

“What’s in it for me?”

Exploring the tangible benefits of an Adrian Area Chamber membership

www.adrianareachamber.com

Website - \$300 Value

Does your business have a website? In today’s business world, everyone needs to have a presence on the internet. Your Chamber membership entitles you to:

- Your business info live online at www.adrianareachamber.com
- A link to your website from our online membership directory
- New members are highlighted on homepage for 30 days

Printed Business Directory - \$150 Value

Just for being a current member of the chamber, your business is listed in our written directory in alphabetical order as well as in the business category of your choice. The directory is published annually in April and is distributed to our member businesses throughout the community.

Ribbon Cutting - \$250 Value

The chamber celebrates new businesses, grand openings and relocations for our members. A ribbon cutting gives your business added exposure as photos and business info are published in our weekly HAPPENINGS newsletter, website, Facebook, and The Daily Telegram.

Market to your Fellow Members - \$75 Value

If you participate in direct mail campaigns or need to send a special message to your fellow Chamber Members, you have access to our entire mailing list at your fingertips. Mailing lists can be emailed to you in an Excel spreadsheet once a year at no cost to you.

Member Referrals - \$50

You’ve often heard it said that word of mouth is the best and cheapest form of advertising. Well, it’s absolutely true! We field countless calls each day asking for businesses just like yours. Rest assured that we recommend only members to callers on a daily basis.

Complimentary Partner Level Membership With The Michigan Retailers Association - \$125 Value

Members are entitled to the Michigan retail index survey, webinars, a prescription discount drug card, partner member pricing and training events. Members can also receive digital delivery of Michigan Retailer, Government Affairs news, Payment Processing News, Retail News and Other Industry Alerts.

Web and Social Media Advertising - \$500

The web and social media afford members broad exposure that can be unlimited. These include the “Ask a Member” video series, YouTube, LISD Channel 22, Chamber website, Facebook, Member of the Week, and the Chamber Blog.

Educational Opportunities - \$150

Webinars, workshops, and (soon to come) Members Only online learning experiences afford members easily accessible and affordable learning experiences.

Networking Opportunities - \$250

Networking describes members meeting, conversing, showing and demonstrating their goods and services to others who may either have the potential to become customers or who know others who could become patrons. Networking works! Some networking events include:

- Adrian in the AM
- Annual Chamber FUNdraiser
- Quarterly Business After Hours
- Annual Meeting and Awards Breakfast
- "It's All About the Fun" Golf Tournament
- Quarterly Economic Luncheons
- Monthly Breakfast Club meeting for marketing and leads

County-wide Community Calendar - \$150

Your events can be listed on this calendar to increase their exposure. Listings can include photos, logos, etc and help promote events to increase awareness and attendance.

Major Marketing Initiatives - \$300

These provide members extraordinary opportunities to significantly broaden their exposure. These include:

- All About Women Health Fair and EXPO
- Senior Lifestyle EXPO
- ReGenerate Business Technology EXPO
- Internship Initiative (Coming Soon)
- College Coupon Promotion

Collective Voice in the Community – Invaluable

Through the Chamber's participation and collaboration with community entities such as the: Lenawee Economic Development Corporation, One Lenawee; the Lenawee County Conference and Visitors Bureau; The Alliance and the Lenawee Intermediate School District. Members have a collective voice in the community development initiatives that impact their businesses, community and family.

Exclusive Advertising Opportunities – Value Varies

Only members are allowed to sponsor Chamber events, advertise on our website, and in Chamber HAPPENINGS.

Join Now

Call 517-265-2320 for more membership information

Or click "Join Now" at www.adrianareachamber.com

A recent 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 respondents who were not told of the chamber affiliation. Respondents were also 63 percent more likely to want to purchase goods or services from a small business that is a chamber member."

-Schapiro Study

Performed by Market St. Services on behalf of the American Chamber of Commerce Executives

Membership Registration

The Chamber is a living, breathing social network that enables members to create personal and professional relationships.

