



DEARBORN COUNTY
Chamber of Commerce

PARTNERS IN BUSINESS

Member Resource Guide

2017

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Dearborn County Chamber of Commerce location, contact information & hours of operation

The Dearborn County Chamber of Commerce is located in downtown Lawrenceburg at 320 Walnut Street, Lawrenceburg, IN 47025.

Office hours are Monday through Thursday 9 a.m. to 5 p.m. Friday 9 a.m. to 4:30 p.m.

Phone: 812-537-0814 **Fax:** 812-537-0845

Email: ekranz@dearborncountychamber.org

Website: www.dearborncountychamber.org

Eric Kranz, President/CEO, ekranz@dearborncountychamber.org

Vanessa Cash, Membership Coordinator, vcash@dearborncountychamber.org

Connie Cleary, Event Coordinator, events@dearborncountychamber.org

Make the most of your Chamber membership.

Invest in the Chamber. Invest in your business.

An investment in the Dearborn County Chamber of Commerce is an investment in your organization; we offer you the tools that help your business succeed and grow. In business, the Chamber is committed to enhancing our members' success, fostering economic growth and contributing to our community's quality of life.

As a member, you are assured of:

- Pro-business advocacy and a voice in issues that impact your business and the community.
- Networking opportunities to connect you with valuable business contacts.
- Promotion of your business through the Chamber website, member communications and exclusive referrals.
- Access to information and resources.

Vision

The Dearborn County Chamber of Commerce is a fiscally secure organization that serves as a resource center for its members and the community. It views itself as striving to have a profound and positive impact on its members that work collaboratively with others to make the community the "perfect place" to live, play, work and establishing itself as a true "partner in business".

Purpose

The Dearborn County Chamber of Commerce is a Business-to-Business networking partnership, consisting of individuals, businesses, government officials and civic organizations.

Membership provides the opportunity to grow and prosper through efforts of a Board of Directors and Staff committed to putting its members first by providing excellence in service and innovation, with integrity and confidentiality.

Mission

The Dearborn County Chamber's mission is to promote, inform, educate and assist members to improve and grow their business, thus making our community a vital part of the local, regional and state economy.

Goal

To enhance the economic vitality and quality of life in Dearborn County through economic development, redevelopment, advocacy and services that help businesses prosper and grow.

At the Dearborn County Chamber of Commerce our driving goals are to improve the economic environment for all those in the county, provide educational opportunities for our business owners and help build economic networks throughout the community. Our focus is on helping our members grow their businesses and in turn, helping the entire economy of Dearborn County.

FOR MEMBERS ONLY

Member Center

The Dearborn County Chamber of Commerce website offers a special area just for members, which is accessible by clicking Member Login. If you do not have them already, contact the Membership Coordinator at the Chamber office to obtain your username and password.

Use the **Quick Links** in Chamber Master to:

Submit an Event

Post your company's events on the Community Calendar.

Submit a Job Posting

Post your company's open positions, as the Chamber website is used as a resource for those seeking employment.

Update Contact Information

Make changes to your contact information and main Chamber contact.

Pay Your Bills

Pay your outstanding invoices for membership dues or Chamber events

Submit & View Hot Deals

Post your company's discount coupons or special offers for the public or just for members. Also, view member-to-member coupons and special discounts offered by other Chamber members.

Referral Report YTD

View your company's data to learn the number of clicks on your member directory listing and website.

Change Your Login

Change your Chamber-assigned user name and password to one you prefer.

Include Your Social Networks in Business Directory Listing

Enter your social networks – Facebook & LinkedIn– to appear on your directory listing. Click on the *Settings* icon then on the left hand side click *Social Networks*.

Log Out

Before leaving the Member Center, log out to protect your account information.

MARKETING OPPORTUNITIES

Maximize your online presence at www.dearborncountychamber.org.

Update your information in Business Directory.

Keep your information up-to-date and accurate in the Chamber's Business Directory.

- From the Home Page at www.dearborncountychamber.org, click on "Member Login."
- Enter your username and password.
- Click on "Settings". Update your profile here.
- Enter your information and click "Save Changes"

Be easy to find in Business Directory.

Make it easy for the public to find you in the Business Directory by listing your business under multiple categories (limit 3). Contact the Chamber for details.

Advertise online.

Get maximum results – make online advertising a part of your overall marketing plan. The Chamber website is a gateway to Dearborn County local businesses and the tri-state area. Leverage the power of regional search and the Chamber brand to drive traffic to your business. Highly visible online advertising is available to all of our members. Contact the Chamber for details.

Post your events.

Post your business events on our online community Calendar. The calendar is accessible from the website's main menu bar and a link to the Community Calendar is included in each issue of the Chamber's e-newsletter.

- From the Home Page at www.dearborncountychamber.org, click on "News & Events" on the menu bar. Click on "Event Calendar".
- Click on "Submit New Event"
- Enter your contact and event information. The Event Name will appear on the calendar; for maximum visibility include your company name in your event title. Proofread for accuracy and grammar before submitting.
- Complete the event information and click "Submit for Approval".

