



How Can My Business Benefit from My Chamber Membership?

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DID YOU KNOW?

Your membership may be 100% tax deductible.

Ask your accountant for details.

What are you hoping to get out of your Chamber Membership?

Each answer below has a corresponding page number that includes more details and a list of opportunities that will help you get the most out of membership!

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Don't see what you're looking for?

Contact the Chamber and we will be happy to help in any way we can!

General

Use of Chamber Boardroom

The Chamber office has a large boardroom available for all members to use. To reserve either room, call us at 989-772-2396.

New Member Orientation

We schedule New Member Orientations periodically throughout the year to help familiarize new members with all that we have to offer. We will cover benefits, sponsorship, and how to best use digital profile. This Orientation is available to new members, but also current members and their employees! Call the office at 989-772-2396 to see when the next New Member Orientation will be.

ChamberMaster Member Portal - Phone App

Download the ChamberMaster App (search “ChamberMaster Business” in any App Store) for easy access to information on upcoming community and Chamber events, hot deals, and search for other Chamber members by name or category.

Membership Mailing Address List

If you wish to send out postcards introducing your business to the community or perhaps to announce that your business has relocated, a complete list of current Chamber members and their mailing address labels are available to Chamber members in good standing for \$50. The price for non-members is \$375 and requires payment in advance.

Ribbon Cuttings

Chamber members are welcome to request Ribbon Cuttings for grand openings, relocations, additions/renovations, etc. The Chamber offers the “giant scissors” and red ribbon, as well as promoting attendance to the ribbon cutting with our Chamber Ambassadors and members online and in our publications before the event and placing a photo and information in the Member Minutes e-newsletter after and on Social Media.

Members who host ribbon cuttings, which are typically held Monday – Thursday mid-day and early afternoon, speaker/s, provide snacks/refreshments, tours of the facility (if possible), and sometimes offer small giveaways, special deals, or a door prize drawing.

Get creative!

Just be sure to let the Chamber know all the details well ahead of time so we can help you with promotion.

Contact Membership Director at deenakalb@mt-pleasant.net to schedule a ribbon cutting.
See your new member welcome kit for your form.

Build Your Network



POP in 4 Lunch

Pop In is a monthly networking lunch where members can have a bite to eat at a member eatery, network and highlight their businesses and services to members. This is a GREAT networking opportunity where you can meet over a dozen members! So mark your calendar for the third Wednesday of the month!



Daybreak Mt. Pleasant*

Daybreak Mt. Pleasant is a quarterly networking event and fosters new business relationships and referrals in an engaging, comfortable atmosphere with a continental breakfast. The event is hosted by different Chamber members throughout the year, and runs from 7:30–9 am, typically with around 50-60 people in attendance. Cost to attend for members is \$15. Non-members, \$20. New members in their first year of membership receive free entry for two!



Off The Clock After Hours*

Off The Clock is a great quarterly networking event to which all Chamber of Commerce members and employees are invited. The evening event fosters new business relationships and referrals in an engaging, comfortable atmosphere. Each event is hosted by a different Chamber member throughout the year, and runs from 5-7pm, typically with 50–150 people in attendance. Cost to attend for members is \$5, unless it is a “special event” and \$10 non-members.

*New members will receive (2) VIP passes for entry for their first year!

Hosting Opportunities

Members in good standing may host a breakfast or Off The Clock after hours provided, they have the space and parking at their venue to accommodate the typical attendance numbers. Cost to host includes a sponsorship fee and any costs associated with hosting the event, including food, beverages, tents/tables/chairs if needed, door prizes if desired, etc. Any host may work to secure additional supporting sponsors to help offset the sponsorship fees and other associated costs. If you wish to host breakfast or after hours, please contact Events.

Additional hosting opportunities include Women in Business and Something to Chew On. Speakers or moderators are available for members at the lunchtime learning event. Please contact the Chamber for more information

Promote Your Business

Annual Events & Sponsorship Opportunities

We offer many major sponsorship opportunities available through the Mt. Pleasant Area Chamber of Commerce.

Annual Signature Events

- ❖ Annual Awards Banquet
- ❖ Golf Outing
- ❖ Corporate Cup Challenge
- ❖ Business & Community Events

Networking Signature Events

- ❖ Daybreak Mt. Pleasant
- ❖ Pop In 4 Lunch!
- ❖ Off the Clock After Hours
- ❖ Great Lakes Bay Regional Chamber Summit
- ❖ Multi-Chamber After Hours

Informational Events

- ❖ Economic Outlook Luncheon
- ❖ Something to Chew On
- ❖ Legislative Breakfast
- ❖ Rollie Denison Leadership Institute (RDLI)
- ❖ Women's Round Table

Printed Membership Directory & Community Guide

This full-color annual magazine serves as a comprehensive community profile and business guide to the Mt. Pleasant area. The Chamber distributes 4,000 directories to area businesses, organizations, hotels, schools, and real estate agencies. Members are listed in the directory both on-line and in print. Chairman's Circle level Chamber members are highlighted for quick visibility. For details, contact Membership.

