

**YOUR CONNECTION TO GROWTH AND SUCCESS!**

# ST. CLOUD GREATER OSCEOLA CHAMBER OF COMMERCE



*4th July Lakefront Celebration*



*Ribbon Cutting*



*Politics in the Barn*



*Zombie Golf*



## MEMBER OPPORTUNITIES

[www.StCloudFlChamber.com](http://www.StCloudFlChamber.com)



# Table of Contents

## Mission Statement:

<b>How We Support You &amp; Who We Are</b>	<b>Page 2</b>
<b>Member Benefits / Guests &amp; Referrals</b>	<b>Page 3</b>
<b>Networking &amp; Education</b>	<b>Page 4</b>
<b>Chamber Annual Events</b>	<b>Page 5</b>
<b>Committees</b>	<b>Page 6</b>
<b>Organization Chart</b>	

Phone: 407-892-3671  
Fax: 407-892-5289  
[www.StCloudFlChamber.com](http://www.StCloudFlChamber.com)



**Kari Whaley**  
President / CEO

1200 New York Avenue  
St. Cloud, FL 34769  
[www.facebook.com/StCloudChamberofCommerce](http://www.facebook.com/StCloudChamberofCommerce)



**Madelyn M. Long**  
Membership/Business  
Development, Director



**Betty Medema**  
Information  
Coordinator



**Traci Shea**  
Events/Admin  
Coordinator



**Leigh Anne Albertini**  
Accounting Manager

# What's In It For You

**Business-to-Business discounts**  
**Member discounts for community events**  
**& free ribbon cutting**  
**Your listing in the St. Cloud Community Guide**  
**& Business Directory**  
**63 percent of the public trust chamber members**  
**over non-members US Chamber survey**  
**Valuable opportunities to meet & partner**  
**with other business owners**  
**Weekly newsletter with information about**  
**local government & development that impact you**

## Who We Are

### 1. Voice Of The Business Community

We represent businesses in City, County, East Orlando and Lake Nona regions

### 2. Advocate For Economic Development And Smart Growth

We work with the City, County and School Districts

### 3. Builder Of Relationships & Networking

We operate one-on-one with businesses and organizations

### 4. Destination Shopping For Marketing And Advertising Needs

We offer marketing tools in-house and through business members

### 5. Your Tools To Make Businesses More Efficient And Profitable

We organize educational seminars and guest speakers

### 6. Supporter Of Education Throughout The Whole Community

We provide scholarships and support Young Professionals, tomorrow's leaders and businesses



# Member Benefits

- Government advocacy
- Business displays in our Information Center
- Visit each Leads Group twice a year
- Membership plaque
- Low and no-cost marketing in our Community Guide and City Map
- Business referrals
- Board Room - FREE use as available
- Social Media
- Free Business Tutoring (SBDC)
- "Insider" e-Newsletter Weekly with Advertising Opportunities
- Gift Bag Promotions
- Member Address List
- Business Sponsor/Partnership Program
- Tax deductible chamber dues
- FREE listing in Community Buyers' Guide
- Monthly Business After Hours
- Ribbon Cuttings/Groundbreaking and Grand Openings
- Join the Ambassador ranks
- Free listing on website [www.StCloudFLChamber.com](http://www.StCloudFLChamber.com) Banners, Ads & Video Marketing Opportunities
- Business awards recognition
- Notary Service – FREE
- Website Advertising
- Scholarship Education Counseling and Program - FREE
- Over 100 member discounts
- Leadership Opportunities

## Chamber Member Referral Program



Our Member Referral Program makes our Chamber Strong



Credits = Fiscal Year October - September

Refer 3 members within the year - receive a \$100 credit, and recognition in The Insider Newsletter.

Refer 5 members within the year - receive up to \$279 credit and recognition in The Insider Newsletter.

## INVITE YOUR FRIENDS & COLLEAGUES!

Chamber members can invite their friends and colleagues to attend one chamber activity as their guest.



# Networking and Education

## LEADS GROUPS

**Businesses team up for one hour with other non-competing businesses to assist one another in generating new business leads and opportunities. Groups charge a small fee or chamber members can attend each group twice a year at no charge.**

*Weekly* - Wednesday, 12:00 Noon

*Twice A Month* - 1st & 3rd Tuesday 5:30 p.m.

*Monthly* - 1st Thursday, Noon

## GENERAL MEMBERSHIP NETWORKING INFORMATION

Young Professionals < 40 yrs	1st Thursday 5:30 p.m. - Reprise Brewery
Women to Women Connection	4th Tuesday Noon
Coffee Club Nona	2nd & 4th Thursdays, 8:30 a.m. UF Research Center
Connection Concepts	3rd Friday, Noon
Seminar Series Lunch & Learn	Oct - May Last Thursday Noon - 1 p.m.
Business After Hours	3rd Wednesday, 5:30 p.m.- 7:30 p.m.
Quarterly Luncheons	2nd Thursday Feb. • May • Aug. • Nov.
Ribbon Cutting	As Scheduled
Elected Officials Reception	As Scheduled Every Other Year
Economic Forum	As Scheduled in Feb.

