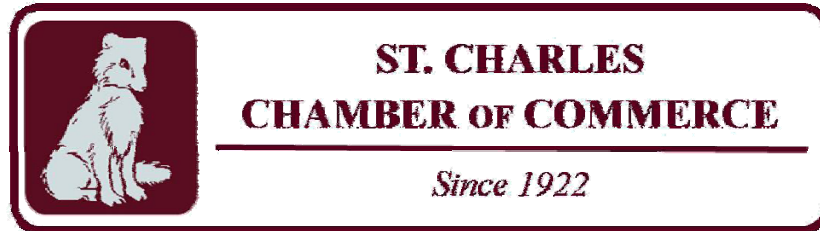


“One Stop, One City, Countless Opportunities”



2012

Chamber

Companion

*A Guide to Effectively
Benefitting From
Chamber Membership*

Table of Contents

1. About us
2. Why Join the Chamber
3. Marketing
4. Marketing continues
5. Additional Benefits
6. Networking & Leads Groups
7. Key Annual Events
8. Membership Levels
9. Menu of Options

Welcome to the St. Charles Chamber of Commerce! It is because of our members that we have such a vibrant business environment; however, for many professionals surviving the last four years has been a challenge. You might feel like you are so busy that you are constantly working in your business instead of working on your business, or you might feel like no matter what you have tried, the results you are looking for never appear. That is why our Chamber has a singular focus. We want *you* and *your* business to succeed.

The Chamber staff and board members' number one goal is to provide opportunities for new and existing businesses the chance to build wealth and prosperity. This can be achieved by becoming involved in LEAD\$ Groups, Women's Business Council, the Paddleboat Mixer, the Annual Golf Outing, Business After Hours and Cruise Nights, just to name a few. Business relationships take time to develop but can be long lasting. Strong businesses equal a strong community, and let's face it if you live in the Fox Valley, you have access to great schools, parks, shopping, dining, and entertainment.

For 2012, our Chamber will develop three new programs to help you grow your business. First, we are developing a mentoring program, called Genesis, so new business owners and members can partner with established members. This provides benefits for the mentor and mentee through sharing best practices and developing a common bond.

The second goal is to have all Chamber members increase internet driven leads by 25% over the next three years. We will achieve this by focusing on social media and search engine optimization workshops.

Our third area is to partner with Dale Carnegie. We will provide a series of five breakfast workshops that will develop your business while networking with other Chamber members. We are excited to offer these events, and we are confident you will find value in attending.

I am honored to be your Chair for the upcoming year. Our talented board and staff are here to serve.

Best regards,

Jim Keller
Chairman of the Board

Chamber Greetings from the Staff

A handful of dedicated people founded the St. Charles Chamber of Commerce in 1922, and from there we have grown to the 600-plus member organization we are today. Our members represent the best in all types of business. From retail trade and professional services to e-commerce and manufacturing businesses, the Chamber of Commerce is the No. 1 recognized name denoting reliable community information and dependable business referrals.

Our website, www.stcharleschamber.com, receives thousands of hits every week, allowing us to enthusiastically market our member businesses. Members of our organization enjoy many benefits and opportunities. We welcome businesses into our association, and applaud those members who are long-term supporters. Members are the lifeblood of our organization, and we are proud of our organization, and we are proud to be at their service. We truly are “One Stop, One City, Countless Opportunities.”

Stacey Ekstrom, President & CEO

Chris Manisco, VP of Communications

Ann Dondelinger-Migatz, VP of Operations

Our Vision

The St. Charles Chamber of Commerce will be the primary business resource connection for businesses and business people in St. Charles.

Our Mission

The St. Charles Chamber of Commerce is an inclusive and active membership organization that helps its members grow their businesses, their business knowledge, and business connections.

2012 Board of Directors

Executive Committee

Jim Keller, Chairman

OnPath Financial, LLC

Tom Hansen, Vice-Chair

St. Charles Bank & Trust Co.

Debbie Fee, Treasurer

Inland Bank

Directors

Alex Claney, Alex Claney Photography, Inc.

Ellen Gallagher, Murray Properties, Inc.

Jeanne Hahn, Pheasant Run Resort & Spa

Diana McClow, Wilson Travel & Cruise

Kathy Melone, Fox Valley Volunteer Hospice

Carolyn Ward, Primerica, Inc.

Christopher Aiston, City of St. Charles, Ex Officio

Why Join the Chamber?

The success of our business community provides a solid foundation for all aspects of the life we enjoy in St. Charles. The Chamber serves as a liaison between the business and residential community. Chamber membership gives your customers assurance that you are an involved business.