Chamber Bulletin

Both the Chamber E-Newsletter and Member Minutes is emailed out bi-weekly to more than 1,200 Chamber members, organizations, and friends of the Chamber.

Monthly Chamber Bulletin

Filled with Chamber news, happenings and upcoming events, the monthly digital publication provides an opportunity for members to advertise and promote their business in several ways. For more information on how, contact Membership.

Monthly Member Minutes

The Chamber's Member Minutes is an electronic announcement all about our members. This publication includes a Member Spotlight (must be a member for 1 year), Ambassadors Corner (highlights an Ambassador or Ambassador activities), News & Views (member press releases, promotions, or important business news that you submit to us) and Upcoming Events (Chamber events as well as those that members send to us) in the area. If you are interested in more information on any of these or possible subject matter, contact Membership.

Promote Your Business

Website Banner Ads

There are a variety of banner ad sizes and options for placement on the Chamber's website. For more information on this advertising opportunity, contact Membership.

New Member Welcome Kits

Once you join the Chamber with a Basic or Chairman's Circle membership, you will receive a "New Member Kit" (valued over \$500) with offers and certificates from active chamber members. Not only will you receive it, but the offers can be redeemed immediately. If your organization would like to add a member specific FREE coupon, offer, or certificate to either Welcome Kit level, please contact Membership for details to ensure its placement in our membership marketing materials.

Member to Member Deals and Community Hot Deals

Member to Member and Hot Deals are a Chamber led value added discount program that's designed to grow a strong local economy by giving members the opportunity to advertise a discount available from their business and interact with other Chamber members.

- Promote MPACC members and the services they offer.
- Support and promote a Buy Local Shop mentality in the community.
- Help our members create new business contacts and leads clients and their friends and family.

These offers can be a great way to promote congeniality and goodwill among members as well as encourage shopping local by offering discounts to do so. If these discounts are exclusive to chamber members it can also be a solid recruiting tool.

Event Calendar

Do you have a fundraiser, gala or networking event coming up? Did you know that Chamber members can submit events directly to the Event Calendar through their membership portal? At the Chamber, we believe that bringing people, businesses and organizations together is the key to success. That's why we have our Event Calendar — to keep our members informed on what's going on in our community. Plus, adding your organization's upcoming events to the calendar is a great way to increase your visibility for fellow members and potential customers.

Job Posting

Are you looking for employees? You have the option to promote your openings on the Chambers Job Site to reach local and new residence to the area who follow the chamber.

NOTE: The Mt. Pleasant Area Chamber of Commerce never releases lists of member e-mail addresses.

Increase Referrals to You

Office Referrals

The Chamber receives thousands of calls each year from residents and visitors asking where to find specific goods and services in the Mt. Pleasant area. It is often the first stop, physically or virtually, for those planning to vacation or relocate to our area. Every day, there are several calls to the office with "Where can I go for..." or "What's the best place for a..." and those inquiring are referred to our list of members *first!*

Referrals Over Business

(ROB) groups are unique and exciting groups of Chamber members that meet once a week to enjoy a cup of coffee or lunch, share business updates, and exchange referrals. During these meetings, other members will become familiar with your business and learn how they can refer you to their own circle of contacts. Imagine having a focus group working for you to find referrals for your business. That is like having a staff of 10 to 25 members that are not on your payroll but are out on the streets, getting you more exposure and connecting you to important businesses and customers!

Each Chamber business category is allowed one representative per ROB Group, so some representative positions may already be filled in current groups, but if there is interest from enough members, there is always the possibility of creating new groups. ROB meeting attendance is mandatory, and if the primary representative from your business cannot attend, the groups ask that a secondary representative attend in his or her place. The cost is \$100 annually. If you would like to attend a ROB meeting as a guest, please contact Membership.

Gain Online Exposure

Online Business Directory Listing

The Chamber's online business directory, gives members the option to promote their businesses and services when they complete their online profile. Information highlighted: category or alphabetically by business name, address, contact information, hours of operation, and keywords. As members, you can get additional exposure with Member to Member Deals and Hot Deals where you can promote discounts on products or services, seasonal offers, etc. Do you have an event? Let's get it on our event calendar!

