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MEMBER PROFILE - OCTOBER 2004

Regina Borkoski

Regina Borkoski loves to connect people and help them promote their businesses. As Director of Operations and Membership Services of Montgomery County Chamber of Commerce, Regina is in a perfect position to do exactly this. She works hard to service Chamber members by promoting programs like Lead Share, which meets twice a month from 11:30 a.m. to 12:30 p.m. Members get to know each other, understand each other's businesses, and expand their business network group.

Regina's Ambassador Program structures member visits to other members in order to educate them about what the Chamber does and answer questions about the benefits of Chamber membership. These volunteers forge relationships with other members, offering professional help and guidance. Regina also works hard to find members who perhaps cannot attend events but who may be willing to assist with event registration, make phone calls to members, and otherwise offer help and guidance. Regina coordinates a variety of Chamber events for 100 - 1000 people. Chamber dinners, New Orientation breakfasts, Signature events, After-hours events, etc. take place almost around the clock and are very well received by members and prospective members.

"This is joyful work," says Regina, who has been with the Chamber for about four years. It's a perfect segue from her previous work as a meeting planner for a variety of associations. She was traveling a great deal in those days and found that so much travel did not mix well with having a young family. She appreciates not having to travel now, although she certainly works long hours.

A WBO member three years, Regina likes the idea of women in business supporting each other. "We are more aware of the support we need for each other and that's also what the Chamber does," says Regina, noting that WBO and the Chamber of Commerce are good associations that can bring additional networks to both groups. Because the Chamber is not limited to women, it can augment what WBO women do. "It's extremely important to support your organization," says Regina. "Whether it's WBO or the Chamber of Commerce, we must all give by volunteering. When we do, it always 'comes back' to you."

Originally from Sao Paulo, Brazil, Regina has been in this country for 17 years. While Portuguese is her native language, Regina also speaks Spanish, French, Italian and, of course, English, which she uses more than any other language and practices daily.

When Regina is not working or taking care of her family, she enjoys dancing, exercising, music (from classical to jazz).