The Adrian Area Chamber of Commerce's membership dues are based on how many employees you employ. One year's pre-paid membership is due when joining the Chamber. You may also commit to paying monthly for a minimum period of 12 months. **Please note: Chamber membership investment is tax deductible as a business expense. Please Note: Membership is automatically renewed unless the chamber is notified in writing otherwise.**

Company Name: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Person: _____ Title: _____ Fax: _____

Email Address: _____ Web-site: _____

Total number of employees at this location: _____ (count all employees, full time and part time. 2pt = 1ft)

Signature: _____ Date: _____

Return completed form and payment to: Adrian Area Chamber of Commerce, 137 N. Main Adrian, MI 49221
FAX: (517) 265-2432 If you have any questions please call the chamber office at (517) 265-2320.

Your business is the chamber member, therefore, each of your employees is eligible to participate in chamber events and to receive information and serve on committees & task forces.

Please list employees to receive e-mail and printed information

Name _____

E-mail _____

Name _____

E-mail _____

Name _____

E-mail _____

You may use an additional sheet or send us addresses by e-mail or fax

List up to three categories in which business will be shown.

- 1) _____ Primary
- 2) _____ Secondary #1
- 3) _____ Secondary \$2

Membership Annual Investment

Please note: Chamber membership investment is tax deductible as a business expense.

of employees

<input type="radio"/> 1-9	\$240
<input type="radio"/> 10-25	\$340
<input type="radio"/> 26-40	\$390
<input type="radio"/> 41-60	\$460
<input type="radio"/> 61-80	\$530
<input type="radio"/> 81-115	\$750
<input type="radio"/> 251-500	\$850

Individual memberships for those who wish to participate but who are either retired or not employed by a member firm \$140

Charitable Non-Profits \$200

How did you hear about the Chamber?

Chamber member's Name or Business _____

Other: _____

MEMBER INTEREST FORM

Please check all that apply:

I AM INTERESTED IN LEARNING MORE ABOUT THE FOLLOWING COMMITTEE(S):

- Chamber Ambassadors (Meets monthly)
- FUNdraiser (spring)
- Golf Tournament
- All About Women
- Business Tech EXPO (fall)
- Senior Lifestyle EXPO (summer)
- Direct Sales Committee (Home Based Businesses)

I AM INTERESTED IN HOSTING A MEMBERSHIP BRIEFING IN MY WORKPLACE-1 HOUR

Yes Number of those who might attend. No

I WOULD LIKE MORE INFORMATION ABOUT THE FOLLOWING PROGRAM (S).

- Adrian in the AM
- Annual Meeting and Award Breakfast
- E-Mail Newsletter/HAPPENINGS
- Chamber Breakfast Club
- Business After Hours
- FUNdraiser (spring)
- College Coupon Promotion
- Chamber Gift Check Program
- Santa for Seniors
- Winterfest Craft Show
- Chamber Directory-yearly
- Operation "Thank You"
- Senior Lifestyle EXPO (summer)
- Quarterly Legislative Conversations
- Quarterly Economic Luncheon
- Business Tech EXPO (fall)
- Golf Tournament

I WOULD LIKE INFORMATION ON THE FOLLOWING SPONSORSHIP/ADVERTISING OPPORTUNITIES. I UNDERSTAND THIS IS NOT A COMMITMENT, SIMPLY A REQUEST FOR INFORMATION.

- | | | |
|---|---|--|
| <input type="checkbox"/> Adrian in the AM | <input type="checkbox"/> Business Tech EXPO | <input type="checkbox"/> Golf Event |
| <input type="checkbox"/> Breakfast Club | <input type="checkbox"/> Business After Hours | <input type="checkbox"/> Senior Lifestyle EXPO |
| <input type="checkbox"/> FUNdraiser | <input type="checkbox"/> Annual Meeting | <input type="checkbox"/> Website |

CONTACT INFORMATION

Main Company Representative _____
(name will be printed in the Directory)

Company representative _____
(to whom chamber questions and information are to be directed)

Billing Office _____
(Individual to whom invoices - billing questions are to be addressed)

Payment Options

The Chamber is a living, breathing social network that enables members to create personal and professional relationships.

