

A STRONGER ECONOMY

You membership investment brings increased visibility for your business and countless opportunities for you to connect with other local business owners and professionals. But did you know that your investment is also helping contribute to the success of our entire community.

When you become a member of the chamber, your investment, combined with that of other chamber members, funds programs and services that provide resources and assistance to new and existing businesses that are ready to grow, create new jobs and invest in our community. This kind of growth results in more dollars flowing through our local economy in the form of consumer and Business to Business purchases.

In other words, more potential customers for your business. A strong local economy means better business for everyone. Your investment in the chamber helps make that happen.

It's Your Membership, Own It!

NETWORKING EVENT STRATEGY

There's no better place to make valuable business connections in our community than chamber events. But time is precious and not every event is the right fit for every member. Take a look at what we have to offer. Contact us to ask questions. And make a commitment to have your company represented at the events that make the most sense and deliver the most value for your business.

Set goals when you or your staff member attend events, of how many people and perhaps whom you'd like to meet. If you'd like a warm introduction, ask a chamber staff member in advance, or on-site to introduce you to other members. And remember, networking is less about generating sales leads than it is about building long-term relationships, that ultimately lead to a steady stream of referrals. Balance your efforts between pursuing sales and building relationships to achieve the best results.

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ADVOCACY—WHAT DOES IT MEAN?

When we say we're an advocate for business, what does that mean? It means that we're committed to ensuring our community is business friendly. Let's face it, state and federal laws, city ordinances and county regulations don't always make it easy to do business.

But voicing your concerns as an individual may do very little to sway government decisions. Here's where the chamber can help. As a member of the chamber, you are part of a larger, stronger network. The chamber provides a structure for you to come together with other business owners and professionals, to voice your concerns and feedback on issues that matter to your business. Together, you become a unified force and when your concerns and opinions are delivered through the powerful platform of the chamber, it sends a stronger, louder and more persuasive message than any single opinion could deliver on its own. We make sure our law makers and local leadership know and understand how proposed or existing legislation and policies may impact the success of business in our community.

We want to make it easier for you to do business. We'll do the heavy lifting, you just need to lend your voice to the conversation when policies that could hurt your business emerge.

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THIRD PARTY FEEDBACK

Facing a challenge in your business? Have a problem that needs a solution? Third-Party feedback is a great way to develop new ideas and creative solutions to business challenges. And what better potential pool of contributors than your fellow chamber members.

Through your chamber membership you have exclusive access to a network of business owners with which to share your challenges, identify solutions and float your ideas. You'll be surprised at the enthusiasm business owners have at helping other businesses succeed.

Don't know where to start? We can help! Contact the Chamber for some direction. Your not in this alone. Your chamber network is here to help you be successful.

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SMALL BUSINESS SUPPORT

Meet Jay. He owns a pizzeria. His business is doing well but Jay sees an opportunity to grow. Right now Jay's pizzeria has only indoor dining. His customers would love to sit outside while they enjoy their meals and he knows that outdoor dining would attract even more customers to his restaurant.

But there's just one problem. The process to get an outdoor dining permit with the city where his restaurant is located is complex and time consuming. There's a lot of red tape and Jay would have to take time away from his business to deal with it.

But Jay's a member of his local chamber of commerce and he knows they can help. He contacted his chamber and told them about the problem. The chamber went to work, compiling feedback from Jay and other restaurant owners facing the same challenge. They worked with the city to update and streamline the permitting process, making it easier for Jay and other restaurant owners to grow their businesses.

Jay's chamber helped him and we can help you. If you run in to a business obstacle, let us know about it. We can help you cut through the red-tape.

It's Your Membership, Own It!

SEO BENEFITS OF MEMBERSHIP

You know it's important to make sure your business can be found easily online, but did you know that your chamber membership is helping you do that? Your membership comes with a free listing in our online business directory, complete with a link to your company website.

