

i **Belong!**

Getting the Most from Your Membership
Reference Guide



You belong to a vibrant and active business community



IT'S ALL ABOUT YOU!

We need you, to help us, help you.

Throughout this reference guide you will be inspired and encouraged to take advantage of all the benefits to which your membership entitles you. We want to be your partner to help you where we can and make sure you have the information you need.

We encourage you to use your membership to its maximum potential, for networking, connecting, the cost savings programs, the business information, services, marketing and continual learning.

You BELONG with the hundreds of businesses and thousands of like-minded individuals working together to help each other succeed. We can do more by strengthening our collective voice to advocate for change that inspires growth, productivity and prosperity for the whole community.



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www.quintwestchamber.ca

TWITTER: @QWChamber

info@quintwestchamber.ca

INSTAGRAM: qwchamber

613-392-7635

GETTING THE MOST FROM YOUR MEMBERSHIP

STEPS TO MEMBERSHIP SUCCESS

Step 1 - Review Your Membership Booklet

This membership booklet is a valuable resource that contains the information you will need to make your membership work for you. Keeping it nearby with easy access will allow you to review all the benefits and share it with other staff members who may benefit from this information.

Step 2 - Identify What You Hope To Gain From Your Membership

Whether you're looking to build relationships with peers and potential customers, someone to advocate on business issues, delivery of relevant information and stats, develop professionally through educational workshops and programs, raise your profile as a community leader, or utilize discounts that drive dollars to your bottom line, the Chamber is the place for you and your employees to get connected. The Chamber staff are here to help shape your membership into something specifically designed for you and your business.

Step 3 - Include Your Entire Staff In Your Membership

Your membership includes your entire staff, and the more they are involved, the more your membership will blossom. The Chamber offers a variety of events and programs that will benefit individuals in all types of positions within your organization. Visit www.quintewestchamber.ca for chamber events and programs.

Step 4 - Lend Us Your Voice

Be a part of conversations that move business forward through committee opportunities, government affairs and advocacy meetings and community conversations. It could be as simple as filling out a short survey.

Step 5 - Connect With Fellow Members

Make meaningful connections with your business peers and prospects through member events, peer-to-peer round tables and business celebrations. Extend your networking opportunities by attending a "Get Connected" or by joining the Chamber's online communities on Facebook, Twitter and Linked-In.

Step 6 - Use our Directories To Do Business With Chamber Members

Our directories contain a list of Chamber members with main contact information. These companies share your interest in making Quinte West thrive and we encourage you to take a look at their businesses when making purchasing decisions. Check it out at www.quintewestchamber.ca

Step 7 - Make Your Membership Pay For Itself

The Quinte West Chamber offers many cost-saving products and services to help reduce your bottom line. You can save big on website development, office supplies, group insurance and much more.

My chamber was an encouragement and help to me when I first started with my business. When I was ready to expand my business, my chamber connected me via another chamber to a suitable partner in a different region. That relationship is now two years old. Couldn't have happened without the assistance of my local chamber.

*Jason Wryghte
Riverside Music of Trenton*

The Quinte West Chamber helps me stay connected with the community and local business. Also giving me an advantage when it comes to new clients.

*Michael Schuilenberg
MHSbyDesign*



If your company is a member of the Chamber, all of your company's employees can benefit, including access to our Affinity Programs.



Top 5 Reasons Businesses Belong to the Chamber

REFERRALS

Members are always the first to be referred and the Chamber is one of the top resources in Quinte West for those seeking products, services and references on specific businesses.

EXPOSURE

The Chamber staff believes and proudly communicates that its members provide superior customer service and products.

GOOD BUSINESS PRACTICE

Membership extends credibility and implies that you are trustworthy, involved in your community and care about your customers.

IMPACT

Collective voices have a marked effect on the outcomes of public policy.

COST EFFECTIVE MARKETING

Opportunities exist through the Chamber events, programs, web site, sponsorship and in-house publications.

HELPING YOUR BUSINESS GROW!

MAXIMIZE YOUR BENEFITS

Get Involved, Get Your Staff Involved!

In order to maximize your benefits, there are some key points to remember:

Networking

Dozens of opportunities to meet, greet and build those business relationships. People do business with who they know and trust!

Your Advocate

We will take up your battle with government and help direct you to get the information you need. We lobby on behalf of businesses for a better climate to grow our local economy.

Member Discount Privileges

Our collective buying power has created opportunity for small businesses to buy like big businesses. Visa/MC/Debit program, Health Benefits Program, Gas Card program and more coming all the time.

