



Benefits of being a
member of the



The responsibilities of owning a business are demanding and many employers are reluctant to participate in any organization which may require more of their time or resources. However, Chamber membership helps promote local business and offers participants a wealth of benefits and opportunities for growth.

Here is why you should consider being a Van Buren Chamber of Commerce member...

- **Lends credibility to your business.** You can increase positive perception among consumers and business owners when you're identified as a Chamber member.
- **Increases your visibility in the community.** As a new member of the Chamber of Commerce, you will be recognized in the organization's "Weekly Update" e-blast and various social media platforms. You also can grow your business by taking advantage of exclusive Chamber ad and sponsorship opportunities. The Chamber is also happy to promote your grand opening, relocation, remodel or other special event.
- **Creates networking opportunities.** The Chamber has numerous committees and serving on one of them provides numerous opportunities for networking and professional leadership development. You can build your business while serving and helping support projects that benefit the community-at-large.
- **Gives your business an advocate on the regional and state levels.** Your Chamber of Commerce takes on tough issues and opposes new regulations, taxes, fees, assessments and costs directed at small businesses. It also helps protect the principles of free enterprise and aids businesses in being treated fairly. Members benefit from having a local voice advocating for them on a regional and state level. The Van Buren Chamber of Commerce also partners with legislators and groups such as the Fort Smith Regional Alliance, to promote economic development and represent local interests.
- **Helps establish important business contacts.** The most fundamental mission of the Chamber is to generate more business activity for the community. The Chamber initiates more business-to-business commerce and more opportunities for networking and connecting local professionals than is available through most other local organizations.
- **Keeps you "in-the-know" on Chamber and community news and activities.** Chamber communication tools provide members with information they need to operate their business successfully. The Weekly Update lists new member information, helpful tips about business management, news articles, a community calendar, and details about upcoming chamber functions. The e-blast is also used to recognize event sponsors and remind recipients about important deadlines.
- **Expands customer/client base through Chamber referrals.** Every day the Chamber receives calls from individuals and businesses looking for potential vendors or contacts. The Chamber staff is pleased to refer inquirers to member businesses. Fellow Chamber members often take great pride in recommending fellow members whom they have served alongside on committees and at other Chamber activities.
- **Provides access to member-only Chamber events and programs.** Chamber events and programs help members get to know new people and expand their prospect base. Events are held year-round and include evening networking sessions, as well as business expos, the annual meeting banquet, the highly popular Chamber Golf Classic, and other activities. These gatherings serve as innovative and fun ways to help members meet potential customers, clients and vendors—and generate new business leads.
- **Enables you to promote your business or event using Chamber marketing tools.** With a chamber membership, you can reach potential clients through member-exclusive advertising, and opportunities for business-to-business marketing and publicity. Studies show:
 - Small businesses represent the largest segment by number of most local membership rolls.
 - Small businesses enjoy a 44% favorability rating by being a chamber member.*
 - Small businesses enjoy a 51% increase in consumer awareness from being a chamber member.*
 - Small businesses enjoy a 57% increase in positive local reputation in the likelihood that consumers will patronize their business in the future.*
- **Offers you lots of opportunities to HAVE FUN!**