Website Advertising and Dedicated E-Blasts available. Please contact Membership for details.

Chairman's Circle Enhanced Membership package includes offers
up to \$2500 in branding opportunities!

PLUS: Extra business category listings can be purchased for an additional \$35 each.

Online Business Profile

Chamber members can market their business to consumers with an online business profile on the Chamber website.

To login, go to the Member Login link on the Chamber's website (www.mt-pleasant.net). If you do not know your username, call the Chamber at (989) 772-2396. Forgotten or lost usernames and passwords can be retrieved using the "Forgot your username/password?" link on the login page.

Basic Membership package can post the following on their profile page:

- Business contact information
- Link to business website
- Links to business Facebook and LinkedIn pages
- A business description (200 characters)
- Driving directions
- Keyword search terms*
- Hours of operation
- Listing under ONE category
- Post job openings
- Hot Deals for customers
- Member-to-Member only deals
- Promote your upcoming events.
- Email Link to a friend on your profile
- Register for events online & pay invoices.

Chairman's Circle or "enhanced" Membership package comes with all of the above PLUS:

- A company logo
- Listing under **THREE** categories
- An enhanced 1,500-character business description
- A map link (Google, MapQuest or upload a PDF map)
- A YouTube video.
- Up to 5 bullet point listing which can connect to URLs.
- Additional keyword search terms *

With the easy-to-use database, members have access to their own information and are encouraged to keep their location and contact information up to date, as well as the total number of their full and part time employees. Creating and maintaining a complete profile will result in better visibility for easier access to your business.

***Visibility on Search Engines**

If your business has a limited online presence, your business listing and profile on the Chamber website will help to increase your business's visibility on search engines.

Being a Chamber member, increases your SEO (Search Engine Optimization)

Enhance Leadership Skills

Young Professionals Network (YPN)

The Mt. Pleasant Area Young Professionals Network (YPN) is a group of young professionals ages 20 to 40 that meets several times a year to network, volunteer, develop leadership skills, grow professionally through educational seminars, panels, and events, and of course, have fun! The Young Professionals Network provides tools that can be utilized in a real-world setting. There is a small membership fee of \$40 for the year. Employers are encouraged to support their young professionals through learning about the program and assisting with program fees if possible. In addition to planning fun YPN social events, the Mt. Pleasant Area Chamber of Commerce also provides several other professional development opportunities to YPN members throughout the year.

The Mt. Pleasant YPN meets monthly to learn about issues affecting young professionals today and ways to get more involved with the community. The Mt. Pleasant YPN has general membership meetings on the fourth Tuesday of the month. Times and locations may vary. Contact the Chamber office at for more information on or to join the Mt. Pleasant Young Professionals Network. You may also contact Hannah Martin with questions, or to share ideas on a topic for a program.

Rollie Denison Leadership Institute (RDLI)

The Rollie Denison Leadership Institute is an intensive educational program to prepare individuals to be the leaders of the future in the greater Mt. Pleasant area. It is sponsored by the Mt. Pleasant Area Chamber of Commerce and named after G.R. "Rollie" Denison, who was known as "Mr. Mt. Pleasant." Leadership Institute participants learn about the many facets of the Mt. Pleasant community including Leadership Styles and Practices, Leadership Philosophies, Technology, Economic Development, Healthcare, Education, Criminal Justice System, Local Government, Business Ethics, Business Law, Cultural Diversity, Listening Skills, Public Speaking, and Media Relations. The speakers for each topic area are experts in their fields and give the "perspective from the top."

In many communities, the key civic, business, and government leaders consider themselves too busy to make presentations like these, so they send a subordinate staff member to represent the agency or organization. In Mt. Pleasant, we have dedicated leaders that recognize the importance of the Leadership Institute. They make themselves available to make formal presentations. As a result, over the nine-month program, RDLI participants developed an incredible network of high-level contacts on which they can call for the remainder of their careers in the Mt. Pleasant community.

Gain a Graduate Network: A second important network is the Leadership Class itself. Through the intense, interactive programs, participants get to know each other and often become life-long friends, maintaining the friendships and contacts long after graduation. The RDLI programs are conducted every other year beginning in October of even numbered years and ending in May of the following year. Class size is limited to 30 individuals. During this period, the group meets for one full day per month for eight months.

Committee Opportunities

The Chamber has several committee service opportunities available from year to year. Use your talents to help make an event even more special and connect with other local professionals at the same time! There is always room for extra help on our Committees: Golf Outing, Annual Awards Banquet, Corporate Cup, and Advocacy Committees. Contact the Chamber office if you are interested in joining a committee.

