



Bottom line reasons to become a member.

The benefits of being a member of the Greater Green Bay Chamber are numerous, because every business defines value differently.

Credibility/reputation

Consumers are more likely to do business with a Chamber member. When consumers know a business is a Chamber member, they are 44 percent more likely to think favorably about it and 63 percent more likely to purchase goods or services from the company in the future, according to a study by The Schapiro Group.

Connections

Expand your network by 10,000+. That's the number of potential exposures you have through qualified and targeted networking opportunities. Each year, the Chamber hosts a variety of events to connect or reconnect including Business After Hours, Power Networking Breakfasts, Annual Dinner, Future 15 and Young Professional Awards, Welcome Back Packers Luncheon, Manufacturing Awards of Distinction and numerous other professional development and social events. PLUS, you can reach out socially to the nearly 1,800 friends on the Greater Green Bay Facebook page and almost 2,000 followed in our members-only LinkedIn group!

Marketing/promotional benefits

Ribbon cuttings and groundbreakings. We promote member business grand openings, ribbon cuttings and groundbreakings, of which the Chamber is part, on our website and in our *Friday Report* newsletter for free. We also offer our Chamber ambassadors to attend your event as well as a current media list so you can properly promote the event. The media list alone is worth \$100.

Friday Report exposure. We exclusively promote member businesses' honors, awards, new hires, promotions, etc., in the *Friday Report* business briefs for FREE. The *Friday Report* reaches nearly 5,000 recipients.

FREE subscription to *Collective Impact* magazine. Receive our quarterly Chamber magazine, *Collective Impact*, every quarter and access insights into how the Chamber is living its mission of economic and workforce development, as well as read about Chamber member anniversaries, snapshots of members at events, emerging trends and much more. Plus, you can advertise to 4,600+ Chamber members in the magazine as well.

Mailing lists. Members can purchase a mailing list of fellow members' physical mailing addresses for targeted direct mailings for \$175, a savings of 50 percent off the non-member price.

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Clickable, enhanced website business description and logo placement on tiletown.org business directory. Members pay \$45 per year for an extended description of their business and \$30 a year for logo placement on our online business directory at tiletown.org. Your listing offers the opportunity to describe your business so that people searching the directory can find you by keywords, and then click through to your website. Compare this presence online, accessed by thousands every year, to the cost of a comparably sized ad in print media that would cost upwards of \$1,000.

Unique visitors to tiletown.org. More than 34,000 unique visitors go to tiletown.org each year, generating nearly 12,000 pageviews every month.

Facebook and LinkedIn groups. Promote your business on our Facebook page and dialogue exclusively with fellow members on our LinkedIn page.

Talent/professional development benefits

NationJob local job postings. Chamber members who have fewer than 35 employees can post local jobs on NationJob.com for free; members with 35 or more employees can do so at significantly reduced pricing. Each job is a \$500+ value. Job postings in the past year generated more than 1.8 million job views and 40,000+ clicks to apply.

100+ networking and professional development events each year. From *Current Lunch n' Learns* for young professionals to Business & Breakfasts, Business Recognition Awards to Manufacturing Awards of Distinction, you have more than 100 opportunities to develop yourself and make connections.

Leadership Green Bay. Our community-based leadership program, is now in its 30th year of developing professional leadership skills while simultaneously getting individuals more engaged in the community.

Current benefits. Our young professionals network works to attract, engage, develop and retain young talent (21-40) in the Greater Green Bay area. They do this through professional development events, leadership development activities and social networking opportunities. Today, *Current* is comprised of 1,670 individual members and about 100 corporate members.

Mentor opportunities with Youth Apprenticeship. Through this two-year program, businesses offer mentored on-the-job learning that complements their high school and post-secondary classroom instruction. Businesses provide a mentor; in turn, they receive access to a skilled workforce trained in their industry.

Other key business benefits

Government affairs. Our Chamber lobbyist works collaboratively and proactively to advance policies which improve the legal, tax and regulatory climates for economic prosperity. The Chamber's government affairs program may also assist you in navigating the processes of local, state and federal governments.

Smart Business Savings program. This program offers exclusive member discounts on everything from office supplies to cellular phone service, corporate fitness to shipping and freight services. Members save thousands of dollars each year purchasing these Chamber-endorsed products.

Learn more at www.tiletown.org/members.