Reputable Referral Service

Your dues are truly an investment, for the chamber can speak only for its members.

Priceless Contacts

Your fellow members can be a source of increased business for your firm. Networking is the number one key to a successful business. “People Do Business With People They Know” and the chamber will provide you with many opportunities to network.

Website

The Chamber of Commerce website at www.stcharleschamber.com is a valuable asset to all members providing direct information about their business.

Marketing

The Chamber offers many marketing opportunities to both the community and its members.

Communications

You will be kept informed on pertinent topics, activities in the community, and what other members are doing.

Committees

The Chamber, through Committees, provide educational programs, informative legislative updates, networking events and recognition to our volunteers and excellence in business.

Seminars & Workshops

Chamber sponsored seminars are progressive and informative designed to meet the needs of all types of business for “Members Only”.

Member Discounts

Many of our members offer discounts to other members.

Community Partners

- City of St. Charles (630-377-4400)
- St. Charles Township (630-584-9342)
- Village of Campton Hills (630-584-5700)
- Downtown St. Charles Partnership (630-513-5386)
- St. Charles Convention & Visitors Bureau (630-377-6161)
- St. Charles Heritage Center (630-584-6967)
- St. Charles Park District (630-584-1055)
- St. Charles Public Library (630-584-0076)
- St. Charles School District 303 (630-513-3030)
- Illinois Chamber of Commerce (217-522-5512)

MARKETING

CHAMBER OFFICE

Display your brochures and business cards in the Chamber's office. The large vestibule features wall displays and stand up displays for your items. The chamber is visited everyday by the business community and the public.

WEBSITE

Visit the Chamber website at www.stcharleschamber.com and check out the business listings in the Chamber Business Directory. All members receive additional location listings (some restrictions apply) and multiple category listings with a link to their website. Other prominent local websites can be accessed on the Community Links page and you can always keep in touch with the Chambers latest news by clicking on the Newsletter page. Our events calendar features all chamber events as well as our members events.

MEMBERS LOGIN SECTION ON THE WEBSITE

- Receive your membership password (email address required)
- Update your business and contact information
- List your business **events** on the chamber calendar for **free** (approval required) *
- Post **Hot Deals (internet coupons)** for consumer viewing on the chamber web site for **free** (approval required) *
- Post job openings for consumer viewing in the **Job Bank** for **free** (approval required) *
- Review and print reports on your website hit statistics, hot deals, etc.
- Use the "Member Only" search to email a fellow chamber member.
- Download a Membership list in excel format and membership labels ready for you to print.

BROADCAST EMAILS TO CHAMBER MEMBERS-\$50.00

Create your own message to reach over 900 emails in a matter of minutes for the low cost of only \$50.00. Contact the chamber at info@stcharleschamber.com for guidelines and to schedule your email. After using this great member benefit, a report will be emailed to you with the number of successful emails that were sent, a percentage of how many were opened up, a percentage of how many followed the links within your email and a percentage of how many were forwarded to friends.

CHAMBER COMMUNITY MAP ADVERTISING

10,000 maps are produced every year and provide valuable community & township information including bike trails, parks and recreation, and public school locations. Advertising opportunities are available through our publisher.

CHAMBER MEMBER DIRECTORY MAGAZINE ADVERTISING

This magazine is produced each year and provides valuable information on the Chamber, the history of St. Charles, parks, entertainment, shopping, lodging, library and civic groups, education, government and a restaurant guide. It also includes a listing of all chamber members alphabetically and by category. Magazines will be mailed to all households and businesses in the 60174 and 60175 zip code area. Advertising is available through the publisher, Neighbors Publications.

HOST AN AFTER HOURS EVENT

Showcase your business during a monthly after hours. Members attend after hours to network with other Chamber members, exchange business cards and make valuable new business contacts. As a host, you provide the venue, the food, and a business card raffle item. Tours are also a great way to promote your business. The Chamber will feature your event with an article in the Chamber Communique Newsletter, provide a blast email, and include your event on the chamber's calendar. After hours are held the 3rd Thursday of every month from 4:30 to 6:00 pm.

RIBBON CUTTINGS FOR NEW BUSINESSES

The Chamber will assist members that want to celebrate with a ribbon cutting during their grand opening. This service is for new businesses or existing members that have moved, are under new ownership, or have done major renovation or expansion. The chamber will coordinate the date with the city of St. Charles, St. Charles Township or the Village of Campton Hills to schedule the Mayor, an alderman or township supervisor to cut your ribbon. For more details contact the chamber office at 630-584-8384.

