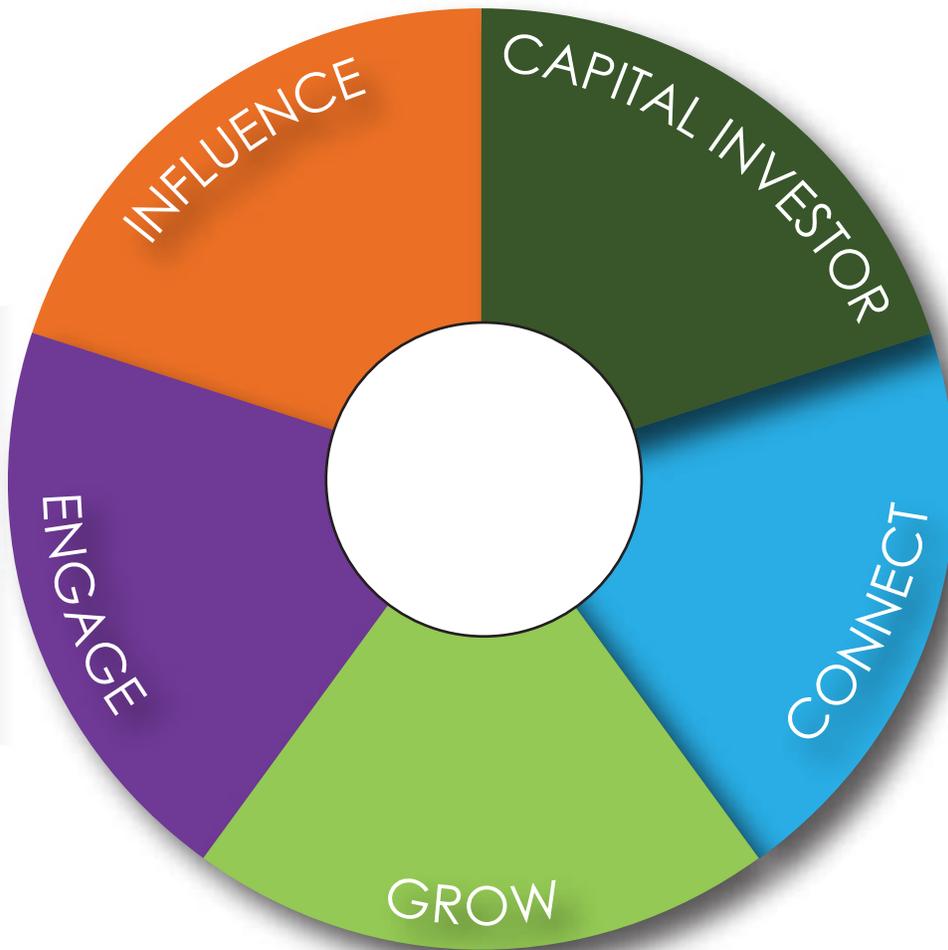


# YOUR CHAMBER. YOUR CHOICE.



# WHO WE ARE

## OUR VISION

To be the recognized advocate and regional leader for Chamber members through maximized business connectivity, growth and success.

## OUR MISSION

We create connections that strengthen member businesses and stimulate regional prosperity.

## CORE CHAMBER VALUES

### Professional

We will deliver quality services and programs so that our relationships with our members will be solid and long lasting. Our Board members, Ambassadors and Staff will provide outstanding service to all with whom we come in contact.

### Visionary leadership

We will be future oriented in our thinking, decision making and programming. We will approach change and challenges as an opportunity to encourage an environment of innovation and individual creativity.

### Accountability

We will focus on the needs of our members and customers and find ways to provide programs, services and benefits that are cost-effective, beneficial and convenient. We will respond to our members and the community with commitment, results and quality.

### Fair business practices and ethics

Trust, open communication, integrity, personal accountability and initiative are critical to our organization's success. We respect every individual and support their personal and professional growth and development.

### Unifying voice for business

We will build and enhance relationships and partnerships within the organization and community as a core value of membership and to solve problems and capitalize on opportunities.

### Open, Accessible & Informative

We are open to new ideas and create an environment in which members can learn from and with each other. We will share our skills and resources for the benefit of our members and the community.



