



Secrets To Your Chamber Success Member Guide





Secrets To Your Chamber Success

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The Chamber...What Is It?

Our Mission: To Promote and Serve Business and Community.

Who We Are: We are a 501 (c) (6) not-for-profit business organization chartered in the State of Florida. We have a Board of Directors consisting of up to 25 Board Members and 10 Trustees who are the policy makers for the organization. We have a staff of 9 professionals and hundreds of volunteers. The Chamber exists due the investments of the time, treasure and talents of our 750 members and our strategic partners.

The Chamber's major functions...

- We are a business organization that provides support, communication, networking and business training opportunities to our members
- We operate two Welcome Centers that greet more than 35,000 annual visitors and maintain a website with more than 1,500,000 annual visitors
- We manage one of the finest Leadership programs in the State of Florida, starting with Jr. Leadership, Leadership Cape Coral, Advanced Leadership, the Community Trustee program and Leadership Alumni
- We are advocates for business with local and state government
- We organize several special events like the Cape Coral Farmers Market, Surfside Sunset Market, Holiday Festival of Lights and the Excellence in Education Awards. We do this through the generosity of our members and the business community
- We support the symbiotic relationship between business and community as both are equally dependent on each other for their success. This is how we see it!

Voice of Business

At the center of Cape Coral's business community is the Chamber of Commerce of Cape Coral ringing local businesses together in a single voice to support excellence and quality to help enhance our members and our city's economic prosperity.

Activate and engage

The Chamber of Commerce of Cape Coral will engage and respond to the needs of our members and our community, adding qualitative and quantitative value to the health and vibrancy of our community.

Leadership

Commanding a leadership role the Chamber of Commerce of Cape Coral will be regarded as the leader of business in our community, shaping policy, initiating collaborative partnerships and acting as the champions of prosperity. We will lead with vision, inspiration and enthusiasm.

Unity

We will work together with our members to develop and implement networking, marketing and business strategies for the 21 Century. We will deliver programs and represent business with the highest levels of confidence and value.

Education and Innovation

We will embrace innovative solutions for the enhancement of our services and, through continuous education for our members; we will advance the intellectual capabilities of our business community.

Get In & Get Busy & Have Fun!

Membership Advantages

Visibility

With two Welcome Centers, a highly trained information fulfillment staff, a very popular website and consumer media partnerships, Cape Chamber members enjoy above average consumer visibility and far more marketing reach than most could accomplish on their own.

Credibility

A long history of service to businesses and consumers alike has given the Chamber of Commerce of Cape Coral a solid reputation. The "Chamber" is a universally respected and trusted organization. As a Chamber member you have a share in that integrity.

Advocacy

The Chamber acts as proponent and defender, representing the best interest of its membership in matters of importance at the local, state and federal levels. With diligent research and knowledgeable representation, the Chamber can take fair and balanced positions for the betterment of the community. As a member, the Chamber can become your voice in important issues affecting your business.

Networking

No one can question the value of face to face networking in building business. The Cape Chamber is unquestionably one of the most active networking groups in the region. With a number of networking activities from Business Card Exchanges to Luncheons, Business After Hours, Ribbon Cuttings events and more, Chamber members have the opportunity to meet literally hundreds of prospects each month.

Events

Community events are vital. They bring business that can be measured in traffic and cash, visibility for both the community and its merchants, and they create the experiences that make people want to come back. The Cape Chamber organizes several of the most popular events in SW Florida, bringing tens of thousands of patrons to the city. Chamber members have the opportunity to be at the center of these spectacular events.

Education

The Cape Chamber supports a variety of seminars, leadership programs and education opportunities on topics such as marketing, HR, finances, loss prevention, and customer service. Chamber members gain valuable knowledge focused on growing a solid business.

Community

A business's sense of community speaks very strongly to consumers. There is not a business organization with a stronger tie to the community than that of the Cape Chamber. Member businesses get to participate in and foster that sense of community, which speaks not only strongly but well of those members.

Resources

At the core of the Cape Chamber is a team of capable staff members and dedicated volunteers. At its foundation is a Board of Directors that includes some of the most successful businesspeople, entrepreneurs, marketing experts and community leaders in the state. As a Cape Chamber member, you have all these resources at work for you every day.

Partnerships

The Chamber works diligently to develop beneficial partnerships with other important organizations. Among these are the City of Cape Coral, The Small Business Development Center, Florida Gulf Coast University, Keiser University, The Cape Coral Community Foundation, The Lee County Visitors and Convention Bureau, Cape Coral Construction Industry Association, Cape Coral Association of Realtors, Cape Coral Council For Progress and regional media outlets such as The News-Press, FOX -4, The Cape Coral Breeze and Wink. Every Chamber member benefits greatly from these partnership efforts.

Opportunities

Within the scope of the Chamber activities are many opportunities for promotion, sponsorship visibility, relationship building, personal development and business advancement. "Get In and Get Busy" isn't just a slogan – it's a proven success builder.

Mentors

The Chamber Mentor Program provides each new Chamber member with a personal guide. Mentors are volunteer Chamber members and fellow businesspeople. They are very active members and well versed in successfully using the many services and features of the Chamber. Your assigned Mentor will help you get a fast start on the road to business growth through your Chamber membership.

Profitability

The goal of any business is profitability. Virtually every function of the Chamber is focused on the profitability, stability and growth of its members. The Chamber is a powerful partner concerned with your success. Even though chamber membership is a very small expenditure, it's an invaluable business asset and an important tool for profitability.