Once submitted, your event will be posted on the calendar following an internal review process.

Submit your press releases & news items

Submit your business news for inclusion on the “In the News” page.

Share details about your business’s awards and recognition, staff promotions, new employees and board members, changes and updates, openings, new tenants and other relevant news, A link to “In the News” will be included in the Chamber’s monthly e-newsletter.

Send your news to info@dearborncountychamber.org in a press release format as a Word document attachment or included in the body of the email.

Hot Deals & special offers.

Post coupons or special offers online. “Hot Deals” are accessible from the website’s home page and a link to the “Hot Deals” page is included in each issue of the Chamber’s e-newsletter.

- From the Home Page at www.dearborncountychamber.org, click on “Member Login”.
- Enter your username and password.
- Click on “Hot Deals”.
- Click the “Add Hot Deal” button.
- Enter your information and click “Submit for Approval”.

Once submitted, your coupon will be posted following an internal review process.

Post job openings.

Post job opening on our website, as other members and the public use the Chamber website as a resource when seeking employment.

- From the Home Page at www.dearborncountychamber.org, click on “Member Login”.
- Enter your username and password.
- Click on “Job Postings” in the Quick Link Box.
- Enter your information and click “Submit”

Once submitted, your job opening will be posted following an internal review process.

Show you're proud to be a Chamber member.

Enhance your company's community presence and support by posting the Chamber logo on your website. Studies show that the public views local Chamber members with positive regard in supporting their communities. Contact the Chamber for logo and details.

Use Chamber's mailing list to reach your customers.

Send your business message directly to the Chamber Members by mail. We supply the list, you do the rest. Contact the Chamber for details.

Open your new business with a ribbon cutting.

Promote your grand opening, expansion, move to a new facility or anniversary with a ribbon cutting. We'll bring ceremonial scissors and a colored ribbon to help you celebrate. Contact the Chamber at least two weeks in advance to schedule your ribbon cutting. Most ribbon cuttings are held on a Thursday between 9 a.m. and 4 p.m.

Upgrade your membership to the next level.

Receive additional promotional elements to gain visibility for your business by moving up to the next membership level. Benefits provided at each member level are posted on the Dearborn County Chamber of Commerce's website and can also be obtained by contacting the Chamber office. Built in perks like an advertising and sponsorship allowance, enhanced directory listings and additional networking opportunities are available to our premium members.

The Dearborn County Chamber Insurance Plan

Bring together leading area physicians and hospitals, prominent local businesses, and a respected Midwest benefits manager, and you get the **Dearborn County Chamber Plan** – a community health plan specifically designed to help you control your health care costs today, and in the long term.

With the Chamber plan, clients receive the best value when they use the services of respected community hospitals. You get better care at a better cost... plus peace of mind.

Dearborn County Chamber Plan offers...

The resources of **area primary care physicians, specialists and facilities**, all members of the most comprehensive regional provider network available.

Quality care from **Dearborn County Hospital** and other regional hospital partners, with an extensive referral network.

An optional **worksite wellness program** that combines preventive care with chronic condition management, and offers what most others don't – your doctor.

Dearborn County Chamber Plan offers...

- The **best benefits** when plan members choose Home Network providers.
- The **best pharmacy plan discounts** available. Plan members benefit from lower plan costs.

Dearborn County Chamber Plan offers...

- **Extended customer service hours** for plan members with claims or benefits questions.
- **24/7 online assistance.** Plan members can check claims status, change eligibility information, order an ID card, and much more.

With the **Dearborn County Chamber Plan**, you can build lasting relationships with providers and businesses in your own community. The Chamber plan is more than just a health plan... it's a true partnership for better health.

The **Dearborn County Chamber Plan** is available to employer groups with two or more covered employees. Contact the Chamber for more information if you are interested! See the handout included in the membership packet for more information.

SPONSORSHIP & MARKETING OPPORTUNITIES

Maximize your on-site presence at Chamber events.

Become a sponsor and give your business a boost.

Monthly Events (Last Thursday of each month)

Introduce your business to other members and perspective members, network with local business leaders and distribute any information you'd like.

Chamber Job Fair

The job fair is a tremendous way to find talented employees, promote your business and to network with other Dearborn County businesses. Citizens and business owners who attend the expo can mingle, network, hand out their business cards, and make contacts.

Annual Golf Outing

Build relationships with key professionals through sponsorship or by playing golf as a foursome or individual.

Annual Dinner

A fantastic time to reflect on the Chamber's accomplishments! Be there for the awards and enjoy a gala evening of fun and celebration. Enjoy the silent auction and networking.

Women of Distinction Luncheon

This is an annual event that honors the most deserving women in our community. Each year five women are selected as "Women of Distinction." As part of this event companies are encouraged to recognize their own excellent female employees.

Dearborn Chamber Family Picnic

This fun event gives Chamber members and their employees a chance to get to know each other and their families. There are multiple events for kids and a cornhole tournament open to all!

Post & Pre-Legislative Luncheon

Join us for a luncheon that will be attended by many of your local and state legislators.