**EFFINGHAM COUNTY**  
**CHAMBER OF COMMERCE**  
*Engaging Business and Community*



## OUR LEADERSHIP



**Front Row Left to right:** John Wright, Wright's Furniture and Flooring, Jamie Stang, Stang Arts, Kara Wade, Taylor Law Offices, Matt Cekander, Doehring Winders & Co., LLP, Dr. Josh Bullock, Lake Land College, Joe Knabe, Al's Tire Mart & Electronics, Rachel Collins, Peerless of America II, Inc.  
**Back Row Left to Right:** Chris Swing, Vantage Outsourcing, Travis Bushue, Bushue HR, Inc., Mark Doan, Effingham Community Unit 40, Jeff Speer, RE/MAX Key Advantage and 2020 Board Chairman, Anthony Hecht, Dan Hecht Chevrolet-Toyota. Not Pictured: Matt Roedl, Prudential Financial, Julie Everett, Smith Moore & Co., Kevin Swan, Consolidated Communications, Dr. Ryan Jennings, HSHS St. Anthony's Memorial Hospital, Jay Buehnerkemper, First Mid Bank & Trust

Norma is an Illinois Accredited Chamber Executive, graduate of Institutes for Organization Management and a 40-year veteran in Chamber of Commerce management. She oversees the programs and services that the Chamber provides to our members and the community. Norma is also actively involved in the community as a member of the Board of the Effingham Regional Growth Alliance, Effingham Regional Incubator Network, member of Effingham Noon Rotary Club. She is past chairman of the board of the Illinois Association of Chamber of Commerce Executives and recipient of the association's highest award for achievement, the Lester W. Brann Distinguished Chamber Executive Award. Lansing received the 2014 East Central Illinois Development Corporation's Outstanding Leadership in Community and Economic Development.



Norma Lansing,  
President & CEO



## CREATE. CONNECT. COLLABORATE.

We are Focused on Business Growth & Development through Collaborative Partnerships and Strategic Initiatives.

With nearly 600 business members and representing nearly 15,000 employees the Effingham County Chamber of Commerce is the premier business organization in Effingham County. We **Create** programs and services valued by our diverse membership. We **Connect** our members to the resources and ideas they need to achieve business success and facilitate community growth. And, we **Collaborate** with area businesses, government entities, education and other strategic partners to stimulate regional prosperity for the benefit of all.

We are **IN BUSINESS** for **YOUR BUSINESS**. Investment levels are specifically designed to help support your business goals. Member and Capital Investor levels allow you to access customized resources and solutions to help your business thrive. Join our community, you'll be glad that you did!

## CHAMBER CORE BENEFITS

Referrals to Chamber members only through the Chamber website, phone calls & walk-ins

All your employees are members too and can access Chamber benefits

Cost-effective advertising and sponsorship opportunities offers exposure that are only available to Chamber members

"Proud Member" decal, virtual badge and plaque

Announcement of your membership and business milestones in Chamber Communications Center (print and online)

Complimentary Notary Public services

Display business cards & brochures in Chamber lobby

Use of Chamber bulk mailing permit (restrictions apply, - postage not included)

Access to Chamber events, programs & services at member pricing, including the Business Outreach Program, Incubator Network

Annual subscription to Chamber print, online and digital publications

Guide the direction of the Chamber by participating in surveys and polls

Opportunity to build connections through committee & taskforce participation

Access to Full-time Professional Chamber Staff located at Chamber office, 903 N Keller Drive, Effingham, IL.

Complimentary use of Chamber Conference Room during business hours (per availability)

Printed Membership Directory



# FOUNDATIONAL INVESTORS

## Connect

For many members, supporting the mission of the Effingham County Chamber of Commerce is reason enough to join. For those who desire a more direct return on their investment, Chamber members enjoy ample exposure opportunities, access to information that impacts their businesses, and abundant opportunities to develop professional relationships throughout the Effingham area.

The Chamber provides opportunities to network with over 550 members, gain visibility and access business resources. This level of investment includes the Core Membership Benefits, plus the benefits listed below.

