

CUTLERVILLE CHAMBER OF COMMERCE MEMBERSHIP APPLICATION 2009

APPLICANT INFORMATION

Company Name:		
Contact Person:	Title:	Phone:
Current address:		
City:	State:	ZIP Code:
Fax:	Email:	Web:

COMPANY INFORMATION

Type of Business (ie: manufacturing, retail, medical):		
Years in Existence:	# of Employees:	
Hours of Operation:	Profit Non-Profit Government (Please circle)	Specialize in:
Please add additional persons & email addresses to receive chamber info (optional)	1.	3.
	2.	4.

MEMBERSHIP BENEFITS

A board that continually listens for your concerns, input, and ideas; Giving to community through scholarships & awards;		
Communication with Gaines Township and Byron Township Boards	Monthly Newsletters	
Professional Contacts	Insurance Benefits	Membership Luncheons
Area Business Directories; Community Events; Vision for Division, Adopt a Road, Community Shopping Days; website; and more!		

MEMBERSHIP DUES

All Cutlerville Chamber of Commerce Membership Dues are annual dues based on the normal calendar year (Jan – Dec).		
Non-Profit Dues: \$25	For-Profit Dues: \$125	Community Member Dues: \$50

TO HELP US BE SUCCESSFUL . . .

Would you or a representative be willing to serve on a chamber committee?	YES	NO	POSSIBLY	(Please circle)
Please mark areas that would be of interest to you or your business. (Please circle)	(Info at: www.cutlervillechamber.org)			
Member to Member Discounts	Underwriter for Membership Luncheon	Hosting Business After Hours		
Chamber Web Coupons for General Public	Job Postings on the Web	Vision for Division Streetscape		
General Membership Meeting/Luncheon	Light Post Rental for Company Banners	Adopt a Road Program		

MORE OPPORTUNITY FOR COMMUNITY INVOLVEMENT . . .

Cutlerville Community Days Sponsor	Golf Outing Sponsor	Diemer/Amerikam 5K Sponsor
Cutlerville Community Days Volunteer	Golf Outing Participant	Diemer/Amerikam 5K Volunteer
Cutlerville Community Days Vendor	Fire & Safety Events	Diemer/Amerikam 5K Participant

YOUR SUGGESTIONS . . . HOW CAN THE CUTLERVILLE CHAMBER BEST SERVE YOU?

1.	3.
2.	4.

SIGNATURES

All checks for dues or sponsorships should be made payable to the Cutlerville Chamber of Commerce and mailed to 6670 Kalamazoo Ave, Ste E-234, Grand Rapids MI 49508. For further information or to set up a meeting, please contact the Chamber office at 616-890-1378 or info@cutlervillechamber.org.

Signature of applicant:	Date:



OUR MISSION . . .

The Cutlerville-Gaines Chamber of Commerce is dedicated to fostering growth, development, and cooperation to enrich the community of Cutlerville and Gaines Township.

WHO WE ARE . . .

The Cutlerville-Gaines Chamber of Commerce is actively committed to promoting “business to business” relationships as well as providing opportunities to “connect” with the Cutlerville-Gaines community. 2008 has been a learning and growing year that has seen success and experienced a number of accomplishments - all made possible because of our member involvement. The following are some highlights from the past year:

- Final Payments have been made for the “Vision for Division” Streetscape Project
- A successful and family friendly Cutlerville Community Days
- Over 1600 runners in the 19th annual Brian Diemer/Amerikam 5K
- A profitable 4th Annual Scholarship Golf Outing - providing 3 area seniors with a \$750 Scholarships
- Informative membership luncheons on marketing, investments, MI economic outlook, and more

WHAT TO LOOK FORWARD TO IN 2009 . . .

Chamber membership is one of the BEST values around for 2009 and holds benefits not just for you, but also for your community. During the next year, the following are some of the benefits and services you can expect from your Cutlerville-Gaines Chamber Membership . . .