Other Sponsorship Opportunities

Sponsor or host a specific event or program to reach your target audience. Contact the Chamber to find out more about tailoring a sponsorship to meet your business needs and goals.

Chamber eAd Pack

Twice a month the Chamber sends out an email blast with visual based ads to over 2,000 email addresses. This has a 20% open rate and the cost to participate in \$50/month.

VOLUNTEER OPPORTUNITIES

Getting involved with the Dearborn County Chamber of Commerce by volunteering for a committee is an easy way for you to maximize your investment in the Chamber. As a membership organization, we value your help and input.

Interested in joining a committee? Contact the Chamber for more information.

Join a committee

Young Professionals

The Young Professionals of Dearborn County AIM YP is an organization committed to the development of a highly diverse and enthusiastic network of strong social, professional, and charitable relationships for the purpose of creating awareness of the infinite opportunities in Greater Dearborn County. It is dedicated to assisting the youth of today so they may realize their true potential and assist in their quest to identify their individual path for success.

Membership Committee

The membership Committee reviews and provides input on member acquisition and retention, member benefits and member events; assists with the Chamber's member retention program through contact with members; and provides leads for new members. Members of this committee act as Chamber Ambassadors.

Chamber Ambassadors are the peer-to-peer volunteer recruiters for the Chamber. They identify potential new members, spread the word about the mission and goals of the

Chamber and assist in retention. They also assist with check-in and greet attendees at events, welcome new members and connect with current members, encourage and recruit others to attend events.

Marketing, Events and Promotions Committee

The purpose of the Programs/Events/Marketing Committee is to seek to generate interest and ultimately engagement of the Chamber Membership. Because of the Chamber's not-for-profit status, it relies on this committee to augment the dues resources it receives to develop programs and events that encourage membership involvement and investment in the Chamber's mission. Members of this committee will help plan, organize and administer various events and promotions on behalf of the Chamber.

EVENTS, NETWORKING & PROGRAMS

The Dearborn County Chamber of Commerce offers events throughout the year for members and those interested in joining the Chamber. From access to informative speakers and educational programs that bring you the latest business topics to networking and socializing opportunities that will put you in front of thousands of future clients, the Dearborn County Chamber of Commerce offers a wide selection of events to fit your specific needs.

Member Orientation

Whether you're a new member or just need a refresher on your membership benefits, join us to learn firsthand what the Chamber has to offer.

Chamber Job Fair

The Expo is a tremendous way to promote your business and to network with other Dearborn County businesses. Citizens and business owners who attend the expo can mingle, network, hand out their business cards, and make contacts.

Annual Golf Outing

Great fun, networking ... and of course, a great day to work on your golf! The Chamber's annual event starts with a light breakfast and ends with dinner, prizes, and bragging rights. Registration begins at 9 a.m., with the shotgun start at 10.

Post & Pre-Legislative Luncheon

Join us for a luncheon that will be attended by many of your local and state legislators.

Business After Hours

Business After Hours is the premier networking event for business professionals. This gives individuals the opportunity to discuss and share ideas while learning about other local businesses. It is a relationship-building experience held in a relaxed setting that benefits you and your company through added contacts and resources. Bring plenty of business cards!

Lunch and Learns

Lunch & Learn Educational Seminars are offered and presented at Ivy Tech Community College. These seminars are for business owners as well as employees, on topics that will benefit your business and increase your general knowledge.

Annual Dinner

A fantastic time to reflect on the Chamber's accomplishments! Be there for the awards and enjoy a gala evening of fun and celebration. Enjoy the silent auction and networking.

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Quarterly All-Member Meetings

This is your opportunity to provide feedback in a group setting. Let us know how we are doing, what you'd like to see us work on and discuss any potential changes before they happen. This is a great opportunity to help your chamber grow and in turn help your community grow.

Reservations for all Chamber events can be made online or by calling the Chamber office.

MAXIMIZE YOUR CHAMBER INVESTMENT

Create a “Chamber Culture” within your company.

You’ve decided to invest in the Dearborn County Chamber of Commerce. Make sure you maximize that investment by using all the information and tools available to build your network and increase your visibility in the market.

Put these tips into action at your company – and help your Chamber grow and succeed.

1. Dedicate a bulletin board to Chamber news – print and post the Chamber e-newsletter, post a calendar with Chamber events, post YP news and events, post pictures or share highlights from Chamber events.
2. Add your employees to our e-newsletter distribution list or forward Chamber emails to all employees.
3. Talk about the Chamber with your employee and encourage them to take part.
4. Contact new members listed in the e-newsletter and welcome them to the Chamber, introduce yourself and your business and set a time to stop and meet them.
5. Use the Chamber mailing list to introduce yourself as a new Chamber member or to promote your newest product or service.
6. Assign someone to keep your company information current on the Chamber website.
7. Use tools on the website – post events, news, coupons and special offers.
8. Put the Chamber logo on your website and printed materials.
9. Do business with other Chamber members and tell them you are using them because they are Chamber members.
10. Invite other businesses to take part in the Chamber and invite them as your guest to a Chamber event.

2017 BOARD OF DIRECTORS

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