



# What is a Chamber of Commerce?

## Why should you become a member of your Chamber of Commerce?

A chamber of commerce is a coalition of area businesses, industries, organizations and professionals who pool their talents and resources to improve the economic, civic and cultural climate of their community.

Businesses and organizations are eligible to belong to the chamber of commerce. Dues are structured so even the smallest business can be a member.

The Chamber is an advocate and service organization for businesses. It provides a venue through which business professionals can take effective action for the progress and growth of their communities.



- As a Chamber member, you become a part of an organization with a strong credible voice that speaks out on behalf of business and industry.
- A chamber membership allows you to shape your community by participating in projects and special task groups that apply business-oriented solutions to community concerns.
- As a Chamber member, you have access to one of the most efficient, effective networking systems available to promote your business and expand your customer base.
- Your local Chamber of Commerce works tirelessly to promote members, and can provide you with resources and referrals to grow your business.
- A Chamber membership can boost your community image and increase your sales. A recent national survey found that consumers are 63% more likely to buy from Chamber members.

# What is a Chamber of Commerce?

Join today and let the Chamber start working for you!

- Networking
- Professional Development
- Workforce Development
- Business/Education Partnerships
- Government Relations
- Business Advocacy
- Marketing Opportunities
- Referrals
- Economic Development
- Communication
- Community Development
- Events
- Growth
- Access



Chamber of Commerce  
100 Crescent Centre  
Parkway, Suite 680  
Tucker, GA 30084  
404-378--8000

Marketing Opportunities

Networking

Growth

Community Development

Events

Referrals

Government Relations

Business/Education Partnerships

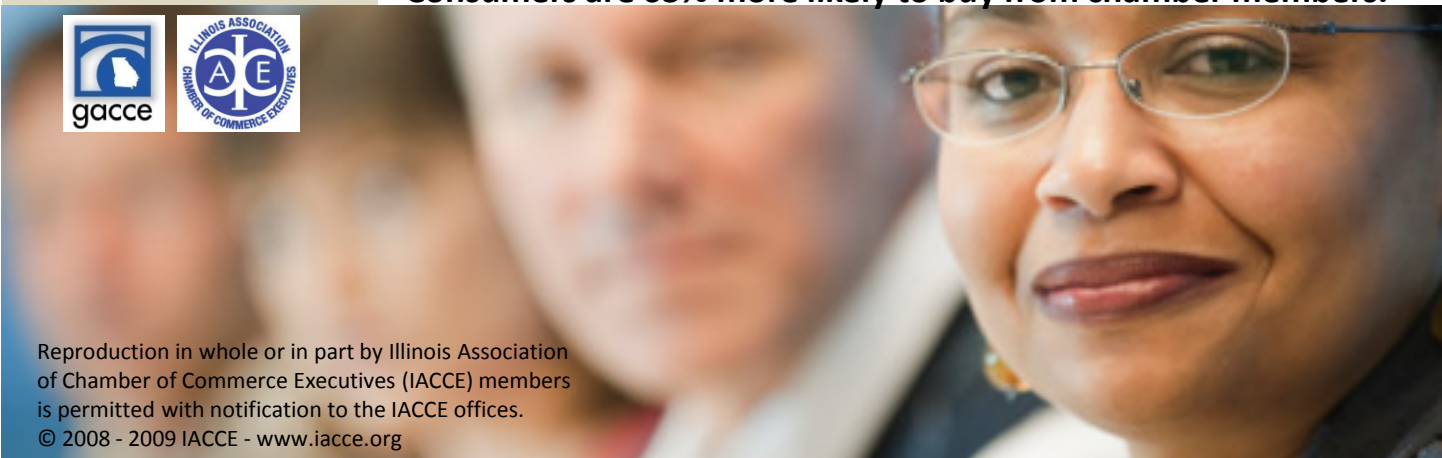
National study by the Shapiro Group:

**Consumers are 63% more likely to buy from chamber members.**



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# Be A Part of the DeKalb Chamber of Commerce!

The DeKalb Chamber of Commerce is a 71 year old membership based organization created to foster business development in DeKalb County. The DeKalb Chamber of Commerce speaks on behalf of the stated interest of the business community located in DeKalb County, the City of Decatur, Metro Atlanta, and throughout Georgia. The mission of the DeKalb Chamber of Commerce is to support, promote, and sustain business development in DeKalb County through public policy, business advocacy, educational involvement, and community awareness.