- Membership Meetings/Luncheons – sponsored by area businesses
- Professional Contacts & Leads Groups
- Insurance Discounts
- Monthly Newsletters
- Scholarships
- Chamber Website - with more options coming
- Special membership and business to business coupons/offers
- Variety of Events: Cutlerville Days, Golf Outing, 5K, Old Fashioned Christmas, Safety Days, Seminars
- Communication with the Gaines Twp Board & Byron Twp Board
- A board that continually listens for your concerns, input and ideas

The Cutlerville Chamber of Commerce is only as strong and as successful as its members. It is important that our business community works together to continue to generate business within Cutlerville and Gaines Township to support community growth, and to promote our rich heritage. The Cutlerville-Gaines Chamber of Commerce provides a nucleus from which we can join together to accomplish meaningful tasks and make a difference in our community.

We hope you will seriously consider partnering with the Cutlerville-Gaines Chamber of Commerce and join our membership for 2009. Please fill out the membership form on the back of this flier and return it with your annual dues (\$125). Thanks again for supporting the Cutlerville-Gaines Chamber of Commerce and your community. We look forward to partnering with you in 2009!

OUR BOARD OF DIRECTORS . . .

Mike Brock - AFLAC
 Sharon Chapin - Pine Rest Mental Health
 Scott Halquist - Metro Health Care
 Joel Hondorp - Byron Township
 John Huizinga - Huizinga Sprinkling

Jamie Liby - Flagstar Bank
 Crystal Oosterink - Gaines Township
 Roger Oppenhuizen - Monroe Sweeris & Tromp
 Chris Tallarico - Boardwalk Subs
 Cindy Varney - Macatawa Bank

Cutlerville-Gaines Chamber of Commerce Director: Robin Halsted

6670 Kalamazoo Avenue, Suite E-234 - Grand Rapids MI 49508
 616.890.1378 - info@cutlervillechamber.org - www.cutlervillechamber.org

“SEVEN REASONS EVERY BUSINESS AND NON-PROFIT ORGANIZATION SHOULD BE A MEMBER OF THEIR LOCAL CHAMBER OF COMMERCE”

By Tony Rubleski, Mind Capture Group -- www.mindcapturegroup.com

“In a world loaded with marketing options and information overload, I’m often asked by new and existing business owners for simple, inexpensive ways to increase their local visibility and marketing efforts, to produce more opportunities and sales. Without a doubt, I always ask a stunningly simple question: Are you a member of your local chamber of commerce? I get one of three answers:

1. Yes
2. No, but tell me more
3. We used to be a member

Now I know every person has opinions, but I’d like you to take a moment to read this brief article to discover seven reasons why I strongly feel EVERY business and non-profit organization should be a member of their local chamber, regardless of the size of their organization, marketing budget, years in business, or even if they’ve heard or possibly had a negative chamber experience in the past.

1. VISABILITY

Yes, you’ve heard it said time and time again, out of sight means out of mind. This is not a smart strategy for any business, especially when times are good. A market can change quickly. As Jim Collins says, good is the enemy of great. This is a great statement, but I’d like to add to it as it relates to marketing: ‘Good is the enemy of great, but often times, complacency and short term thinking are the enemy of sustained marketing breakthroughs.’

Let’s look at a real world example of chamber complacency in action. Having worked with hundreds of chambers throughout North America, I’m simply baffled that within many communities, how few real estate agents and automotive sales reps are either non-existent or barely active within their local chamber. In these two highly competitive and crowded markets you’d think these folks would do anything to stand out from the competition and fully leverage the chamber to get an edge. Nope. It’s as if they have no idea the local chamber exists and how it can benefit their business.

2. ACCESS

Unless you’re crazy or like consistent rejection, no one enjoys making cold calls all day long. It’s a painful, tedious process that often wastes far too much time, and mentally drains even the most upbeat and friendly person after a while. When you join a chamber and actively get involved you’d discover meeting prospects who may have an interest or who can refer you to key contacts you’re trying to reach, is a huge benefit of membership. From being on committees, serving as an ambassador, or attending specific events where prospects are likely to be, you’ll find yourself in situations where you can identify and meet decision makers face-to-face, versus making cold calls.

