

## **BENEFITS OF BEING A MEMBER OF THE WILLIAMSTON AREA CHAMBER OF COMMERCE**

Membership in the Williamston Area Chamber of Commerce is designed to promote businesses, individuals and organizations. Our intent is to work together to build a healthy economy, stronger communities and a pleasant quality of life in the area. We work cooperatively with the municipalities, area service organizations and other entities to promote Williamston area businesses. This information will acquaint you with the many services we offer to Chamber members:

**Networking:** The Chamber offers opportunities for you to meet other business leaders with various events:

- BUSINESS NETWORKING LUNCHEONS, held on the fourth Thursday, 11:30 am (monthly)
- RIBBON CUTTING CEREMONIES (monthly or as needed), to premiere a new business, new owner, etc.
- AFTER HOURS EVENTS
- LATTES WITH LAWYERS EVENTS

**Business Promotion:**

- WILLIAMSTON DIRECTORY GUIDE: This publication lists all members and are distributed free to members, newcomers, visitors and others, at no extra cost to you (\$90 value).
- PRESENCE ON THE INTERNET AND FACEBOOK: As a part of your membership investment, you are listed on the Chamber website, plus have a link to your e-mail and web page from the directory listing. You can also have events, etc, posted to the Chamber's Facebook page.
- WILLIAMSTON AREA PHONE BOOK. Chamber members are boldly highlighted in large print in the white pages of the Williamston area phone book, at no extra cost to you (\$135 value).
- EXTENSIVE CONTACT WITH THE MEDIA. The Chamber can forward your press releases.
- LITERATURE DISPLAY: Member businesses are encouraged to supply the Chamber with brochures and business cards that will be distributed to potential residents and visitors. This literature is also placed into the welcome baskets presented to new businesses at ribbon cutting ceremonies.
- MEMBERSHIP AND BUSINESS DIRECTORY. Our Chamber is a member of the Lansing Regional Chamber of Commerce and your business is listed in their Membership and Business Directory, at no extra cost to you (\$100 value)

**Chamber News:** This weekly e-mail newsletter keeps you informed about activities and upcoming events. Take advantage of providing information about your business!

**Referrals:** Referrals are made by the Chamber staff when someone visits the office or inquires by telephone, e-mail or mail about your specific type of business.

**Event Participation:** Members are invited to participate in Chamber events for the community. Events include our annual Holiday Light Parade, Halloween Celebration, Craft Show, Williamston Buck Pole, Discover First Fridays, and more!

**Sponsorships:** Capitalize on partnering with the Chamber in a multitude of ongoing activities and events. These are marketing opportunities that **put your business in the spotlight.**

**Discounts/Offers:**

- POSTAL DISCOUNTS: Members are eligible to lease the Chamber's standard bulk mail permit. Through this method, a bulk mailing can be sent at .256 cents per piece, rather than the standard .44 cents (5/2009). By leasing the Chamber's permit, you can save an additional \$185 annually, which is the yearly cost to have your own permit number.
- INSURANCE DISCOUNTS: 12% discount on all commercial package policies, business automobile, garage liability, Commercial Auto, Commercial Umbrella and Workers Compensation Insurance through Auto-Owners Insurance.
- REDUCED MEMBERSHIP RATES to other organizations of which the Chamber is a member, e.g., Greater Lansing Convention and Visitors Bureau (GLCVB).
- MICHIGAN RETAILERS ASSOCIATION (MRA) – As our Chamber is a member of the MRA, following are offers we can pass directly on to our members - you do not need to be an MRA member to take advantage of these benefits. Contact the MRA at 1-800-366-3699, and tell them that you are a member of the Williamston Area Chamber of Commerce:

**Free Rx Card:** This card benefits those without prescription drug coverage or it can be used on drugs not covered by insurance. Everyone is eligible for this free program, no age or income restrictions. Each individual must have his/her own card. This card is pre-activated and can be used immediately at any participating pharmacy.

**Shipping Discounts:** You can save up to 29% on FedEx Express, up to 25% on FedEx Ground, up to 10% on FedEx Home Delivery, and up to 62% on UPS Freight & Yellow Transportation (less-than-truckload) services.

**Natural Gas Program:** Whether you use natural gas to heat your building or produce the goods and services you sell, they can help save you money. There are no minimum purchase amounts, no long-term contracts, and no added equipment or phone lines to install.

**Business Representation:** When a business is a member of the Chamber of Commerce, so is every one of its employees. We encourage members to involve their employees in the Chamber by attending Luncheons, and other Chamber functions. Business members and their employees are also encouraged to serve on Chamber committees, which brings recognition to the business and helps build leadership skills.

**Ambassadors, Board of Directors, Staff:** The Chamber's Board of Directors and Ambassadors are volunteers. We welcome all to attend the monthly meetings.