



Name: Anna Sartin

Major: Marketing, Minor in Management

Job Title: Membership Director

What is the day in the life like at your job?

My job consists of working with over 500 members that are a part of the Dyersburg/Dyer County Chamber of Commerce. These are businesses of every caliber located in West/Northwest Tennessee. A typical day on the job consists of phone calls or emails, requesting the distribution of any given business or member's latest advertisement or event. In addition to these tasks, I am in charge of developing inclusive campaigns encouraging community involvement and posting to all social media platforms. The latest of these is a 'Support Local' Sticker Decal Campaign, which involves photos of community members/businesses placing 5" stickers on their businesses' door to show they are participating and encouraging you to support all local businesses.

What do you love about your job?

I love that my job allows me to talk to such a large variety of businesses and people every single day. Two days are never the same, and it keeps my job exciting.

What is challenging about your role?

As much as I love speaking with so many different types of businesses on a daily basis, it's a constant challenge to learn and adapt to who I'm talking to. For example I am not a doctor, so it's important for me to prepare before engaging in conversation with a doctor so I can better identify his/her needs throughout the conversation.

What are the benefits of working in this field?

The greatest benefit of working in this field is getting to make so many connections within the community. Dyer County seems small, but we have an immense population of educated and well connected individuals, so it is a huge benefit to have a job that puts me into conversations with business owners, community leaders, and volunteers, that I may not have had the chance to speak with so closely before being in this role.

What experiences did you have that prepared you for this role?

I worked for an attorney's office in Dyersburg during high school, where my job consisted of running errands to several different establishments gathering records for any of the given attorneys in the office. This was the first hint that I enjoyed being out and about, communicating with different professionals. In college, I worked for First Citizens National Bank where I continued to build on local connections. This experience expanded beyond

Fall 2023

Dyer County. As FirstCNB expanded throughout the state, I had the opportunity to work in several of the different branches throughout the state. This only peaked my interest of working with a variety of businesses, as every business and person uses a bank. This also helped to create and expand connections throughout West Tennessee to better prepare me for life after college. My last two years of college I worked in the event industry in Nashville where I had the opportunity to work with talented planners and vendor to conduct a wide variety of events. This only built on my love of working with people in different fields, so I knew I was entering into the right position with the chamber after graduation.

What do you see happening in the future for these types of careers?

If a community utilizes their chamber of commerce for all that it can offer, I believe a community will continue to thrive. However, I see the individual's ability to market themselves is only increasing, and eventually it will be hard to justify a membership fee for some businesses to a non-profit such as a chamber. Our chamber has done an excellent job in providing electronic services during COVID-19, so as long as organizations are willing to adapt, they will continue to succeed.

What should a student know about your field?

I never imagined graduating and working for a non-profit. It is extremely challenging because the gist of my job consists of 'selling' the vision we strive to make happen for the community, and convincing businesses and individuals that it is worth their time and money to invest in us. Particularly during difficult economic struggles that we have faced this year, someone's contribution to a non-profit is sometimes the first thing that comes to mind for them to drop. Making community members feel important, communicated with, and valued, is something to always keep in mind if you plan to work for a community based organization.

What advice do you have for a student considering a career in your profession?

Be prepared to hear the word, "no." I am very much a "yes" person, so this was a little bit of a challenge for me to overcome. Some people will never find what you're doing important, and you just have to move on and focus on the ones that do.

Additional Job

Title: Managing Partner

What is the day in the life like at your job?

I had a long term goal and dream to own and operate an event venue. This long term goal has now become a reality, and is happening as we speak. My day to day life in this role is changing constantly right now. One day we could be discussing course and ground improvements, another day discussing a wedding reception that will take place in the banquet hall. In addition to these tasks, I am developing social media content, and marketing materials as we begin this venture. It is an extremely exciting environment!

What do you love about your job? I love that this was a dream I felt was so far off, but now I have the opportunity to see it happen, as well as, continue in my job that I have grown to love with the chamber. Lenox Event & Golf Co., is an incredible asset for the community, so the opportunity to work in two roles that have positive effects for Dyer County is a privilege.

What is challenging about your role?

It's a role that is still developing. It is a new hat I am wearing, and it is giving me an incredible opportunity to really put my marketing skills to use, as

Fall 2023

well as, use my hospitality management experience. The challenge is taking a country club that started in 1997 and bringing it up to date with décor, products and service of today's standards.

What are the benefits of working in this field?

I have a deeply rooted love for the hospitality industry, and helping people. Seeing people be happy and walk away knowing you had a hand in making them feel that way is extremely rewarding. This business is one that people typically visit in a good mood already, so making sure they stay that way is a fun challenge.

What experiences did you have that prepared you for this role?

My last two years of college I worked for Randi Events. My time and experience there contained more knowledge than I could ever possibly absorb, but what I did absorb has been incredibly useful to this new role. Again, getting to work with guests and clients to prepare their events to their standard, or make their round of golf enjoyable is just a skill that was refined in my event industry experience.

What do you see happening in the future for these types of careers?

The event industry has definitely seen a difficult year. However, I think that people will continue to become more comfortable being in large groups again. The game of golf has seen incredible increases this year due to people wanting to get outside and be active. Anyone, of any age, can enjoy the game of golf, so I don't see this industry going anywhere.

What should a student know about your field?

I believe this field would technically fall under entrepreneurship as well, so finding inner motivation and drive to make what you want to see happen, happen is something you should prepare yourself for.

What advice do you have for a student considering a career in your profession?

I didn't think that I would be embarking on this journey so soon after college, so as a friend once told me, "Expect the unexpected." I use that phrase because when you envision large dreams, and set grand goals for yourself, you never know when someone greater than you believe you are ready and prepared to achieve them. God will never give you more than you can handle.