

Janice Moskoff wants business owners to be leaders

Interviewed by Marc Stopek

OPRF Chamber of Commerce Special Events Manager, Janice Moskoff discusses the benefits of co-chairing an event.

What is your role as a Special Events Manager?

The chamber is a member organization and my role is to support members and help them develop as leaders. I help the event committees and co-chairs learn how to run large-scale events, supporting them in the background, making sure that all the balls stay in the air and nothing falls through the cracks.

Not too long ago, the chamber didn't do many special events, it had a golf outing and annual dinner, both of which were mainly fundraisers. Now the chamber has all kinds of events. What has changed?

It comes down to the Chamber's mission—lead, learn and promote. If we're just giving everyone a golf outing or a gala, we're not really elevating them, we're just funding ourselves to fund ourselves. We give our members a valuable service when we give them the opportunity to be leaders and create meaningful events that actually generate sales for them.

Also, a great event engages the Chamber with the community. Bite Nite, for instance, is phenomenal. It sells out two weeks in advance and the public loves it.



MARC STOPECK/Staff

Janice Moskoff giving out healthy snacks at the Chamber's Community Health & Wellness Fair.

Why would someone volunteer to be on an event committee? It seems like an enormous commitment.

Organizing an event gives business owners the ability to promote themselves not just to their customers, but also among their peers. A person who is a successful co-chair truly understands the benefit of leading, of being that visible person. They don't see it as a burden. They enjoy doing it and having a positive impact in the community.

What are the tangible benefits for the business owners who organize these events?

The Chamber tries to promote the event leaders as much as possible. The Retail Warehouse is a great example. Anne Pezalla of Lively Running, Amanda Sabatino of Trends, and Suze Sollari all took lead roles in organizing the event. They got their names on the event page on the Chamber website and on all the social media marketing. We had a 20,000-person reach on our Facebook event listing. Over 2,200 people viewed it and over 500 actually checked that they were either going or maybe going. That is a lot of eyeballs on their names. It gives Anne, Amanda and Suze something to talk about, not only with

their peers but with people who are using their services. People begin to see them in a different light. They are doing something cool and different. When you take on a leadership role, it positions you well with your peers and with the public.

What's next for Chamber events?

In September, we're planning a two-day small business symposium. It'll be a conference with multiple speakers and very reasonable pricing for Chamber members. People will be able to network, and it will be a huge opportunity for learning.