COMPANY NAME _____ CONTACT NAME _____

Phone: _____ Email _____

CREDIT CARDS

*Circle one: MasterCard Visa Discover Card

*# _____

*EXPIRATION DATE _____ *SECURITY # ON BACK OF CARD _____

*BILLING ADDRESS _____ *ZIP CODE _____

*SIGNATURE _____ AMOUNT _____

*indicates mandatory fields

*Please circle one: monthly annually

OR

AUTHORIZATION AGREEMENT FOR PREAUTHORIZED ELECTRONIC TRANSFER

I (we) hereby authorize the Adrian Area Chamber of Commerce to initiate debit entries to my (our) Checking Savings account (select one) indicated below and the depository named below, hereinafter called DEPOSITORY, to debit it to such account. * indicates mandatory fields

*Depository Name _____

*City _____ State _____ Zip _____

*Transit/ABA No _____

*Account No. _____ Amount _____

This authority is to remain in full force and effect until Adrian Area Chamber of Commerce has received written notification from me (or either of us) by the 8th day of a given month so as to afford Adrian Area Chamber of Commerce a reasonable opportunity to act on it, terminating my (our) membership payments.

Please include a voided check.

MONTHLY PAYMENT PLAN

\$240 = \$20.00/ month

\$340 = \$29.00/ month

\$390 = \$32.50/month

\$460 = \$38.25/ month

\$530 = \$44.00/month

\$580 = \$458.25/month

\$750 = \$62.40/month

\$850 = 70.75/month

Program Information

Please check all that you wish to know
more about

- One-on-One Orientations**– Recommended shortly after joining the Chamber. This can be done on-site with your employees or at the Chamber office. An orientation gives members a better understanding of the benefits and services available from the Chamber and enables them to maximize their membership investment. Conversation focuses on the member’s needs, identifying those services that can best meet those needs.

- Chamber Breakfast Club** – A monthly meeting that features networking and conversations that focus on marketing. Meets the third Wednesday from 7:30 – 9 AM at Culvers of Adrian. \$5 per person.

- Adrian in the AM** – The monthly informational program of the Chamber – February through October. Informative presentations covering timely and pertinent topics, great networking, news and lots more. Pre Register \$12 Walk-in \$15.

- Chamber Awards Breakfast and Annual Meeting** – held the last Thursday of January at The Centre. \$25.

- Business After Hours** – Held periodically offering members the opportunity to see an operation they might not have the chance to do otherwise – great networking as well.

- Chamber Ribbon Cutting Events** – An activity that welcomes and recognizes new businesses as well as those who have moved, remodeled, etc.

- Economic Luncheon** - A quarterly luncheon event featuring speakers addressing economic issues and forecasts.

- Coffee And Conversation**– Opportunity to speak one on one with community’s elected officials.

Committee Information

Please check all that you wish to know
more about

- Chamber Ambassadors** – Manage hospitality at events, membership development and retention programs, oversee ribbon cutting events as well as Business After Hours.

- All About Women Health Fair and EXPO** – Adrian’s premiere event for women of all ages featuring: vendors and shopping; health screenings, give-a-ways, fun and friendship! Held in April at The Centre. Volunteers help plan the day, seek vendors, assist with Friday evening set-up and Saturday details.

- Chamber FUNdraiser Party** – The Chamber’s Annual Dinner Auction and party in support of Chamber operations. Lots of fun, good food, dancing, music and chances to win prizes too. Committee members plan the event, solicit auction items and gifts. Set up and manage the party on the day of the event (spring)

- “All About the Fun” Golf Tournament** – Held in early September, this is the community’s largest tournament running 33 -36 teams annually at the Lenawee Country Club. Committee members plan special activities, volunteer the day of the event, solicit teams and prizes.

