Their information is available *here*.

- Branding & Marketing Council
- Business F1rst Council
- Bylaws Council
- Coastal Resiliency Council
- Education & Workforce Council
- Finance Council
- Government Affairs Council

- Healthcare Council
- International Trade (iConnect) Council
- Marine Advisory Council
- Membership Council
- Nonprofit Council
- Nominating Council
- Political Affairs Council
- Program Evaluation Council
- Real Estate & Construction Council
- Rising Leaders Council
- Small Business Council
- South Florida Business Council
- Technology Council
- Tourism Council
- Transportation & Sustainability Council

### What role do Councils play within the GFLCC structure?

GFLCC Councils are groups within the organization dedicated to local themed education, programming, and networking for their members. Each council, comprised of volunteers and staff liaison, takes the lead in planning programs, hosting educational events, and collaborating with other associated entities.

Each GFLCC Council is governed by its own Board of Governors. Certain Councils are open by invitation, but GFLCC members can contact the office if they would like to sit in on a specific meeting.

GFLCC Council events are open to all members and non-members, but sometimes require a fee.

Please contact the chair of a respective Council or Carolyn Michaels, IOM, Executive Vice President, 954-462-2396 with questions or concerns.

## About the DBC

### What is the DBC?

The DBCC will become the DBC after the union becomes official. GFLCC Councils are groups within the GFLCC dedicated to local themed education, programming, and networking for their members. Each council, comprised of volunteers and staff liaison, takes the lead in planning programs, hosting educational events, and collaborating with other associated entities. Please see the About GFLCC Councils section for more information.

### How do I join the DBC?

If you are a member of the DBCC, you will automatically become a member of the GFLCC at your current DBCC membership level. You will also automatically become a member of the DBC.

If you are a member of the GFLCC or not a member of either organization, please contact Denise Jordan at 954-427-1050 or [click here](#) to join.

Will the DBC mission, vision, and core values be the same as the DBCC?

The DBC will adopt the GFLCC mission, vision, and core values.

## About DBC Events

Will the DBC have its own events like the Monthly Breakfast Meeting and Coffee & Connections?

Yes! GFLCC Councils operate much like independent sub-organizations or branch offices and have the ability to have their own events. While all DBC events will continue to be virtual for the time being, the plan is to resume Monthly Breakfast Meetings and other signature events when we are able to meet again in person.

Will the DBC have annual events like the State of the City, Community Heroes, and Annual Gala?

Annual events have been postponed for the 2020 calendar year. Our plan is to resume them in 2021.

Will DBC still need to have events to raise money? Do we still need to get sponsors?

GFLCC Councils operate as independent groups and all Council events run their own financials, including fundraising and sponsorships. Once in-person events resume, the DBC will develop a strategy for raising money and securing event sponsors.

## About DBCC Committees

What will happen to DBCC committees?

All DBCC committees will be dissolved as a result of the union. Once the DBC appoints its Board of Governors, they will decide which new committees to form. Information regarding new committees and ways to get involved will be forthcoming.

## For DBCC Members

How will the GFLCC and its members welcome us? Will we get an orientation? Will there be a meet and greet?

The GFLCC is planning to hold a virtual welcome event for DBCC members. The event will be the perfect opportunity to meet GFLCC's leadership and learn about opportunities for getting involved. More information about this event will be forthcoming.

### Can I attend GFLCC events?

Yes! Your DBCC membership transfers to the GFLCC at your current membership level. You are welcome to attend all events open to your membership level.

GFLCC upper level memberships are a great way to have access to the expanded number of organizations that will become available to you. Please contact Denise Jordan at 954-427-1050 or [click here](#) if you would like to inquire about upgrading your membership.

### Where can I find information on GFLCC events?

[Click here](#) to visit the events calendar on the GFLCC website.

### Can I join GFLCC committees?

Yes! Please [click here](#) to visit the GFLCC website page that lists all Councils (formerly called committees) and their leadership. Contact the Council chair to join.

### I am a DBCC Trustee. Will I be a GFLCC Trustee? And will my logo stay on DBC marketing materials?

All DBCC Trustees will become GFLCC Trustees. Your company and logo will be marketed according to the GFLCC benefits of the Trustee membership level. [Click here](#) to learn more about GFLCC Trustee benefits.

The GFLCC President's Circle is the most prestigious group of the organization, boasting the top companies in the region as its elite members. President's Circle members enjoy unparalleled opportunities for marketing their business. Please contact Denise Jordan at 954-427-1050 or [click here](#) if you would like to inquire about upgrading your membership.

### Who do I call if I have a problem or concern?

You can contact Denise Jordan at 954-427-1050. We are ready to assist you in any way we can.

### I'm very unhappy with this union, who can I talk to?

You can contact Denise Jordan at 954-427-1050 or [click here](#) to complete our online contact form.

## For GFLCC Members

### How do I meet DBC members?

Please contact Denise Jordan at 954-427-1050 for a personal introduction.

### Can I attend DBC events?

DBC events are open to all members and non-members, but sometimes require a fee. Please contact Denise Jordan at 954-427-1050 or [click here](#) for more information about attending a DBC event.

### Can I join the DBC?

Each GFLCC Council is governed by its own Board of Governors. Once the DBC is officially formed, the Council will elect its Board of Governors which will open the Council's doors for GFLCC members to join. Please [click here](#) to stay informed about upcoming opportunities to join the DBC.

### Who do I call if I have a problem or concern?

You can contact Dan Lindblade at 954-462-6000. We are ready to assist you in any way we can.

### I'm very unhappy with this union, who can I talk to?

Please contact Dan Lindblade at 954-462-6000.