

Good News for Chamber Members

A national study reveals that membership in a local chamber of commerce can significantly boost a business's image among consumers, as well as among other businesses. The study, commissioned by the American Chamber of Commerce Executives (ACCE), IBM, Administaff, Small Business Network, Inc., and Market Street Services, showed that when respondents were told that a particular small business was a member of its local chamber, they were 44 percent more likely to rate it favorably than study respondents who were not told of the chamber affiliation.

The study results are clear...Positive perception increases among consumers and business owners when a business is identified as a member of the local chamber of commerce.

The Chamber provides an opportunity for area businesses to join the team that promotes our community as an excellent place to live, work, shop and visit. We would like to extend to your business an invitation to join many other businesses that are investing in the Colby/Thomas County Chamber of Commerce.

The advantages of joining the Chamber are both tangible and intangible, personal and professional. Below are some of the most important reasons for membership.

Marketing and Networking Opportunities

Chamber Communicator and Website Listings

Your business name and a brief description written by you will be published in our spotlight new membership section featured in the "Chamber Communicator" newsletter. You can put inserts from your business or organization in the newsletter as well. It only costs \$100 for Chamber members and \$400 for non-members. Approximately 270 newsletters are mailed out each month, reaching a good portion of the business community. A listing on the Chamber's website and a link to your website is also included in the price of your Chamber membership. These listings put your name in front of hundreds of potential client/customers as well as documents your support of the chamber and its mission.

Sponsorships

Put your name in front of your peers and set your business apart from the rest! Hosting or sponsoring an event allows your business to be in the spotlight and reinforces your commitment to the chamber and its events. Sponsorships are always available in a variety of price ranges suitable for your business.

Chamber Luncheons

On the second Friday of the months of January, March, May, September, and November, the membership is invited to participate in the Chamber Luncheon. A program is presented either by the Chamber or by another individual or organization geared toward helping the community. The luncheons are rotated throughout the community restaurant members.

Ribbon Cuttings/Grand Openings or Re-openings

Showcase your business! This is your opportunity to show the business community what you have to offer. Introduce the community and the membership to a newly remodeled or expanded facility or celebrate a milestone such as an anniversary.

Business After 5

Hosting a Business After 5 allows you to introduce your business' products or services to the membership and the public. A come-and-go atmosphere, allowing individuals to experience your products or services and refreshments all lend to an environment where networking and a good time can occur.

Hosting or attending any of these events offers you the opportunity to network with other members from the business community. These events can be as simple or elaborate as you desire, but above all, they are one way to put your name in front of your fellow Chamber members.

Referrals and Business Leads

Your Chamber receives hundreds of calls and emails every month asking for information about all types of businesses. We gladly refer people to YOUR business. Also, through the networking and marketing opportunities outlined above, the Chamber can help you generate business leads.

Educational Opportunities

Leadership Thomas County

Leadership Thomas County strives to prepare citizens to be future leaders of Thomas County. This program is co-sponsored by the Colby Convention and Visitors Bureau and the Chamber.

Small Business Development Center

SBDC is an outreach program from Fort Hays State University which works closely with the chamber to provide workshops, seminars, and other educational programs geared toward the interests of our business members.

Community Service and Leadership Opportunities

Committees and Task Forces

The chamber has several committees and task forces that are formed each year. We are always looking for volunteers for such groups and would appreciate your input.

Board of Directors

Every year businesses and individuals holding full membership vote on members of the Chamber board of directors. This group of individuals work to guide the chamber towards growth and acts as a governing body. Any individual who has full membership is eligible to serve on the board of directors.

Ambassadors

Serving as hosts for the community, the Ambassadors serve as a social arm of the Chamber. Members of the Chamber or employees of a Chamber member business are eligible to serve as an Ambassador.

Diplomats

The Diplomats is an organization focused on promoting women in business while serving as hostesses for the community.