Marketing/Promotion

Use the Chamber for marketing and promoting your business. Expose your business to thousands through our chamber website, sponsorship of events, trade shows and so much more.

Complimentary Learning

Our Chamber E-Learning program is free for our members and their employees. Get access to courses in Marketing and Sales to Finance and Human Resources.

Online Directory

Your membership entitles you to have an online presence as well, where hundreds search each week for services and products they need. Work with the staff to make sure your business profile is up to date!

Keep You Informed

Through our weekly email broadcast and our bi-monthly newsletter, you will be connected to the business community, and what all levels of government are up to. Have your say in our surveys/polls for topics of interest to businesses. Keep an eye on your email for local issues and event announcements.

"Being part of the Quinte West Chamber has given my company invaluable exposure that it would not have had otherwise. Having a profile through their website and online directory along with the printed directory means other businesses can find me."

Most importantly, they've taken a true interest in seeing my business succeed and have done everything they can to provide me with opportunities to raise public awareness of what Prime Focus Productions can do using their social media efforts, events, publications, etc. The Quinte West Chamber has truly been a catalyst in growing my business."

*Joel George
Prime Focus Productions*



Do you want to travel to exotic locations and see the world?

CHAMBER TRAVEL

Trips to China, Spain, Morocco, Iceland & Bali
Discounted Prices available for Chamber members

MAXIMIZE YOUR EXPOSURE

Cost Effective Marketing Ideas

Your business has an incredible story.. Let us tell it for you.

Our print publications, robust social media platforms & networking events are built around telling our Members' unique & diverse stories.

Online Business Directory - Business Profiles

Each member gets a free business profile with their membership and you can add or update it anytime. Add your logo, images, links, videos and more...

We also link your profile to your website and social media. In 2017 there were 38,859 hits to member pages.

If you don't have a website, no worries. The chamber creates an online business profile that we can customize to your business so customers can find you online!

Printed Business Directory

Members get a free enhanced listing in the Quinte West Business Directory so you stand out from the other businesses in Quinte West. This listing has all your contact information plus website and social media too!

Member to Member Discount Program

This program is a great way to get lots of free exposure. All you have to do is offer a special or discount to other Chamber members and we promote the heck out of it!

We print 8,000 member to member discount cards each year to give out to members and their employees, promote it on our website, e-news and social media. So many ways to get noticed and you will also be a supporter of shopping local. It's a win, win!

Chamber Printed Newsletter

As a member you get one FREE ad or insert in the printed newsletter. Additional ads are \$100

Our newsletter goes out to 450 local businesses that is mailed directly to the owner/manager.

Wow! Advertising with the Quinte West Chamber works! We included our new brochure in the latest QWCC newsletter and we've already had a call from a new client! Our thanks to the Chamber for helping to build small busines in Quinte West!

*Penny Olorenshaw
Build Marketing*

Contact Jennifer to book your ad.

We can also help with the artwork if you don't have time to create an ad yourself.

Visitor Centre Display

Our visitor centre/Chamber office get lots of traffic and what a better place to show off your business cards, rack cards or brochures. Just drop off some and we will display them proudly!

Chamber E-News

The Chamber e-news goes out to over 600 local businesses. You can easily spread the word using our resource. If you have a grand opening, open house, fund raiser, anniversary celebrations or community event then we can advertise it for free.

If you are placing an ad then it is \$30 for 2 runs.

What a great economical way to get the word out.

Contact Jennifer at info@quintewestchamber.ca to book your spot.

Event Sponsorship

Partner with the Chamber through a sponsorship investment of programs or events during the year.

Sponsoring events will help your company gain exposure. You can reach the business community through sponsoring luncheons, education sessions, awards nights, golf tournaments or networking events.

If you want to reach out to the entire Quinte West community you could sponsor the Santa Claus Parade, Food & Drink Festival, Boat Cruise or the Home Show.

Just contact events@quintewestchamber.ca to see what sponsorship package may suit your business.

Bay of Quinte Home Show

Take part in the Home show and have over 2500 local residents meet you and see your product/service. Discounted booth rates for Chamber members.

Quinte Business Exchange Magazine

This magazine is done in partnership with postmedia and the regional Chambers of Commerce. We distribute over 20,000 copies regionally. Chamber members get special discounted advertising rates.

Host a Get Connected

What a great opportunity to show off your place of business! We bring the business community to you.

Contact info@quintewestchamber.ca for details.

ADVOCACY

We Have Your Back!

On your behalf we take political action by identifying priorities and developing policy with input from our members. The Chamber maintains open discussions with local city councilors and staff, MPs and MPPs, advocating on issues that increase commerce and economic development in Quinte West.