Expand Business Knowledge

Something to Chew On

The Chamber offers bi-monthly business sessions at Mid Michigan College-Mt. Pleasant Watch for your email for information about upcoming topics in the Chamber Bulletin and e-blasts.

Fall Economic Outlook Luncheon

This annual luncheon serves as an informational and interactive presentation on the current state of our economy, and the new laws and policies that will affect our local economy in the near future. The luncheon is a wonderful way to get your questions answered by economic experts in a smaller, more comfortable setting, with potential for one-on-one interaction with experts on the economy.

Spring Legislative Breakfast

During this annual breakfast, state legislative panelists give presentations with the latest updates from Lansing, new policy initiatives and the most recent actions of the Governor of Michigan. Presentations are followed by a Q&A period that allows attendees to ask individual legislators and local officials more specific questions. The program includes a full plated breakfast and is a terrific opportunity to network with our legislators and other Chamber members.

Endorsed Insurance Programs



Blue Cross Blue Shield of Michigan

Blue Cross Blue Shield of Michigan (BCBSM) offers Mt. Pleasant Area Chamber of Commerce members a broad range of health insurance plans for groups of all sizes, as well as individual coverage. BCBSM promotes preventative care and wellness, placing an emphasis on keeping its members healthy. BCBSM's health plans also give your employees access to the largest network of doctors and hospitals in Michigan: 152 hospitals and more than 33,000 doctors. Benefits include servicing close to home, easy online resources, and a savings program featuring special discounts on healthy products and services. In addition, BCBSM coverage offers access to a network of providers across the nation and the world.

Purchasing your business's health insurance through this program helps your Chamber! Contact one of the following participating agencies and mention that you are an active chamber member to get started!

Endorsed Insurance Providers

General Agency Insurance Company
525 E. Broadway
Mt. Pleasant, MI 48858
(989) 773-6985
www.ga-ins.com
Rebecca Robertson

Mt. Pleasant Agency, Inc. – Central Insurance
119 S. Franklin St.
Mt. Pleasant, MI 48858
(989) 772-2977
www.mtpleasantagency.com
Kurt Feight

Ieuter Insurance Group
414 Townsend St
Midland, MI 48640
(989) 835-6701
www.ieuter.com
Ranaeda Yuncker

Endorsed Insurance Providers, Continued

Total Investment Planners
118 W. Michigan St.
Mt. Pleasant, MI 48858
(989) 772-5253

www.totalinvestmentplanners.com

Terrie Zitzelsberger

Doehring Schultz
206 N. Franklin St.
Mt. Pleasant, MI 48858
(989) 773-7353

<http://www.doehringsschultz.com>

Accident Fund Workers' Compensation Insurance Group Program



According to the State of Michigan website, if you regularly employ three or more part-time employees at **one time or employ one or more persons for at least 35-hours per week for at least 13-weeks during the** preceding 52-weeks, you are required to have Workers' Compensation Insurance. If purchasing something is mandatory for your business, why not save money to get it?

The Mt Pleasant Area Chamber of Commerce and Accident Fund Insurance Company of America are proud to offer a Workers' Compensation Group Program exclusively to Chamber members. Designed specifically to aid the small- to mid-sized business owner, all Chamber members in good standing are eligible for this program, subject to underwriting guidelines.

Chamber members receive 5% up-front savings **on their premiums through this group program. That 5% savings alone often covers the entire cost of a business's Chamber membership dues!** Plus, when the group performs well, participating Chamber members are eligible for dividends, rewarding you for your safety management. There is no minimum premium to qualify, and Accident Fund also offers a variety of loss prevention tools, to further support your commitment to creating a safe working environment.

Accident Fund Insurance Company of America

Accident Fund Insurance Company of America is a member of Accident Fund Holdings, Inc. All policies are underwritten by a licensed insurer subsidiary of Accident Fund Holdings. Licensing per state varies by subsidiary. Accident Fund offers workers' compensation insurance, including group dividend programs, through Chambers of Commerce and independent insurance agents. **To join** the Accident Fund groups program through our Chamber, contact one of the Accident Fund Insurance Company of America participating agents below. *Note: You must be a member in good standing to participate in this program.*

General Agency Insurance Company
525 E. Broadway
Mt. Pleasant, MI 48858
(989) 773-6985

www.ga-ins.com

Doehring Schultz
206 N. Franklin St.
Mt. Pleasant, MI 48858
(989) 773-7353

<http://www.doehringsschultz.com>