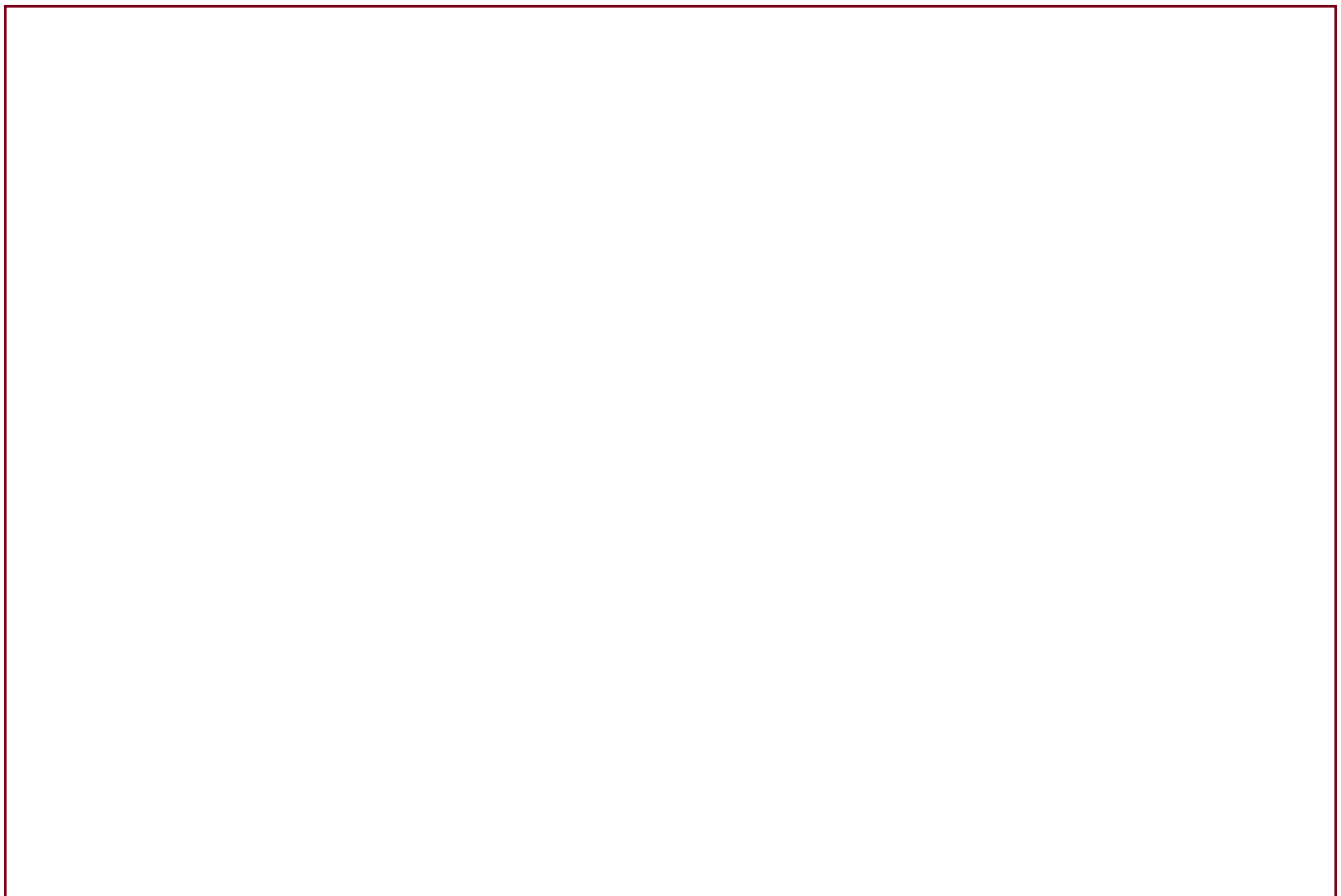
- Senior Lifestyle EXPO** - Held annually in the Fall, this event features vendors exhibiting the wealth of resources in the community that can enrich our lives as we age – health care, travel, finance, fitness, nutrition and much more. Committee members plan the day, decide on special activities and assist with identifying vendors as well as marketing and attracting visitors.

- Regenerate - Business Technology EXPO** – A one-day event designed to assist businesses to be more efficient and productive through the use of appropriate technologies. Committee members plan for workshops, speakers, vendors and attendees.

Member Profile

The Chamber is a living, breathing social network that enables members to create personal and professional relationships.

Chamber members receive space for a 75 word profile describing their businesses, products and services. If you have a business logo, there is also a place to include it, please submit an electronic copy in PNG or Jpeg format. This information is placed on your listing within the Chamber's website. It enables potential customers and clients to learn about the specifics of your offerings. Please use the form below to complete your profile and mail to the Adrian Area Chamber of Commerce at 137 N. Main St. Adrian, MI 49221, e-mail to cstewart@adrianareachamber.com, or fax to (517)265-2432.