3. ONGOING TRAINING AND EDUCATION

Unless you have the luxury of a training budget or can afford to bring in local, regional or nationally known experts on different topics, trends or key areas of expertise, I firmly believe there is no other organization in America that delivers cutting edge, relevant and timely programs at such an affordable level for business and non-profit leaders as your local or regional chamber of commerce. By spreading costs among fellow members through registration fees and sponsorships, members can stay updated, informed and educated at a bargain price.

4. NETWORKING

From seminars and luncheons, to business expos and various business and community committees, there’s absolutely no excuse for not being able to meet new contacts, referrals and people who can help you with ideas and additional ways to grow your business.

The old adage, out of sight, out of mind, is so true when it relates to networking. The chamber gives you several different venues to meet new people. My entire career I’ve utilized the power of networking in my home chambers, ranging from serving as co-chair of the ambassador league to sponsoring and speaking at different events. The positive outcomes on the bottom line and great people I’ve met who have provided me with their wonderful product, services and ideas, have also been a big plus.

5. LOW COST ADVERTISING OPPORTUNITIES

As far as visibility at the local level, a chamber offers a wide range of affordable advertising options and sponsorship packages for just about every business or non-profit, ranging from newly established firms to existing ones. I’ve bought and sold traditional media and I can tell you it’s not cheap. For the price of a few ads within a major media, you can often sponsor an entire program with the chamber, give a short commercial about your company, meet new prospects and follow up with the list of attendees who may have a need for your offering. This is a wonderful way to hold your marketing dollars accountable and see them working hard right before your eyes.

A common area to get low cost or free advertising is submitting updates or news briefs for possible inclusion within the chamber “Member News” section of the newsletter. (*If you send an email to: tony@mindcapturegroup.com with Subject line: “Chamber News Samples”, he’ll email you a couple of short, sample newsletter submissions to look at). Amazingly, a lot of members do not take advantage of this wonderful FREE marketing opportunity provided with their membership. The chamber is always on the lookout for member related news. I make it a goal to release a small news update or announcement at least every two to three months to my three local chambers I’m a member of, because I know most of the time it will be printed and read by key people in the business community.

6. ADVOCACY

A foolish belief among large companies, especially national retail outlets, is they’re too big or not local enough to care about getting involved or joining their local chamber of commerce. A few things they should think about: Are their employees and customers local? Are taxes and school systems important to finding and retaining a high quality work force? These are key areas the chamber researches, lobbies and routinely discusses with local and regional government units, politicians and the media to keep people up to date on central issues of importance pertaining to their membership and the community.

What happens to your local employees and customers does have an impact on your business, even if you’re a national chain. In addition to missing out on networking, sponsorship and other business building news and benefits, I think it looks incredibly tacky if four or five local businesses are active in the chamber and a national firm in the same market area won’t even join. In my mind this sends an incongruent message to the market when the national company claims to be ‘a good corporate citizen’, but they won’t join and get involved with their local chamber of commerce.

7. MONEY SAVING DISCOUNTS

If you fully leverage the cost of savings discounts ranging from health insurance, office supplies, to workers compensation discount plans your business currently uses or will need, it’s not uncommon for a small business to easily find enough savings in the first 30-60 days upon joining with endorsed providers or member to member discounts, to recoup most, if not all of their membership dues. Being a small business owner, I can attest to the fact being a member of the chamber and shopping around for discounts and services available makes joining achievable for any company, regardless of how limited their marketing budget may be.

Well, there you have it! Seven GREAT reasons to join or get more involved and fully leverage the benefits your home town or regional chamber of commerce can provide your business or organization.” (This article was obtained with permission to reprint from Tony Rubleski.)

The Cutlerville-Gaines Chamber of Commerce offers many opportunities for you and your business to be involved and have your name visible in the community. We would love the opportunity to talk with you, learn about your business, and discuss how you can get the most return out of your membership.

To set up an appointment, inquire about membership, or discuss what we can do for your business, please contact:

Robin Halsted at 890-1378 or by email at info@cutlervillechamber.org.