### ALL CORE BENEFITS, PLUS:

- **Standard Marketing Package:**  
Online Business Profile includes Company Name, address, phone number, website with link, social media links, key words, one (1) alphabetical and one (1) category listing in online Business Directory (assistance with building your virtual presence)
- Standard listing in Chamber 360 Magazine/Printed Business Directory (mailed to 1,600 contacts annually)

### A La Carte Benefits!

Customize your membership and buy additional benefits for only \$150 (\$300 value).

Choose three benefits from this list:

- One (1) First Friday Featured Business (limited to 1st 12)
- \$50 credit\* toward Chamber advertising, event or training registration
- One (1) week signage on the Chamber Electronic Message Board
- One Annual YBNext Membership (for members 21-45 years of age)



# FOUNDATIONAL INVESTORS

## Grow

While you are busy running your business, the Effingham County Chamber of Commerce works for you throughout the year to drive more exposure and potential sales to your business. Gain advice, save time, and grow your business by partnering with the Chamber to increase your visibility and access additional resources.

This investment level includes all Core Membership Benefits PLUS additional benefits designed for a growing enterprise like yours!

### ALL CORE BENEFITS, PLUS:

- **Enhanced Marketing Package:**  
Online Business Profile, includes Company Name & Logo, key contact info, address, phone number, website with link, social media links, hours of operation, map link, photos, videos, key words, one (1) alphabetical and two (2) category listings in online Business Directory
- Bold Face listing in Chamber 360 Magazine/Printed Business Directory (mailed to 1,600 contacts annually)
- \$50 credit\* toward Chamber advertising, event or training registration
- One (1) week signage on Electronic Message Board
- Ability to post to the Chamber Job Board
- Ability to post events to the Community Calendar
- Post press releases in the Member Information Center
- Ability to post Member to Member Discounts and HOT DEALS



\*DISCLAIMER: "Members wishing to redeem their membership credits must notify chamber staff in advance of being invoiced for the selected service. Events and advertising placements are first come, first served and subject to availability and other such scheduling, participation or enrollment limits. Member benefits are good for one year commencing upon enrollment. Unused credits and benefits shall be forfeited upon the expiration of the term."

# FOUNDATIONAL INVESTORS

## Engage

Being engaged or by getting your employees engaged, will enhance the value of your businesses' membership and support for the Chamber's efforts to build a thriving community all at the same time.

This investment level includes all Core Membership Benefits PLUS additional benefits designed to accommodate your business growth!

### ALL CORE BENEFITS, plus:

- **Enhanced Marketing Package:**  
Online Business Profile, includes Company Name & Logo, key contact info, address, phone number, website with link, social media links, hours of operation, map link, photos, videos, key words, one (1) alphabetical and two (2) category listings in online Business Directory
- Logo listing in Chamber 360 Magazine/Printed Business Directory (mailed to 1,600 contacts annually)
- Chamber Membership List on mailing labels, once per year (upon request)
- \$150 credit toward Chamber advertising, event or training registration
- One (1) month signage on Electronic Message Board
- Ability to post job openings to the Chamber Job Board
- Ability to post events to the Community Calendar
- Post press releases in the Member Information Center
- Ability to post Member to Member Discounts and HOT DEALS
- One (1) First Friday Club Membership
- Two (2) Annual YBNext Memberships
- One (1) Annual HR Roundtable Membership



\*DISCLAIMER: "Members wishing to redeem their membership credits must notify chamber staff in advance of being invoiced for the selected service. Events and advertising placements are first come, first served and subject to availability and other such scheduling, participation or enrollment limits. Member benefits are good for one year commencing upon enrollment. Unused credits and benefits shall be forfeited upon the expiration of the term."

# FOUNDATIONAL INVESTORS

## Influence

You appreciate that the Chamber is working on your behalf to keep the cost of doing business affordable and to advocate for favorable business policies. You want to position your company as a market leader and develop your leadership team.

The Chamber offers opportunities for strategic engagement. This makes membership a smart investment for you and your business!