That link makes it easy for our website visitors to connect to your business. And because the chamber website is highly visited, your link has even more value. Because our site gets so much traffic, a direct link to your site from ours, tells search engines that your business is relevant and important. Which can lead to a boost in your search engine rankings

But it only works if your link works. Head to the chamber website now to make sure you are linked. And contact us if you need to make a change.

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REFERRALS

Referrals can make or break a businesses bottom line. But you've got an edge! Every day the chamber receives phone and website inquiries from people in need of a product or service. You know who gets those referrals? Chamber Member businesses, like yours!

Being a member of the chamber helps you connect with potential customers and clients at a critical time...when they are ready to make a purchase.

Your membership ensures that you'll benefit from Members Only referrals. And your free website listing in our online business directory offers you 24/7 visibility to an online audience.

The chamber's online membership directory is one of the most visited pages of our website. But it can't work for you if your information isn't correct. Head to the chamber website now to make sure your listing is up to date and accurate. Contact us if you need to make a change.

It's Your Membership, Own It!

FACE TO FACE NETWORKING

Face to Face Networking is an important part of growing your business. But for many people, it's torture. Few of us are natural born networkers. But what you need to remember is that there is value in networking.

When you are among chamber members, you are among like-minded business people. In other words, it's a friendly crowd. Keep in mind, successful networking is not about selling. It's about building long-term relationships that will ultimately help you grow your business through referrals and connections to vendors, suppliers and service providers.

The fact is, most of the people you meet at networking events, will not become your customers. The true value is in their potential to refer you business. So stop wasting time hard selling and instead show up at networking events with the goal to help those that you meet. Ask and pay attention to what they do and what they need. So you can be a potential referral source for them.

When you approach networking in this way, it takes the pressure off of you to sale yourself. And you will leave a positive and memorable impression on your new contacts. Building a strong business network takes time.

It's Your Membership, Own It!

EDUCATIONAL SESSIONS

Running a small business is challenging, you wear a lot of different hats. You may be the staff accountant in the morning, on the sales floor over lunch and the social media manager in the afternoon.

Unfortunately, you may not be fully trained in all of those roles. But the good news is, the chamber is here to help. The chamber membership is full of professionals, like you, with areas of expertise that can be tremendously helpful to other members when shared.

We leverage the power of that network, by hosting educational sessions and events, led by subject matter experts. These sessions cover topics that are timely, relevant and helpful to other businesses.

Visit our website or give us a call to find out about upcoming sessions.

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CONSUMERS PREFER CHAMBER MEMBERS

The chamber offers great events to help you connect with other businesses and potential customers. But what if you don't have time to attend? No worries, there are dozens of other ways your membership can help your business grow.

Here's one example: Did you know it matters to your customers that you are a chamber member? It's true. A study by the Schapiro Group found that when consumers know a business is a member of the local chamber, that business enjoys a 49% increase in favorability. A 73% increase in awareness and consumers are 80% more likely to purchase from that business in the future.

Did you get that? 80% more likely to purchase! So let everyone know you are a proud member of the chamber. Put it on your website, your emails, shout it out on social media. Put it in your window and reap the rewards.

It's Your Membership, Own It!

ENGAGE ONLINE

We understand you're busy. As valuable as they are, not every member has time to attend chamber networking events. If that's you, you can still get known and broaden your networking band-width by engaging with the chamber online.

Follow us on our social media pages and participate online on your time frame, When its convenient for you. Like and comment on our posts. Share our content, but don't sell!

Instead, get known. Tag the chamber and other members in posts on your pages when its relevant. Like and follow the pages of other members and interact with them. Your activity will build your online visibility and relationships with other chamber members.

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STRENGTH IN NUMBERS

There's strength in numbers and there is no better way to get more exposure for your business within the chamber network than by getting more of your team on the playing field.

Did you know that when your business becomes a member of the chamber, so do all of your employees? That means your staff will be welcome at most every chamber event, and can take advantage of many of the features of membership that we extend to you.

More of you r team on the playing field, means more visibility for your business. So share the chamber calendar with key members of your staff and encourage them to take part in our network.

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