

Access - Marketing - Leadership - Opportunity - Knowledge

Klamath County Chamber of Commerce

Guide to Membership

Economic vitality and prosperity through leadership and advocacy.



Map Your Course to Chamber **SUCCESS**

Knowing precisely what you want to gain from investment in the Klamath County Chamber of Commerce will improve your chances of getting there.

Take a few minutes to read through this Membership guide and view some of the Chamber's programs and services (categorized based on preferences). Within Klamath County Chamber of Commerce programs, services, and initiatives, there exists valuable opportunities to help you achieve success.

This helpful guide also provides a 90-day timeline that will help you get started with the Chamber. Our friendly staff is also available for free consultation to help you get the most from your Chamber Membership.

We believe joining the Chamber is a **smart investment** and a **smart business decision**. We hope you will consider investing in the Chamber and the opportunities we provide. Please feel free to contact us at (541) 884-5193 with your questions, concerns, and ideas.

Sincerely,



Charles "Chip" Massie
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Klamath County Chamber of Commerce

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The Business Case for MEMBERSHIP

Membership in the Klamath County Chamber of Commerce is an investment in your business. As a member, you receive exclusive rights to valuable relationships, business intelligence, and leadership opportunities to gain a competitive advantage in today's market.

The key to gaining the full value of your investment is engagement. Through your active involvement in the Klamath County Chamber of Commerce, you gain these select advantages:

- **Access**
to Klamath's leadership
- **Marketing**
targeting your community
- **Leadership**
skills development
- **Opportunity**
to promote your business
- **Knowledge**
to improve your performance



Klamath County
Chamber of Commerce

Be a part of it!

"By being a part of it, we have gained the opportunity to partner with the Chamber and other Chamber members in bringing quality programs to Klamath Falls that educate, motivate and inspire. Living in a rural area of Oregon, we work together to improve and support our local businesses; and to strengthen our economic and legislative impact in the state and the region."

Kathie Philp, President/CEO
Pacific Crest Federal Credit Union
Chamber Board Member

FOLLOW THE TIMELINE - we've charted a path for your first 90 days of membership. Don't miss an opportunity, benefit or event available to you!

the first **90** days

Day 1

Link the Chamber's logo to your site*

Day 3

Add the next Greeters Networking Meeting to your calendar. Introduce your business to other members.

Day 2

Follow the Chamber on Facebook & Twitter to stay informed and connected

*The average consumer is 64% more likely to do business with you if they recognize you are a Chamber member.
The Shapiro Group, Research Study

ACCESS & LEADERSHIP

Heighten your profile and gain access to business leadership

Joining the Klamath County Chamber provides you access to other leaders from the business, government, and non-profit communities. This access will lead to new relationships to help drive your business growth, while offering new opportunities to develop the leadership skills that will position you for even greater professional growth.

Throughout the year, the Chamber offers access to top leaders by way of **Fireside Chats, President's Breakfasts, Board of Director Meet-and-Greets**, and more. Past speakers have included local officials (County Commissioners, various candidates, and City Councilpeople) as well as federal and state officials like Congressman Walden and former Representative Bill Garrard. These various events will deliver valuable knowledge on important issues that could impact your business.

As a member, you have the unique opportunity to become involved in the Chamber's **Government Affairs Committee (GAC)**. The GAC helps further the Chamber's mission by advocating positions and initiatives of the committee and business concerns of Chamber members in matters involving government at all levels.

Your role as a member in developing the Chamber's pro-business **Public Policy Agenda** helps create an environment where every business can succeed, while helping you achieve a leadership profile in our community.

At the Chamber's **Annual Awards Gala**, the community honors the businesses and individuals that are leading the way in job creation, economic development, and community vitality. Awards Gala sponsors are instantly positioned as leaders in Klamath's business community.

The annual **Maximum Impact Leadercast** event offers the chance to hear from world-renowned leaders about their personal journey to leadership. Past speakers have included quarterback Tim Tebow, author John Maxwell, and former Prime Minister Tony Blair.



Chamber member Randy Shaw visits with Congressman Greg Walden at the Chamber's Annual Awards Gala.

Day 3

Verify your information on klamath.org and develop your listing.

Week 2

Plan to attend a Chamber event and set a goal of making 2 new contacts at the event.

Week 1

Register your email address for the Chamber's weekly e-blast

Week 3

Set up a meeting with the Chamber's Marketing Coordinator to develop a membership strategy

MARKETING

Reach the lucrative Klamath County business market

Klamath County is a competitive environment, with many great companies, so gaining targeted and cost-effective marketing exposure for your business is vital. From print to electronic, we have weekly, monthly, and annual opportunities. No other organization can deliver your company's message to the Klamath market like the Klamath County Chamber of Commerce.

From sponsorships to advertising, vendor opportunities to our online business directory, the Klamath County Chamber of Commerce can help your company reach your target audience.

Basin Business is the Chamber's monthly publication, inserted into nearly 15,500 copies of the Herald and News. We proudly publish Chamber members' press releases or other articles of interest at no charge. Chamber members also enjoy deep discounts for advertising in the publication.

