



Name/Company/Position: \_\_\_\_\_

Date/Time/Location: \_\_\_\_\_

**Strategic Planning: Individual Interview Guide**  
**July 2015**

***\*Semi anonymous – comments will be shared but without attribution***

1. Are you a member of the Chamber of Commerce? If no, why not?
2. Describe your involvement with the Chamber? How long? Intensity?
3. Why are you a member? What is the primary value you receive by being a member?
4. How you would rate the effectiveness of the Chamber?
5. What specific things about the Chamber do you think are good and should definitely be continued?
6. What are the specific things about the Chamber that you think could be improved in the future?

7. Of the programs and services that the Chamber offers, which do you find valuable? (If any?)

8. Name the single most critical issue facing the local business community.

9. Does the work of the organizations match the needs of the members or community?

Notes: