



# 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

Marketing Opportunities

Networking

Growth

Community Development

Events

Referrals

Government Relations

Business/Education Partnerships



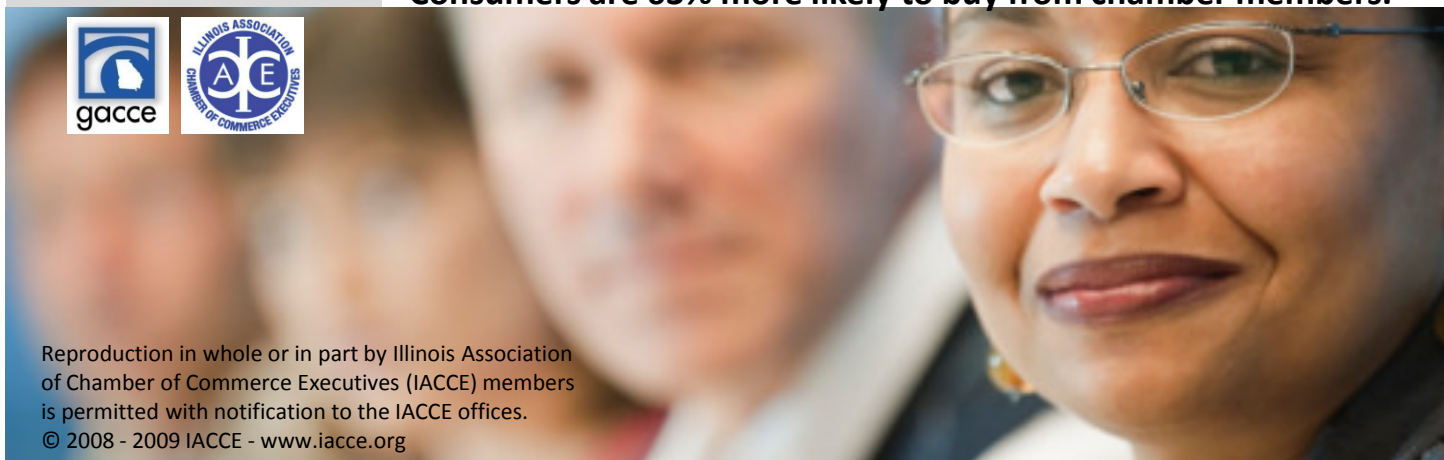
National study by the Shapiro Group:

**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.

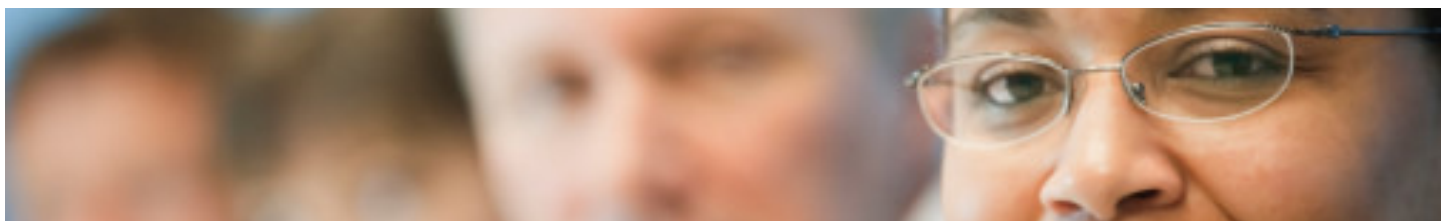
Founded in 1938, The DeKalb Chamber of Commerce is “the voice of business in DeKalb County”. Membership contributions in the form of dues or sponsorships go to support the initiatives set by the membership base and ensure that the Chamber is able to communicate with DeKalb County at large about issues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

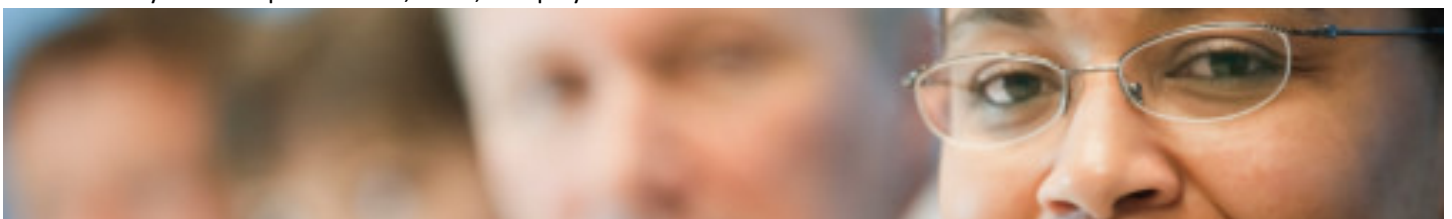
DeKalb is a great place for business. Businesses are encouraged to support the DeKalb Chamber’s efforts for a business community can only be as strong as its Chamber.