Our weekly e-newsletter, **Chamber Chat**, is delivered to over 800 people representing Chamber members and their businesses. The weekly **Chamber Happenings** reaches twice as many subscribers with information on events, committees, and area businesses. Other great advertising opportunities are available through the popular www.klamath.org website and our annual **Klamath relocation magazine**.

Our community events offer a unique opportunity to showcase your community support through affordable sponsorships. Events include the **Snowflake Parade** and the **Independence Day Jamboree and Parade**.



Top: Chamber member Walmart of Klamath Falls sponsors and participates in the Snowflake Parade.

Bottom: Chamber member Grange Co-Op participates in the Independence Day Parade.

Week 4

Take advantage of free opportunities to promote your business through the Basin Business publication

Week 6

Show off your products/service through one of the Chamber's many low-cost sponsorships at a Chamber event.

Month 2

Attend a Chamber Lunch and Learn

Week 6

Register for the upcoming Leadership Klamath program

OPPORTUNITY

Prosper through relationships

No other organization offers better networking and relationship-building programs than the Klamath County Chamber of Commerce.

There's strength in numbers and the Chamber is proud to be 480 members strong (and growing). The strength and diversity of the Chamber's membership provides ample opportunities to build relationships.

At the twice-monthly **Greeters** networking, Chamber members meet to share information on new products and services as well as learn what you have to offer. The program provides busy professionals the chance to develop relationships with other business leaders in a relaxing environment.

Over the last few years, the **Swing into Summer Golf Tournament** has become Klamath's premier business golf event, where you can entertain key clients and partners on one of Klamath's finest golf courses, while reaching other business leaders who share your passion for golf.

The **Small Business Owners Team** is Klamath's leading network of business leaders who come together for mentoring and information sharing, while developing special relationships to address their unique challenges. The Chamber also recently added a **Hispanic Business** team that helps provide support, networking, and information sharing for businesses owned and operated by Hispanic business leaders.

Some of the best Chamber relationships develop as a result of Committee work. Our **Chamber Ambassadors** support the business community through ribbon cuttings, networking events, and mentoring. The Chamber's other committees include **Events, Image/Marketing, Military Affairs, Government Affairs**, and more. Joining a committee that best serves your personal or professional objectives will allow you to enjoy building relationships with other members as you create the programs that are so important to the Chamber's success.

"I have enjoyed being an active member of the Klamath County Chamber of Commerce. The monthly mixers foster business relationships with constant networking opportunities. They have provided us resources & programs to grow the business, capture more market share, showcase the business, even assist with employment search for new team members. I value the chance it provides to have a positive impact on local economy."

Angela Day, Controller
Season's Change Heating and Air Conditioning, LLC

Week 10
Register to host a
Greeters Networking meeting

Month 3

Check out the Chamber's committees

Week 12

Use the Member's only section of klamath.org to gauge the online exposure you receive through being a member after only 90 days.

the first **90** days

KNOWLEDGE

Access to information vital to business success

Knowledge is power and the Klamath County Chamber of Commerce provides many powerful programs that deliver vital information that offer our members a competitive advantage.

While networking is a centerpiece of nearly all our programs, many programs are specifically designed to deliver “bottom line enhancing” information and resources. From marketing to employment law, tax updates and business planning, the Chamber offers many educational seminars and workshops

The Chamber’s **Academy for Business Excellence** offers a robust curriculum ideal for both business owners as well as employees. Attendees are provided topical, practical, and useable information that gives their business or organization a competitive advantage. The Academy focuses on “how-to” workshops as well as a broad variety of state and national economic issues.

Heading into its 27th year, the Chamber’s **Leadership Klamath** program is a ten-month, in-depth course that introduces participants to Klamath’s leadership. Participants meet elected officials, department heads, and other “movers-and-shakers” responsible for the inner workings of our community.

The **Lunch and Learn** program offers a “nuts-and-bolts” topic in about an hour, perfect for the busy entrepreneur. Past topics have included creating an effective brochure, using Facebook to market your business, and Networking 101. The program is free to Chamber members.



Leadership Klamath participants listen as Eric Andrews (Chamber Member Eco-Solar) explains a new solar project recently implemented in Klamath County.

Throughout the year, the Chamber hosts many programs to provide you information important to businesses. In the past, the Chamber has hosted expert speakers to talk about **healthcare reform, immigration reform**, and more. The Chamber strives to provide timely information on upcoming issues.

“As Area Manager of Southern Oregon Goodwill, I have found that joining the Klamath County Chamber of Commerce has proven to be a valuable experience for myself and our company. The discovery of our community assets and resources through the Leadership Klamath program has enriched my appreciation and knowledge of this wonderful community and its diverse heritage. From a business perspective, the Chamber has been a wonderful forum to collaborate and network with business owners that we would probably have never encountered in our routine business circles. Joining the Klamath County Chamber of Commerce will stretch you, provoke you to new thought processes and advance your social and skills to higher levels of education and service. By taking that step of commitment, you will ask yourself “why didn’t I do this sooner?”

Jeff Mortimore, Area Manager
Southern Oregon Goodwill

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