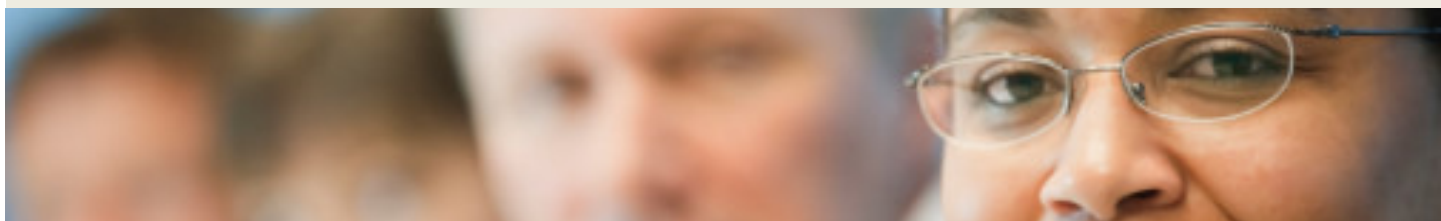
Founded in 1938, The DeKalb Chamber of Commerce is “the voice of business in DeKalb County”. Membership contributions in the form of dues or sponsorships go to support the initiatives set by the membership base and ensure that the Chamber is able to communicate with DeKalb County at large about issues directly affecting our community.

The DeKalb Chamber of Commerce is proud of its community and the strength of our united membership. DeKalb County has thousands of professionals with unparalleled expertise and collective influence ~ all working hand-in-hand.

The DeKalb Chamber membership has a long history of working with the rich tapestry of businesses, people and organizations that give the county its leading economic standing in the metro area. The Chamber often initiates public/private partnerships to develop policies and programs to support its key goal: promoting balanced growth to achieve a high quality of life for the county’s residents and workforce.

The DeKalb Chamber has an extensive menu of services that can build your business, give your business additional exposure and provide you with members-only benefits. The DeKalb Chamber can assist with business plans, business administration, business regulations, starting a small business, guide you to licensed businesses for your area, and much more. The DeKalb Chamber can also assist you with getting help for employee benefits, tax services, human resources, payroll and many other business needs.

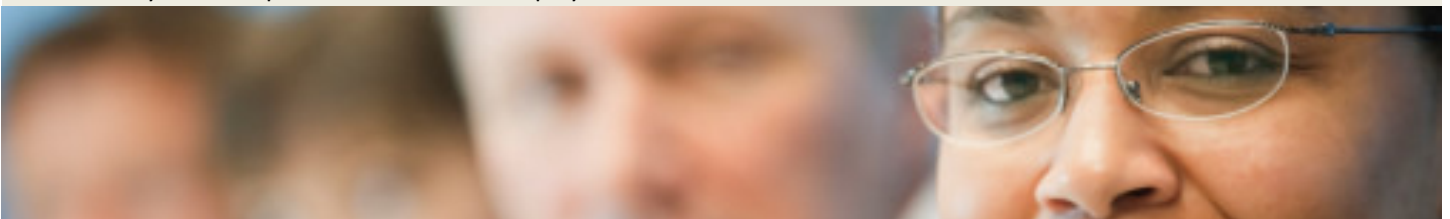
DeKalb is a great place for business. Businesses are encouraged to support the DeKalb Chamber’s efforts for a business community can only be as strong as its Chamber.



# Recent Accomplishments

- Initiated a million dollar fundraising campaign... to better fund the Chamber enable it to focus on key issues such as education, workforce development, public policy, government affairs, smart growth, and economic development to name a few.
- Provided Hundreds of Business Contacts... to members in the metro area through our successful networking programs such as Network DeKalb Leads Group, Business-After-Hours, First Monday Luncheons, Small Business Conference and Business Expo.
- Lobbied for DeKalb County Business Interest... to our elected officials on the county, state, and federal levels.
- Improved and Implemented New Programs... reinstated the Leads Group, improved the First Monday Lunch program, started the Government Affairs Council, the Business Builder Seminar series, and began an annual Golf Tournament.
- Improved membership relations... to continue to provide pertinent information to members on key Chamber events and DeKalb County community activities.
- Created new marketing opportunities for members... to advertise and promote their goods and services via weekly email blast, newsletters, and the hosting and sponsoring of Chamber programs and events.
- Provided access to elected officials... through our program and special events.
- Added new cost saving discounts... through Drugs Don't Work, where members save 7.5 percent on workers comp premiums; Auto Owners Insurance where members save 12 percent on various commercial insurance policies; Blue Cross Blue Shield where member companies of 2 to 59 save on group health insurance; and Ameritas where members can save on vision and dental insurance.
- Producing Membership Directory and Newcomers Guide... which includes comprehensive community information ranging from demographics and labor profiles to local education, health system and recreation. This piece serves as our premier marketing tool for newcomers into this county.
- Partnered with other business and community organizations... such as the Atlanta Regional Commission, Regional Business Coalition, and Perimeter Community Improvement Districts to promote and support activities that will continue to add to the economic growth of DeKalb County.
- Continued to promote small business... through Wal-Mart's Job Opportunity Zone (JOZ) program whereby member companies have the opportunity to receive advertising grants and in store spotlights from the world's largest retailer.
- Continue to promote DeKalb County... by assisting over 100 callers weekly with questions about local business, community interest, and newcomer information just to name a few.