### ALL CORE BENEFITS, PLUS:

- **Enhanced Marketing Package:**  
Online Business Profile includes Company Name & Logo, key contact info, address, phone number, website with link, social media links, hours of operation, map link, photos, videos, key words, one (1) alphabetical, multiple locations and two (2) category listings in online Business Directory
- One (1) additional business listing (same ownership)
- Enhanced listing with Logo in Chamber 360 Magazine/Printed Business Directory (mailed to 1,600 contacts annually)
- Chamber Membership List on mailing labels, twice per year (upon request)
- \$250 credit toward Chamber advertising, event or training registration
- Three (3) month signage on Electronic Message Board
- Ability to post to the Chamber Job Board
- Ability to post events to the Community Calendar
- Post press releases in the Member Information Center
- Ability to post Member to Member Discounts and "Hot Deals"
- One (1) First Friday Club membership
- Two (2) YBNext memberships
- One (1) Annual HR Roundtable Membership
- Compensation and Salary Survey & Report (with participation)
- Customized Annual Engagement Plan
- Additional Category Listing
- Priority Access to Market Analysis Reports and Survey



\*DISCLAIMER: "Members wishing to redeem their membership credits must notify chamber staff in advance of being invoiced for the selected service. Events and advertising placements are first come, first served and subject to availability and other such scheduling, participation or enrollment limits. Member benefits are good for one year commencing upon enrollment. Unused credits and benefits shall be forfeited upon the expiration of the term."

# CAPITAL INVESTORS

You understand the importance of investing in advocacy, economic development, regional branding, and ensuring that Effingham County employers continue to have a strong and globally competent workforce. Your investment in the Chamber is an investment in our future. Together, we ignite new growth, inspire leadership and advance our economy.

With the Capital Investor tier, you have a seat at the table with leaders who are setting the direction of the Chamber and the region. Your organization receives VIP recognition as well as the highest notoriety in publications, marketing opportunities and on the Chamber's web site.

## Recognition & Promotion

- **Elite Marketing Package:**  
Business Profile and bolded listing in the Business Directory (print only), includes Company Name, key contact info, address, phone number, website with link, social media links, hours of operation, map link, photos, videos, key words, one (1) alphabetical, and up to five (5) category listings
- Customized Annual Engagement Plan based on interests and areas of focus. Your annual plan will include membership dues, sponsorships, events and advertisements.
- Two (2) additional category listing
- Top position in primary category
- Highlighted listing in 360 Magazine & Featured Spotlight (mailed to 1,600 contacts annually)
- Network Magazine Spotlight (1/4 Page Ad)
- Chamber Membership List in Excel file (emails excluded), on demand during the year (over 550 contacts)
- Post HOT DEALS to the community on Chamber's website
- Capital Investor level recognition on Chamber traveling sign at all events
- Capital Investor level recognition on Chamber's home page (company logo with weblink)
- Capital Investor spotlight on Chamber Facebook page
- Grand Opening/ Ribbon Cutting Ceremony (Chamber CEO hosted, Facebook Live, press release) – on request
- Capital Investor level recognition at the Annual Gala
- Early opportunity to host/ sponsor Chamber events
- Pay-it-Forward Partner to sponsor one (1) Tier 1 membership for a charitable non-profit or start-up entrepreneur
- Strategic Connections, Access and Resources
- Complimentary Effingham County Compensation & Benefits Report
- Access to customized economic development research reports
- Priority access to Market Analysis Reports & Surveys



## Catalyst

### All Core Foundational Benefits & all Capital Investor Benefits, PLUS:

- Capital Investor level recognition on Chamber e-blasts (logo with link)
- Capital Investor level recognition in Chamber Network and Chamber 360 Magazine
- Four (4) locations/ affiliates in online and print Business Directory
- \$500 credit towards advertising, events or training
- Six (6) months message board signage
- Two (2) YBNext memberships
- One (1) First Friday Club Membership
- Two (2) HR Roundtable Memberships

## Advocate

### All Core Foundational Benefits & all Capital Investor Benefits, PLUS:

- Capital Investor level recognition on Chamber e-blasts (logo with link)
- Capital Investor level recognition in Chamber Network and Chamber 360 Magazine
- Six (6) locations/ affiliates in online & print Business Directory
- \$1,000 credit towards advertising, events or training
- Nine (9) months message board signage
- Four (4) YBNext memberships
- One (1) First Friday Club Membership
- Two (2) HR Roundtable Memberships

