



CELEBRATING
55 YEARS

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2021 Year in Review: Peter Forman, President & CEO, South Shore Chamber of Commerce

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Peter Forman
South Shore Chamber of Commerce

What was the biggest lesson you learned while working during the pandemic? All professions with a strong routine of in-person connection were reminded that their organization's value and customer service are sometimes clearer from a distance. The shift to virtual services for chambers placed more focus on mission over handshakes and coffee, impact to participants over numbers in attendance.

What are your predictions for your industry in 2022? Chambers can expect to see many new start-ups and new employees in the next two years – many will want to use their chambers to build their platforms. The challenge will be to balance service to individual members with the broader goal of driving community success that helps everyone.

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