As your business changes, grows, adds new lines of services, you are encouraged to update your profile.

Gift Check Program

As a Member of the Chamber of Commerce, Your Participation is Free!

It is so easy to participate. Just let us know that you would like to join the program and we will add you to our list of accepting merchants. Then, just place the "We Accept Chamber Gift Check" decal on your storefront so that your customers know you are a participating member. It's that simple!

Chamber Gift Checks are to be treated just like any check. When you receive a Chamber Gift Check from a paying customer, you will simply place it with your nightly deposits. Since it deposits like a check, you can give change back to the customer... Simply accept, endorse and deposit!

As a Chamber member you receive 100% of the Chamber Gift Check. The process is simple and easy. It is our intention to provide this as a service for valued members and hopefully attract customers throughout the area. To begin and to have a positive experience, your staff's awareness of the program is of the utmost importance!

- Each person on your staff who is responsible for cash handling must be informed that these Chamber Gift Checks can be redeemed.
- To verify authenticity of each Chamber Gift Check, be sure to check the security features on your "Sample" Chamber Gift Check.
- Simply deposit into your business bank account!
- Chamber Gift Checks do not interfere with your store gift certificate program.

As a member of the Chamber of Commerce Gift Check Program, you're helping drive dollars back into the community. So when customers come to your door with a Chamber gift check, accept it - they will likely spend beyond the face value!

This document is a sample of a Adrian Chamber Gift Check. If at any time you have questions pertaining to Adrian Chamber Gift Checks, please call the Chamber at 1-517-265-2320 or United Bank and Trust at 1-517-264-5552.

The image shows a sample of a Chamber Gift Check. At the top left is the logo for the Adrian Area Chamber of Commerce, with the address 128 E. MAUMEE STREET, ADRIAN, MI 49221, and phone number (517) 265-2320. The check number is 1382. The amount is \$10.00. The check is payable to the order of United Bank & Trust, located at Adrian, Michigan 49221. The check is signed by Anna Hughes. The MICR line at the bottom reads: ⑈00 1382⑈ ⑆072403347⑆ 804 705 7⑈. There is a shaded area at the bottom of the check with the words "original document" in white letters.

Security Features: To Verify authenticity, look for the words "original document" on the back of the check (shaded area with white letters)

For more information contact the Chamber office at (517) 265-2320

Gift Check Program

As a Member of the Chamber of Commerce, Your
Participation is Free!

In our constant effort to generate revenue for Member businesses we are pleased to offer this member benefit, program powered by *United Bank & Trust*. This program is designed to keep dollars local and drive potential business into your location. The Chamber will be promoting the gift checks to area employers and consumers who will have the opportunity to order Adrian Area Chamber Gift Checks through the Chamber's web site at: www.adrianareachamber.com, fax order forms, and by stopping at our Chamber's office or the United Bank & Trust at the Adrian Mall.

VERY IMPORTANT

As a member, your business has been pre-approved and will be included as a valid location where gift checks can be spent. Listed below are several key benefits for your participation.

- Increase sales, attract new customers
- Does not interfere with any other gift card or certificate programs in which you also participate,
- No logging - No tracking - No mailing in for redemption
- When customers visit, they use their gift checks and spend more
- Gift checks are actual checks!
- When you receive a Chamber Gift Check, simply deposit in the bank for full face amount. No service fee or discount charged.

Yes, We agree to participate in the Chamber Gift Check Program at no cost.

Signature _____ Date _____

Printed Name _____ Title _____

Location Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ E-Mail _____

Fax form to: (517) 265 - 2432

Please fax completed information. Processing will take 3-5 days. Your location(s) will receive sample Chamber Gift Certificates and Decals for employee awareness.

Chamber Gift Check Decals

Decals let the customer know that they can spend their Chamber Gift Checks at your business. Be sure to place one decal on your windows or doors. For additional decals contact the Chamber office.

Questions?

Should you have any questions or need more information, please feel free to call us at (517) 265-2320 or e-mail annhughes@adrianareachamber.com and we would be happy to assist you in training your employees. If for some reason you do not wish to accept Chamber Gift Checks at your location, please let us know ASAP!