## Stakeholder

### All Core Foundational Benefits & all Capital Investor Benefits, PLUS:

- Capital Investor level recognition on Chamber e-blasts (logo with link)
- Capital Investor level recognition in Chamber Network and Chamber 360 Magazine
- Unlimited locations/ affiliates in online & print Business Directory
- \$2,500 credit towards advertising, events or training
- Twelve (12) Dedicated Emails
- Six (6) YBNext memberships
- Twelve (12) Months message board signage
- One (1) First Friday Club Membership
- Two (2) HR Roundtable Memberships



“HSHS St. Anthony’s Memorial Hospital is proud to be a Capital Investor with the Effingham County Chamber of Commerce. Our collaboration with the Chamber is essential to staying connected with industry and business leaders in Effingham County. Supporting the Effingham County Chamber allows us to assist with expanded growth and knowledge in developing our community and county.”

**Theresa Rutherford, President & CEO**  
**HSHS St. Anthony’s Memorial Hospital**

\*DISCLAIMER: "Members wishing to redeem their membership credits must notify chamber staff in advance of being invoiced for the selected service. Events and advertising placements are first come, first served and subject to availability and other such scheduling, participation or enrollment limits. Member benefits are good for one year commencing upon enrollment. Unused credits and benefits shall be forfeited upon the expiration of the term."



ANNUAL INVESTMENT	FOUNDATIONAL INVESTORS				CAPITAL INVESTOR		
	Connect	Grow	Engage	Influence	Catalyst	Advocate	Stakeholder
	\$295	\$595	\$995	\$1,495	\$3,000	\$5,000	\$10,000
Marketing Package	Standard	Enhanced	Enhanced	Enhanced	Premium	Premium	Premium
Listing in Chamber360 Magazine	Standard	Bold	Logo	Enhanced	Premium	Premium	Premium
Advertising Credit	-	\$50	\$150	\$250	\$500	\$1,000	\$2,500
Message Board Signage	-	1 wk	1 mo	3 mo	6 mo	9 mo	12 mo
Post HOT DEALS & Member to Member Discounts	-	√	√	√	√	√	√
Post to Job Board	-	√	√	√	√	√	√
First Friday Club Membership	-	-	1	1	1	1	1
Annual YBNext Membership	-	-	2	2	2	4	6
Annual HR Roundtable Membership	-	-	1	1	2	2	2
Compensation Salary Survey & Report (With Participation)	-	-	-	√	√	√	√
Priority Access to Market Analysis Reports & Surveys	-	-	-	√	√	√	√
Customized Annual Engagement Plan	-	-	-	√	√	√	√
Additional category listing	-	-	-	1	2	2	2
Top Position in primary category	-	-	-	-	√	√	√
Network Magazine Spotlight	-	-	-	-	√	√	√
Chamber Membership Mailing List in Excel (on Demand)	-	-	-	-	√	√	√
Recognition on Travelling Banner at all Events	-	-	-	-	√	√	√
Recognition on Chamber Homepage with weblink	-	-	-	-	√	√	√
Spotlight on Chamber Facebook Page	-	-	-	-	√	√	√
Recognition at Annual Banquet	-	-	-	-	√	√	√
Early Opportunity to Host/Sponsor Chamber Events	-	-	-	-	√	√	√
Pay it Forward Partner to sponsor one(1) tier 1 membership for a charitable non-profit or start-up entrepreneur	-	-	-	-	√	√	√
Additional locations/affiliates online and print Business Directory	-	-	-	-	4	6	Unlimited

# Friend of the Chamber

Friends of the Chamber is designed for retired executives, local residents and entrepreneurs who desires to support the Chamber and the community and remain active and involved.

\*\*Not applicable to a business or organization or an individual affiliated with a Chamber member business.

## BENEFITS:

- Annual subscription to Chamber Communications (Network newsletter, Chamber 360 magazine, E-newsletters & Texting Program)
- Access to Chamber events, programs & services at member pricing
- Complimentary Notary Services
- Use of Chamber's Conference Room (per availability)
- Presence on the Chamber website with Standard online directory listing

**Annual Investment: \$150.00 or**

**Lifetime Investment: \$500.00 (one-time payment)**



Being retired, I still want to be an active part of the community and I am able to do so through my membership with the Chamber.

– Bev Soltwedel