Government Affairs Committee

This committee identifies issues affecting businesses and develops an advocacy campaign to promote the Chamber position. All members are welcome to join this committee by contacting the Chamber office.

Meet with Elected Officials

Every year we meet with the Mayor and CAO and sit down with MP's , MPP's and Ministers to discuss issues, budgets and legislation.

Canadian Chamber and Ontario Chamber Updates

As part of the largest influential business network in Canada you receive updates on a regular basis on the issues affecting you most.

Chamber Polls and Surveys

These are used to get a clear idea of where our members stand on issues and will influence our advocacy efforts and those of the Ontario Chamber.

Round Table Discussions

Small group meetings to discuss issues that are relevant to the participants with focused outcomes to drive action.

All Candidates Night

The Chamber hosts a public forum to encourage discussion on all issues for the municipal, provincial and federal elections.

Advocacy Day at Queen's Park

One day a year the Chamber network congregates at Queen's Park to meet with Minister's and senior staff to have conversations on Provincial issues.

Canadian and Ontario Chamber Conferences

Annually we join local Chambers to submit resolutions on issues affecting members and seek to have them adopted by the delegates so they can become part of the lobbying efforts of the OCC and CCC.



We offer help to businesses dealing with change by making publications and tool kits available to you.

ie. A Handbook to Help Ontario Businesses Understand and Manage Bill 148.

MAXIMIZE YOUR KNOWLEDGE

Education Opportunities for You and Your Staff

What happens when business owners and employees have the skills they need to succeed?
Greater motivation. Higher productivity. Better results. It's that simple



Chamber E-Learning

The Chamber offers free online courses for you and your employees. Courses are available 24/7 from any computer with an internet connection.

- Participants can print a certificate for all courses completed with a passing grade.
- There are 25 courses included in the Chamber Curriculum covering the following topic areas:
 - o Accounting and Finance
 - o Marketing and Sales
 - o Leadership, Management and Supervision
 - o Customer Service
 - o Quality Management Refresher
 - o Health and Safety for Small Business

Contact Jennifer at info@quintewestchamber.ca to sign up. Please note that any of your employees can also take advantage of these courses free of charge. What a great perk that you can offer your employees.

Quinte Business Week

Quinte Business Week is a full week packed with workshops and seminars that are relevant to our local businesses. Listen, learn and share. All workshops and seminars are free for you and your employees during this week.

Workshops, Seminars & Webinars

Throughout the year the Chamber hosts various workshops and seminars that are valuable to different businesses and sectors. The Chamber also works closely with Trenval, Small Business Centre and QEDC so we make sure you are aware of any business workshops available in our community. Webinars from various organizations are made available to you through shared links.

Weekly E-News

BE IN THE KNOW video series runs weekly. This short video (less than 1 minute) updates you on current business information to keep you in the know! The enews also offers federal, provincial and local information to make sure you know what is going on.

DID YOU
KNOW



The Quinte West Chamber had **99,476** search hits through our online directory in 2017

MAXIMIZE YOUR NETWORKING

Plan to Attend!

"We facilitate commerce by building ties within the membership and hosting regular networking events. We are natural connectors looking to help you find the right lead"

Get Connected

Get Connected is a business after 5 networking event offered by the Chamber. This monthly get-together is an excellent opportunity for members to meet one another and build business relationships. The Get Connected events are free of charge. Check out our website or e-news for the next one to attend!

State of the City Luncheon

This is a great opportunity to connect with your local business community. You never know who you will meet at your table over lunch! You also get informed on what is happening in Quinte West for the upcoming year.

President's Dinner & AGM

Held every year in the spring, this event is a wonderful night out with other local businessmen and businesswomen. It's a night of celebration and lots of opportunity to mingle and meet new people.

QBAA

The Quinte Business Achievement Awards are held every year at the end of Business Week. This is a well attended event that celebrates and awards successful businesses from around the Quinte region.

This event offers high visibility within the business community for all involved.

Quinte Business Week

During Quinte Business Week the Quinte regional Chambers host a Mega Mingle. This event offers businesses the chance to meet business people from Belleville, Quinte West, Prince Edward County and Brighton. Great opportunity to expand your network. This event is FREE for you and your employees to attend.

Breakfast and Luncheon Meetings

During the year the Chamber hosts breakfast and luncheon meetings regarding business topics that are relevant to our members.

Meet like minded individuals while learning a thing or two!

Chamber Golf Classic

Fun way to make business contacts! Enjoy a day out on the greens and grow your network. Tournament takes place the end of May each year.