BUSINESS TO BUSINESS EXPO BOOTH-\$275.00

Showcase your business in this multi chamber one day event held every spring at the Mega Center at Pheasant Run Resort. A booth space is 8 x 10 and includes a six foot table, two chairs, electricity, and pipe & drape. Sponsorships are also available.

BUSINESS OF THE MONTH (exclusive benefit for Corporate, Corporate Plus and Executive Levels)
Your business is featured for one month in our newsletter, on our website, and in the boardroom.

SPONSORSHIP OPPORTUNITIES

Sponsorship packages are available at many of the major Chamber events including, Cruise Nites, Business to Business Expo, Paddleboat Mixer, and the Annual Golf Outing.

GIFT CERTIFICATE PROGRAM

The St. Charles Chamber of Commerce offers a gift certificate program similar to a mall gift certificate. Gift Certificates are available for purchase at the Chamber office with a list of chamber members participating in the program. This is an excellent **member only** benefit. There is no cost involved with this program and we reimburse our members 100%. Chamber gift certificates keep dollars working for the members and the community.

ADDITIONAL BENEFITS

NEWSLETTER & BLAST EMAILS

As part of your Chamber membership, you become part of the pulse of our community. We keep you updated on the latest business, economic development and Chamber news, so you stay on the cutting edge of growth. The Chamber Communique Newsletter is published monthly with updated program information, a current calendar of events, new member listings, and much more. The newsletter is emailed to all members by the first of each month and past publications are available on the chamber website at www.stcharleschamber.com. Information is emailed to you regularly to inform you of upcoming Chamber & Community events.

CHAMBER NAME BADGES

The Chamber offers name badges to our members. Wear this anywhere you want to be recognized as a St. Charles Chamber member, or have your staff recognized as well. The sublimated white badges have your name, business name, the St. Charles Chamber of Commerce name and the fox associated with the chamber. Badges are only \$11.95 each and are ordered through the Chamber.

USE OF THE BOARD ROOM & EQUIPMENT

Our Members may use the board room to hold seminars or meetings and the chamber has a screen, laptop, projector, and sound system available for use. Please contact Chris Manisco for availability at 630-584-8384, ex 14. Reservations are required; room holds up to 8 people.

EDUCATIONAL OPPORTUNITIES

- ❖ Educational Programs
- ❖ Legislative Programs
- ❖ WBC Programs

VOLUNTEER OPPORTUNITIES

- ❖ **Legislative Committee**
 - 3:30 p.m., 2nd Monday of each month-Chamber Board Room
- ❖ **Membership Committee**
 - 8:30 a.m., 1st Thursday of each month-Chamber Board Room
- ❖ **Women's Business Council Committee**
 - 3:00 p.m., 1st Wednesday of each month-Chamber Board Room
- ❖ **Paddleboat Committee**-Help organize this favorite member only event
- ❖ **Golf Outing Committee**-Help organize the chamber's only fundraiser or volunteer the day of
- ❖ **Business Excellent Award Committee**-Administer this award and work to continually improve the relevance and effectiveness of this award among chamber member companies

KEY ANNUAL CHAMBER EVENTS

AWARDS DINNER

This dinner is held every year and is an event highlighting the best in the community. Awards for civic and humanitarian efforts, community improvements to business, the Chairman's Award, the Leap Award and the Business Excellence Award of the Year are given. The final award of the evening is the "Charlemagne Award" given to a resident of St. Charles who has extended and continuing history of voluntary service to the community.

BUSINESS TO BUSINESS EXPO

This expo is held every spring at the Mega Center at Pheasant Run Resort and is one of the largest networking business expositions in the Fox Valley. It is co-sponsored with other Chambers and has over 200 exhibitors. Booth space and sponsorships are available and admission is free to the public.

PADDLEBOAT MIXER

This mixer is held every June on the Fox River Queen and the St. Charles Belle paddlewheel boats as they cruise up & down the Fox River. Member businesses sponsor this free event which includes food, fun, networking and raffle prizes.

CRUISE NITES

St. Charles Downtown Cruise Nites on Tuesdays is a fun-filled classic/vintage Car Show on First Street from 5:30 – 8 pm. There is no charge to car show participants and entry is free to spectators. Sponsorships and merchant goody bags are available to help promote our members.

GOLF OUTING

This all day event is held every September. The Chambers only fundraiser offers brunch, goody bags, prizes, golf, dinner, a silent auction, raffles, and awards. Tee-Box, Putting Green and other sponsorships are available as this event provides a great opportunity to network with Chamber business owners.

"STATE OF THE CHAMBER" ANNUAL BREAKFAST

This *member only* program is held each November. Attendees receive copies of the up-coming action plan, calendar of events and new magazine. Volunteer of the Year, and Business Excellence Award category winners are announced.