# 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.



# Reasons to Join the DeKalb Chamber?

The DeKalb Chamber of Commerce is a membership based business organization comprised of businesses ranging from large international corporations to local, small firms. The focus of the DeKalb Chamber is business development, advocacy, education and community affairs.

The Chamber of Commerce is the VOICE OF THE BUSINESS.



Joining the DeKalb Chamber of Commerce will be one of the most important business decisions you can make.

## Chamber Benefits

Please let us know if you would like to receive more information about the following:

### NETWORKING

- Business Before, During and After Hours
- Network DeKalb Leads Group
- First Monday Luncheons
- Chamber Golf Events
- Copy of business cards for Lead Follow-up

### EXPOSURE

- Listing on Chamber Web Site, Chamber Newsletter & Membership Directory
- Member Profile – Access DeKalb
- Member-to-Member Discount Booklet
- Use of Chamber Logo on your website
- Event/Program Sponsorships
- Rotating Member Information on Chamber website

### RESOURCES AND TRAINING

- Specialized Training Seminars and Workshops
- Chamber initiated Forums and Policy Issues
- Small Business One-Stop at Chamber Offices
- International Business Development Opportunities

### ADVERTISING

- Access DeKalb Newsletter
- Membership Directory
- Email Blasts – Weekly & Stand-Alone
- Event Sponsorships
- Online Relocation Package
- Door Prizes
- Banner / Sign Sponsorship
- DeKalb Chamber Map Project

### VOLUNTEER OPPORTUNITIES

- Membership Division - Ambassador Program
- Industry Council, Small Business Initiatives and Business Awards
- Education Division – Education Programs
- Human Resource Council

### EXCLUSIVE BENEFITS

- Member-to-Member Discounts (booklet online)
- Ribbon Cutting Ceremonies (call for details)
- New Member Listing in Newsletter
- Certificate of Origin at no charge
- Business Card and Brochure Display in the Chamber Office
- Referrals from DeKalb Chamber Office
- Group Insurance – MemberCare Alliance
- Event and Program Sponsorships
- FREE One Year Subscription to Georgia Trend
- \$50.00 discount for members of other DeKalb County Business Associations
- Drug's DON'T Work & Auto Owners Program
- Office Depot & Chamber REWARDS Program
- Discount on University of GA/SBDC Programs
- Discount on Email Marketing with Constant Contact
- Project Bids for future Chamber Services
- 15 Minutes Free Legal Consultation
- We also provide national networking opportunities, as well as the chance for small businesses to pool resources.



# 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



Two Decatur Towne Ctr.  
125 Clairemont Ave., Ste. 235  
Decatur, GA 30030  
404-378--8000

## 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](http://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 \_\_\_\_\_ Ambassador of DeKalb Chamber \_\_\_\_\_

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** @ Two Decatur Towne Center, 125 Clairmont Avenue, Suite 235, Decatur, GA 30030 - 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. \_\_\_\_\_

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

**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**

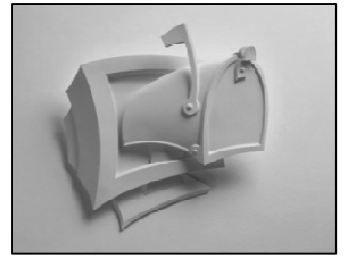
**Member Benefits:** The DeKalb Chamber promotes member-to-member services whenever possible. Please let us know if you offer a member-to-member service discount to share with other Chamber members.

# 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)
  - Business After-Hours (Social Networking)
  - Business Builder Series (Marketing Issues)
  - Business Expo (Annual Expo Event & Details)
  - Capacity Building Series (DeKalb Small Business)
  - Community Minded (Receive Community Event Information)
  - Emerge (Chamber Newsletter)
  - Education (Support efforts for County Schools)
  - First Monday Lunch (Monthly Luncheon / Program & Speaker Information)
  - Golf Tournament (Information on Annual Event)
  - Government Affairs (Governmental & Economic Development Issues)
  - Human Resource Updates (HR Issues)
  - Network DeKalb Leads Group (Networking & Business Lead Generation)
  - Ribbon Cuttings (Welcome New Businesses to DeKalb County)
  - Seminars & Workshops
  - Special Offers (From Chamber Members & 3<sup>rd</sup> Party Partners)
  - Tips & Business Spotlight (See What's Next for Business Professionals)
  - Weekly Email Blast (1 email per week)
- Receive in HTML or Text Format

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

You can also find us on Facebook.com & LinkedIn.com.

**facebook**

**LinkedIn**®

## Valuable Programs & Events

We assist businesses in DeKalb County by hosting informative workshops and seminars, providing innovative programs, partnerships and business discounts. We also host a number of valuable networking and orientation events:

**FIRST MONDAY LUNCH** – This monthly event allows Chamber members and other representatives from the business community to hear from various business leaders and elected officials on current business trends and issues affecting the county and business in general.