## BUSINESS DEVELOPMENT CENTER

Free resources open to the public by appointment Monday - Friday, 9 a.m. - 4 p.m., are available at the St. Cloud Greater Osceola Chamber of Commerce

Internet Usage (Chamber.Member) • Start-Up Businesses Material  
Developing a Business Plan • Business Reference Material Library

**UCF Small Business Development Consultant**, offers no-cost one-on-one business consulting every Thursday by appointment.

**Adult and Student Scholarship Program** provides financial support to eligible adults and students who are seeking to gain or improve career skills that will improve their earnings and job opportunities.



# Chamber Annual Events

## **St. Cloud Life – A Community & Business Extravaganza – First Saturday in March**

St. Cloud's largest trade show features all businesses, agriculture and attractions including live entertainment, Beer & Wine Fest, Kids' Workshop and Taste of St. Clouds Finest Foods.

## **Annual Golf Classic – Second Friday in April**

The annual golf tournament is one of the largest and the oldest in Osceola County. This is a major networking and socializing event that attracts decision makers in business and government.

## **4th of July – Lakefront Celebration**

An old-fashioned 4th of July Celebration with plenty of good food, crafts, and entertainment; fun and games for the entire family. Topping the evening off is the best fireworks show in Osceola County!

## **Annual Awards Banquet – September**

Join others for a fun-filled themed evening of great entertainment and fine dining. It includes awards recognition ceremony applauding those chamber members, businesses and community leaders, who have distinguished themselves through commitment, dedication, leadership and achievement.

## **Zombie Night Golf – Friday before Halloween October**

Golfers play at night with a glow ball, swinging toward a lit flag, keeping carts out of the water or the woods. It is more than a challenge - it's also great fun. There's no need to take lessons prior to this evening on the links. Play six holes and then pull into the Club House to swap stories, music, or just enjoy hors d'oeuvres, grave yard auction and good fellowship. This event is open to everyone.

## **Christmas Parade – First Saturday in December**

A St. Cloud tradition that highlights our Holiday Season with floats, fun, friendship, frivolity and festivities. The parade boasts over 100 participants of bands, civic organizations, school and youth groups, churches and businesses. Of course, everyone waits with high anticipation for the arrival of Santa to conclude the end of the festivities!



# Committees - Visit or Join One!

## **Ambassador** – Meets second Tuesday, Noon

The welcoming arm of the Chamber, visiting new members with a welcome bag, explaining the Chamber activities, answering questions and providing a warm human face that becomes a contact at future events. Ambassadors attend Chamber events: Ribbon Cuttings, BAHs, Quarterly Luncheons, Golf Tournaments, and Special Events.

## **Economic Development** – Meets last Tuesday, 8:00 a.m.

This group takes positions on issues and communicates those positions, as well as, stays abreast of growth issues that impact the community. Engages elected officials in issues that impact our community.

## **Education** – Meets first Tuesday, 7:30 a.m.

Works towards bridging partnerships between local businesses and educational needs and opportunities at all levels within our community.

## **Marketing** – Meets second Wednesday, 8:00 a.m.

Develops, evaluates and implements marketing opportunities for the Chamber and its members.

## **Membership** – Meets third Tuesday, Noon

Coordinates membership development, benefits and services.

## **Partnership** – Meets as needed

Seeks select local businesses to partner with the Chamber to help promote events and activities aimed at fostering economic development, business prosperity, governmental actions, and community development. Partnership levels range from Bronze Partner to Trustee in exchange for many valuable benefits depending on the level of financial investment.

## **Small Business Support** – Meets last Wednesday, 8:00 a.m.

Identifies and matches small business needs with resources and provide services appropriate to new and existing businesses. Plan Seminar Series Lunch & Learn.



# Organization Chart

## ST. CLOUD GREATER OSCEOLA CHAMBER OF COMMERCE ORGANIZATION CHART

### MEMBERSHIP

ELECTS

### Board of Directors

ELECTS

Chairman

- Appoints Committee Chairmen
- Leads Board of Directors
- Chairs Executive Committee

ELECTS

Officers

- Chair-Elect
- 1st Vice Chair
- Treasurer
- Vice Chairs

APPROVES CHAIRPERSON

Hires

President

- Hires Staff
- Responsible for Chamber operations
- Chamber Spokesman

Staff

- Accounting Manager
- Events Manager
- Membership/Business Development Director
- Information Coordinator
- Events/Admin Coordinator

Volunteers

### Small Business Support

- Seminar Series
- Resources for new & Existing Businesses

### Marketing

- Advertising for Community Events
- Grants
- Press Releases
- Publications
- Logo

### Agri-Business

- Protect and Promote Vital Link to Heritage

### Economic Development

- Business Issues
- Transportation
- Legislative Issues
- CRA
- Economic Database
- Taxes & Fees
- Politics in the Barn
- Candidates Forum
- Growth Management
- Land Development Code
- Transportation

### Membership

- General Membership
- Ribbon Cutting
- Business After Hours
- Member List
- Ambassador
- Retention
- New Member Receptions
- Quarterly Luncheons
- Quarterly Award Selection

### Finance

- Reviews Financial Statements
- Approves Budget
- Financial Recommendations

### Partnership

- Partner Benefits & Advantages
- Partnership Growth

### Education

- Scholarship Counselor
- Chamber Adult Scholarship Business Seminars

### Ambassadors

- Visits New Members
- Greets at BAH
- Assists at Chamber Functions

### Retention

- Contacts inactive/dropped members