Quinte Young Professional Group

The Quinte Young Professionals (QYP) are a group of young professionals under 35. The group meets a few times a year to network with their peers, develop mentor-ship connections and give back to the community. Great way to meet more young professionals that are right here in Quinte West.

Everyone needs a little reminder especially when you are "on the go" all the time.

The Quinte West Chamber is thrilled to offer you an exciting new way to receive updates and reminders from us - right to your cell phone.



To subscribe pick up your phone now and TEXT the word **COC** TO 613-707-7387 and follow the prompts to subscribe!

Working the POND

The toughest part of networking is making sure you don't go to an event and stand in the corner with the same dude yakking, you need to move around. That being said, it's not a competition to just collect business cards, it's about using the limited time wisely.

We are not just looking to sell vacuums, or maybe we are, but it is not a vacuum your selling, it's a solution to the "dirty carpet" problem your selling. You see folks, don't go to a networking function looking to make a sale, go looking to help someone solve a problem. You know, you might just have the perfect solution to their problem, and that folks, is a sale!

MAXIMIZE YOUR SAVINGS

Affinity Programs & Savings

More details and sign up instructions on our website www.quintewestchamber.ca/discounts-savings



Chambers of Commerce Group Insurance Plan

You take care of your business. Let us take care of you, your family and your employees. The Chamber Group Insurance Plan accepts businesses with as little as one employee and includes free legal and HR services. Canada's largest group benefit program for small business, currently serving over 31,000 firms.



First Data

Save money when accepting credit/debit cards. Members receive exclusive preferred pricing on terminals and electronic processing for credit, debit and electronic cheques.



UPS

Put logistics to work for you. Take advantage of exclusive discounts on UPS Small Package shipments, Brokerage and Freight shipments. Whether you send one package a week or 50, you save right from the start. No minimums. No hassle.



Purolator

Enjoy discounts up to 30% on Purolator Express and Purolator Ground services.



Chamber E-Learning

From Health & Safety training to Accounting & Finance training, the Chamber eLearning Centre has online courses available 24/7. Sharpen the skills you and your employees need to thrive as a team.



Magnet

Join a leading-edge program designed to connect employers with qualified and promising job-seekers. Create a profile and search for talented prospective employees in Quinte West.



Evolve

Receive discounts on Audio Conferencing, Web Collaboration, and Webinar Services. Learn how these tools can enhance your experience in an evolving business landscape.



Grand and Toy

Save up to 85% off on over 7,500 office products. From office supplies to furniture and technology, ordering through Grand and Toy will provide quality and substantial savings on the products you need.



Constant Contact

Constant Contact is a great online communication marketing tool including :Email marketing, social campaigns, event marketing & online survey. Save 25%



Esso

Gives you tremendous reporting tools, loyalty rewards and fuel rebates of 3.5 cents per litre.

MAXIMIZE YOUR RESOURCES

Let Us Help You!



A Chambers Plan can help you keep and attract the **best employees**

Today, employees expect group insurance benefits.

By providing your employees with affordable, flexible insurance options, unbeatable guarantees, and value-added benefits, you can attract and keep the best employees. Join 30,000 Canadian companies enjoying the Plan's financial strength, stable rates, and personal attention.



Brochures - Visitor Centre

The Visitor Centre brochure display racks are a great opportunity for Chamber Members to get the word out about their business. Visitors and local residents take the brochures for further reference as required and your business will also receive preferred referrals when visitors/members inquire about products or services pertaining to your business.

Boardroom Rentals

The boardroom is available to Members only at no charge. The room can accommodate up to 14 people and comes with a screen and projector.

Chamber Perks (Member to Member Discounts)

Shopping locally just got more exciting! Take advantage of chamber exclusive deals brought to you by fellow members. For a complete listing of Member to Member Discounts check www.quintwestchamber.ca.

Ribbon Cutting/Grand Openings

A ribbon cutting is the ceremonial opening of a brand new or newly-renovated/relocated business that has opened within the last 12 months. It can inaugurate a business's first day of business or it can take place weeks after the business's soft opening.

We arrange the Mayor, Council and media to come and we write the press release for you!

Weekly E-News

Do you have some important news you would like to pass on to other local businesses or the community? We can help get the word out through our weekly e-news and social media. If it is a grand opening/open house, anniversary celebration, fundraiser or community event we would love to spread the word!

Certificates of Origin

If your organization exports goods to foreign countries, we are able to sign and seal Certificates of Origin. For exporting purposes, the chamber has this essential service free for our members.



Book your off-site meeting Today!

Free for Members!

The Chamber boardroom can accommodate up to 14 people.

Includes screen and projector
Contact 613-392-7635 to reserve the room