**These are just a few of the many benefits companies receive as members of the DeKalb Chamber.** The success of these programs and initiatives are a direct result of member support and participation in the Chamber. The business community's commitment and investment in the DeKalb Chamber allows us to make sure that DeKalb County is better place to live, work, and play.



# Joining the DeKalb Chamber

## Board of Advisors - \$5,000

Designed for companies of any size who want to partner with the Chamber to ensure the success of the Chamber and its members.

- Seat on the Board of Directors
- Logo on weekly email newsletter
- Logo displayed in new Chamber office
- Recognition and preferred seating at Chamber events
- All locations listed boldface in Chamber Directory
- All benefits of the previous levels

## President's Council (formerly Corporate Members) - \$2,500 – 201 – 500 employees

Designed for companies of any size who wish to gain access to corporate and government leaders and to help shape the business community's legislative agenda.

- Name on weekly email newsletter
- Name displayed in new Chamber office
- Recognition and preferred seating at Chamber events
- All benefits of the previous levels

## Executive Level

**\$1,000 – 75 – 99 employees**

**\$1200 – 100 – 150 employees**

**\$1500 – 151 – 200 employees**

Designed especially for companies in growth mode who wish to gain access to corporate and government leaders.

- All benefits of the Partner level plus...
- Invitation to exclusive Circle of Influence events
- Attendance at one (1) Board of Directors meeting
- Invitation to roundtable discussions with public policy leaders
- Logo placement on Chamber website
- Up to five (5) additional listings in online and print business directories and referral service
- Complimentary tickets to one (1) First Monday Lunch per quarter
- Sponsor logo placed on one (1) email blast per month



100 Crescent Centre Parkway,  
Suite 680, Tucker, GA 30084  
404-378-8000 / 404-378-3397 fax  
www.dekalbchamber.org

## Partner Member - \$400 - \$750

**\$400 – 1 – 5 employees**

**\$500 – 6 – 20 employees**

**\$625 – 21 – 50 employees**

**\$750 - 51 – 74 employees**

Membership plan designed for businesses with 1 to 59 employees whose main interest is making business contacts in the community.

- Partnership in Small business Development Council; Education Council, Marketing Council, Government Affairs Council & other programs
- Listing in www.dekalbchamber.org Online Business Directory
- Web Site Link to Your Company's Site
- Directory Listing in annual Membership/Newcomer Directory
- One (1) Annual Copy of the Who's Who Membership Directory
- Direct Access to Tangible Business Benefits
  - Chamber member to member discounts
  - Education Seminars
  - Member Advantage Programs
- Discount Marketing and Visibility Opportunities
- Invitations to and Discounted Attendance at Networking Events
- Workforce Development Initiatives
- Community Involvement Opportunities
- Attractive Display Decal
- Grand Opening Ceremonies as your business grows
- Ability to download "Chamber member" logo and use it on your marketing materials

## Nonprofit Organizations - \$300.00

Add \$50.00 per additional contact

- All benefits of the Partner level
- Special recognition at events

**Join today and let the DeKalb Chamber start working for you!**

### What It Takes

A completed and signed application plus the new member's check is all it takes to enroll as a new member. The DeKalb Chamber also accepts American Express, MasterCard, and Visa.



# Membership Application

Date: \_\_\_\_\_

*Thank you for your interest in becoming a member of the DeKalb Chamber of Commerce. Your support is greatly appreciated!*

Company Name \_\_\_\_\_ DeKalb Chamber Rep. **L. MCCLARTY**

Company Representative (include salutation) \_\_\_\_\_ Title: \_\_\_\_\_

YOUR COMPANY ADDRESS to appear on the website: \_\_\_\_\_

Special Instructions or Mail Code \_\_\_\_\_

Physical Address Or Billing Address (if different) \_\_\_\_\_

Website Address: \_\_\_\_\_ # of Employees: \_\_\_\_\_

Preferred form of communication for Chamber programs and events: **Circle One** Email or Fax

Email Address: \_\_\_\_\_

Contact Phone \_\_\_\_\_ Contact Fax \_\_\_\_\_

Type of Business / Industry: \_\_\_\_\_

Additional Company Contact (include Salutation) \_\_\_\_\_ Email #2: \_\_\_\_\_

Secondary Contact Address (if different from above) \_\_\_\_\_ Contact phone: \_\_\_\_\_

### Membership Investment Levels

Membership Annual Investment: \$ \_\_\_\_\_

Non-Profit (Yes) \$ \_\_\_\_\_ Proof of 501 statuses must accompany payment.