WOMENS' BUSINESS COUNCIL HOLIDAY LUNCH

Network with friends and be entertained by our favorite DJ Jay Sims from "Something 2 Dance 2"

HOLIDAY PARTY

This holiday celebration is held the first Thursday in December and includes appetizers, decorations, and camaraderie that sets the tone for the season.

Membership Levels

While contributions or gifts to the St. Charles Chamber of Commerce are not tax deductible as charitable contributions for Federal income tax purposes, they may be tax deductible under other provisions of the Internal Revenue Code.

Citizen Membership @ \$50.00

(Citizen Membership is in name only; not affiliated with a business)

Charitable, Fraternal, Social or Religious Institution @ \$100.00

Business Membership @ 275.00

All Membership Benefits

Business Builder Membership @ \$400.00

All Membership Benefits plus:

2-\$50.00 Blast Email Vouchers (\$100.00 value)

One Choice off Menu A – see attached sheet

Business Builder Plus Membership @ \$700.00

All Membership Benefits plus:

Enhanced listing on the website business directory

4-\$50.00 Blast Email Vouchers (\$200.00 value)

Two Choices off Menu B – see attached sheet

Corporate Membership @ \$1,000.00

All Membership Benefits plus:

Enhanced listing on the website business directory

6-\$50.00 Blast Email Vouchers (\$300.00 value)

1 exclusive quarter page ad in the newsletter per year, schedule your month (\$400.00 value)

“Business of the Month”, schedule your month (value-priceless)

Two Choices off Menu C – see attached sheet

Corporate Plus Membership @ \$2,500.00

All Membership Benefits plus:

Enhanced listing on the website business directory

8-\$50.00 Blast Email Vouchers (\$400.00 value)

4 Awards Dinner tickets, plus preferred seating & recognition on signage at dinner

3 exclusive quarter page ads in the newsletter per year (\$1200.00 value)

“Business of the Month”, schedule your month (value-priceless)

Two choices off Menu D – see attached sheet

Executive Membership @ \$5,000.00

All Membership Benefits plus:

Enhanced listing on the website business directory

Company Logo on cover page of website

8-\$50.00 Blast Email Vouchers (\$400.00 value)

8 Awards Dinner tickets, plus preferred seating & recognition on signage at dinner

Monthly exclusive quarter page ad in the newsletter (\$4800.00 value)

“Business of the Month”, schedule your month (value-priceless)

Three choices off the Menu E – see attached sheet

Organization Name _____ **Amount Paid** _____ **Date Paid** _____
Renewal Start Date _____ **Renewal End Date** _____

Menu of Options: If applicable, please make your choices and return this form with your payment and verification form to 3755 E. Main St., St. Charles, IL 60174 Fax 630-584-6065

Menu A – Business Builder Membership (\$400.00 Choose One)

- (\$100 Value) 4 paid chamber events (punch card)
- (\$100 Value) 2 \$50.00 Blast Email Vouchers
- (\$100 Value) 2 Awards Dinner tickets

Menu B – Business Builder Plus Membership (\$700.00 Choose Two)

You may choose 2 of the same item

- (\$100 Value) 2 \$50.00 Blast Email Vouchers
- (\$100 Value) 2 Awards Dinner tickets
- (\$200 Value) 8 paid chamber events (punch card)
- (\$275 Value) Expo Booth

Menu C Corporate (\$1,000.00 Choose Two)

You may choose 2 of the same item

- (\$200 Value) 4 Awards Dinner tickets
- (\$180 Value) Golfer Package
- (\$200 Value) Golf Tee Box Sponsorship
- (\$300 Value) 12 vouchers to paid chamber events (punch card)
- (\$275 Value) Expo Booth

Menu D – Corporate Plus Memberships (\$2,500.00 Choose Two)

You may choose 2 of the same item

- (\$200 Value) 4 Awards Dinner tickets
- (\$180 Value) Golfer Package
- (\$200 Value) Golf Tee Box Sponsorship
- (\$300 Value) 12 vouchers to paid chamber events (punch card)
- (\$550 Value) Double Expo Booth

Menu E – Executive Membership (\$5,000.00 Choose Three)

You may choose 3 of the same item

- (\$200 Value) 4 Awards Dinner tickets
- (\$180 Value) Golfer Package
- (\$200 Value) Golf Tee Box Sponsorship
- (\$300 Value) 12 vouchers to paid chamber events (punch card)
- (\$550 Value) Double Expo Booth
- (\$600 Value) Expo Sponsorship Booth – (limited availability)