**BUSINESS AFTER-HOURS** – This event offers business exchange and networking in a relaxed environment for Chamber members, business professionals, their business associates and clients.

**NETWORK DEKALB LEADS GROUP** – The leads group is a bi-weekly networking open to Chamber members and non-members looking to formulate business relationships through the exchange of business referrals.

**HUMAN RESOURCE COUNCIL (HRC)** – The HRC is a forum for HR managers and personnel management professionals to discuss various topics and issues related to personnel and staff development policies and procedures.

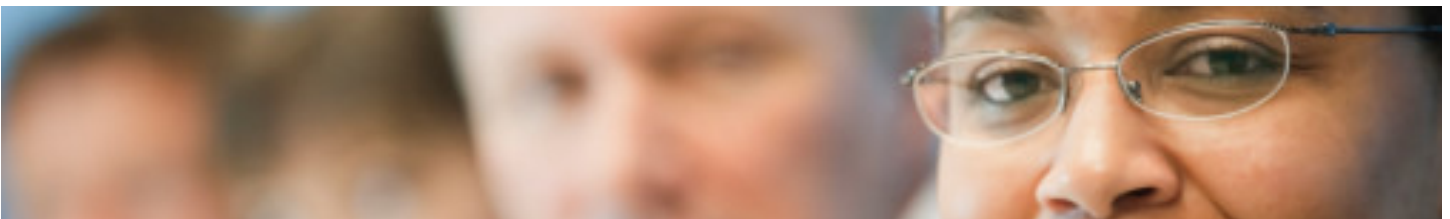
**SMALL BUSINESS COUNCIL** – This program is a series of seminars designed to address the various issues and obstacles faced by the small business owner on a daily basis.

**NEW MEMBER ORIENTATION** – An event where new members are allowed the opportunity to introduce themselves, learn more about the Chamber, its affiliated agencies, and meet other Chamber staff and Ambassadors.

**GOVERNMENT AFFAIRS** - The DeKalb Chamber through its governmental affairs committee looks to engage the business community in meaningful dialogue with local, state & federal staff and elected officials, to create better understanding of how various policies affect the business community.

**EDUCATION** - Through its education committee, the DeKalb Chamber looks to engage the business community in the affairs of the DeKalb County School System recognizing that today's students are tomorrow's workers and business leaders.

**VISIT OUR WEBSITE**, [www.dekalbchamber.org](http://www.dekalbchamber.org) for the latest information regarding dates and times of our regularly scheduled events.



# Chamber of Commerce News

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## Good News for Chamber Members

**National study:**  
*Consumers 63% more likely to buy from chamber members.*

WASHINGTON — A national study by The Schapiro Group, an Atlanta-based market research firm, reveals a number of important findings about how consumers and business owners perceive the local chamber of commerce and the businesses that are their members. For example:

- ▶ When consumers know that a business is a member of the local chamber, they are **44%** more likely to think favorably about it.
- ▶ Consumers who are told that a business is a chamber member are **51%** more likely to be highly aware of it and **57%** more likely to think positively of its local reputation.
- ▶ Consumers are **63%** more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce.

The study also has good news for businesses that sell to other businesses.

- ▶ When business decision-makers believe that a business is a chamber member, they are **37%** more likely to think favorably of the business, **51%** more likely to be highly aware of it, **58%** more likely to think positively of its local reputation, and **59%** more likely to buy goods and services from it.

Supporting the previous findings, the study also reveals a positive perception for the local chamber itself:

- ▶ Regarding the chamber's impact on the local economy, **82%** of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development.

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

### Survey sponsors



Survey coordinated by



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Survey conducted by



# Sponsorship Opportunities

The Chamber's many programs and events afford members the opportunity for visibility, community recognition, and identification with one of the most successful Chambers in the US.

It's a win-win for both the Chamber and the member organization. The sponsoring company is able to target marketing dollars in a cost-effective way while allowing for participation in significant events. The Chamber, in turn, has the satisfaction of involved members who are better able to market their goods and services.

## Programs & Events

- 12 @ 12 Program
- Ambassador Program
- Annual Meeting & Gala
- Board of Director Meetings
- Board of Director Planning Retreat
- Business After Hours
- Business Builder Seminar Series
- Candidates Forum
- Chamber Workshops
- Coffee at the Chamber
- DeKalb Chamber Day at Capitol
- DeKalb County Business Exchange
- DeKalb County Legislative Reception
- First Monday Lunch Speaker Series
- Flowers at the Chamber
- Golf Tournament & Silent Auction
- Governmental Affairs Council
- Holiday Party
- Network DeKalb Leads Group
- New Member Orientation Reception
- PAGE Awards
- Total Resource Development Campaign
- Vision for the Future Initiative
- Washington Fly-In
- Young Professionals Program

## Sponsorships puts you in good company!



## Publications

- Annual Report
- Brochure
- Chamber Envelope
- Chamber Marketing Folders
- E-mail Blasts
- Newsletter
- Relocation Package
- Web Site

**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