### PAYMENT OPTIONS

Make checks or money orders payable to: **DeKalb Chamber of Commerce: Attn: Member Services Department @**  
100 Crescent Centre Parkway, Suite 680, Tucker, GA 30084 - Phone: 404-378-8000  
Fax: 404-378-3397 \* www.dekalbchamber.org - Tax ID #58-0218054

### Credit Card Payment Options (circle one) Visa, Master Card, American Express and Discover

Account # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ 3 or 4 Digit Code \_\_\_\_\_ Amount \$ \_\_\_\_\_

Credit Card's Billing Address: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Name on Card \_\_\_\_\_



**All Chamber members** will be listed in the online membership database which is designed for easy use, allowing anyone to search for a particular business by category association and/or key word. Please **check** (1) category listings from the list below and list approximately 5 key words that will identify your business.

Company Name _____	DeKalb Chamber Rep. <b>L. MCCLARTY</b>	
Company Representative <small>(include salutation)</small> _____	Title: _____	_____

**Category Listing:**

- Advertising & Marketing \_\_\_\_\_
- Arts & Entertainment \_\_\_\_\_
- Auto & Transportation \_\_\_\_\_
- Building & Constructing \_\_\_\_\_
- Business Services \_\_\_\_\_
- Communications & Technology \_\_\_\_\_
- Community & Government \_\_\_\_\_
- Education \_\_\_\_\_
- Faith Based \_\_\_\_\_
- Financial Institution \_\_\_\_\_
- Food, Dining, & Catering \_\_\_\_\_
- Health & Beauty \_\_\_\_\_
- Housing, Community Living, Apartments, Condominiums \_\_\_\_\_

**Select one (1) Category**

- Industry & Distribution \_\_\_\_\_
- Insurance \_\_\_\_\_
- International \_\_\_\_\_
- Internet \_\_\_\_\_
- Media & Public Relations \_\_\_\_\_
- Miscellaneous \_\_\_\_\_
- Printing & Publications \_\_\_\_\_
- Real Estate \_\_\_\_\_
- Retail, Hobbies, & Gifts \_\_\_\_\_
- Sports & Recreation \_\_\_\_\_
- Travel, Lodging, & Education \_\_\_\_\_
- Utilities \_\_\_\_\_
- Web Design \_\_\_\_\_

**Key Words:**

- 1**
- 3**
- 5**

**List approximately 5**

- 2**
- 4**

**Member Benefits:** The DeKalb Chamber promotes member-to-member services whenever possible. Please let us know if you offer a member-to-member service discount to share with other Chamber members.

## Find Out What Is Going On At the DeKalb Chamber Event Information Delivered To Your Email Inbox

You Choose the information you want to receive from the DeKalb Chamber.

Log on to [www.dekalbchamber.org](http://www.dekalbchamber.org) and sign up for email updates. Are you already receiving emails from us? If so, you can update your profile , select new categories or change your current interest categories.



## Make the most of your membership.

- Everything Chamber (All information sent from the DCOC)
- Weekly Email Blast (1 email per week)
- Mid-Week Reminders (DCOC events)
- Business After-Hours (Social Networking)
- Network DeKalb Leads Group (Business Lead Generation)
- Government Affairs (Stay abreast of governmental issues)
- Education (Support efforts for County Schools)
- Golf Tournament (Information on Annual Event)
- Business Expo (Annual Expo Event & Details)
- Business Builder Series (Marketing Issues)
- Webinars (Online Webinar Series)
- Human Resource Council (HR Issues)
- Access DeKalb (Chamber Newsletter)
- Special Offers (From Chamber Members & 3rd Party Partners)
- Ribbon Cuttings (Find Out Who Is Coming to DeKalb County)
- First Monday Lunch (Monthly Luncheon / Program and Speaker Information)
- Tips & Business Spotlight (See What Is Next for Business Professionals)

Log on to [www.dekalbchamber.org](http://www.dekalbchamber.org)!

You can also find us on [Facebook.com](https://www.facebook.com) & [LinkedIn.com](https://www.linkedin.com).

facebook

LinkedIn®

**Thank you for your interest in joining the  
the DeKalb Chamber of Commerce.**

Should you have any questions regarding this information, please feel free to contact your account representative, contact the DeKalb Chamber office directly at 404-378-8000 or visit us online at [www.dekalbchamber.org](http://www.dekalbchamber.org).

#### Staff Members

Leonardo McClarty – President- Ext. 222

Kim Davis Mitchell – VP of Programs & Operations - Ext. 223

Janniece Leonard – Marketing & Communications Manager - Ext. 224

Jackie Ginn – VP of Membership - Ext. 225

General Mailbox - Ext. 221

Donna Brunton – Finance Manager - Ext. 226