Leadership Programs

Junior Leadership

Junior Leadership Cape Coral is a proactive program for high school juniors who reside in the City of Cape Coral. This program is based on the very successful Leadership Cape Coral program. The program is designed to provide supplemental learning possibilities to students interested in achieving leadership skills before leaving high school. They prepare for their future by learning about their local community. This is done in an eight-week program filled with forums, specialized tours and education by local business leaders. For more information, please call Claudia St. Onge, Business Manager at (239)549-6900 ext. 101. cso@capecoralchamber.com or Melanie Lempke, Administrative Generalist at ext. 102 melanie@capecoralchamber.com

Leadership Cape Coral

Leadership Cape Coral is a proactive 13-week series of forums, seminars, and field trips that have been custom designed to explore the many challenges and opportunities facing the community leaders of tomorrow. Under the direction of the Chamber of Commerce of Cape Coral, Leadership Cape Coral has been designed to annually develop a pool of leaders who share a common knowledge and vision for the city. The program begins with a kick-off retreat, and then runs for twelve weeks culminating with a gala graduation celebration. For more information contact Donna Germain, Communications Director at (239)549-6900 ext 107. donna@capecoralchamber.com

Advanced Leadership Cape Coral

Imagine a program designed to help your decision-making processes and helps you deal with your workplace conflict. Could you use help with visioning for your organization? Advanced Leadership Cape Coral is a seven-week program designed to enhance the leadership skills of its participants allowing them to be more successful both personally and professionally. This is done through personal evaluations, interactive group discussions and the distribution of cutting edge leadership information. For more information contact Mike Quaintance, President at (239) 549-6900 ext 106. q2u2@capecoralchamber.com

Leadership Alumni

Leadership Alumni is a proactive program made up of Leadership Cape Coral Graduates that support the other leadership programs and programs in the community. These leadership graduates band together to support causes and needs in the community. They are responsible for making sure that the gift of Leadership is passed along. For more information contact Donna Germain, Communications Director at (239)549-6900 ext 107. donna@capecoralchamber.com

Chamber Committees

Membership Development Committee

This committee focuses on member recruitment and retention. It is responsible for planning and implementing programs that make Chamber membership attractive and get members involved. This committee includes ambassadors and mentors who participate in many networking and relationship building venues throughout the year to welcome new members and teach them about the Chamber.

Within this committee there are Mentors. The purpose of this program is to welcome and educate our new members on the Chamber and to make sure they feel comfortable at functions by knowing someone ahead of time. This is a great lead resource. We encourage new members to become involved in a committee or Chamber program of their choice.

Become an Ambassador in our Membership Development Committee to welcome new members and attend ribbon cuttings and ground-breaking ceremonies. Network and receive leads for new business opportunities. Ambassadors also meet and greet new members at General Membership Meetings and other Networking Events. The Ambassador is the heart and goodwill of the Chamber. For more information contact Donna Germain, Communications Director, (239) 549-6900 ext 107, donna@capecoralchamber.com.

Government Affairs Committee

This committee meets monthly to listen to issues facing our local government and how they may affect business. Resolutions from these monthly meetings are passed to the Chamber Board of Directors for their approval and then issued to the proper governmental body. This committee implements the Cape Coral Voice website through the US Chamber of Commerce on behalf of the Chamber. www.CapeCoralVoice.com simplifies grass roots campaign efforts at the local, state and federal levels. The website can help connect supporters with their elected officials and track campaign progress with real-time activity reports. The also committee participates in the annual "Lee County Days in Tallahassee" and hosts the annual Candidates Hobnob and Candidates Forum for the Chamber. For more information, contact Mike Quaintance, President at (239) 549-6900 ext. 106. q2u2@capecoralchamber.com

Education Committee

The goal of the Chamber of Commerce Education Committee is to assist our local students, teachers and schools as they prepare for the future. We accomplish this by raising funds, providing needed supplies, recognizing achievements and connecting member businesses with local schools. The Education Committee strives to help provide a well-rounded, prepared work force for our local businesses in the near future. The committee consists of local business leaders who are also committed to quality education for our children. Meetings are held the fourth Wednesday of every month at 8:30 am. The group is always in need of enthusiastic chamber members to serve on this committee. If you are interested in joining, please call Claudia St.Onge, Business Manager at (239) 549- 6900 ext. 101. cso@capecoralchamber.com

Chamber Marketing & Networking

Chamber Trends Monthly Magazine

Advertising in Monthly Digital Chamber Trend Magazine/Weekly E-Newsletter. Reach more than 6000 people in the business community. The Digital Chamber Trends Monthly Magazine keeps our members informed of monthly activities and happenings throughout the community. The Chamber Trends Weekly E-newsletter also reaches 6000 Chamber Members each week. For more information on advertising please call Communications Director, Donna Germain at (239) 549-6900 ext. 107. donna@capecoralchamber.com

Publicized Ribbon Cuttings

Benefit from having your business exposed to the community with a Ribbon Cutting Ceremony. Your picture will appear in the Chamber Trends Magazine, The News-Press and on CapeCoral.com. For more information contact Donna Germain, Communications Director, (239) 549-6900 ext 107, donna@capecoralchamber.com.

General Membership Meeting and Sponsorship opportunities

These membership meetings occur on the second Wednesday of every month. This is your chance to network with the Board of Directors, staff and 150-200 Chamber members. Please make reservations at (239) 549-6900 ext 300. Lunch Sponsorships are available for \$350.00. Lunch sponsors speak for 5 minutes to the audience and include their marketing materials on guest tables. Include your company name on the cover of the Digital Chamber Trends Monthly Magazine. Your logo will also appear on printed agenda. Trade show table sponsors can distribute brochures and marketing materials at their table for \$100. For New Members only, bring your company brochures/business cards to be displayed on a table near the check-in table. For sponsorship and trade show table information, contact Mike Quaintance, President at (239) 549-6900 ext 106. q2u2@capecoralchamber.com

Business After Hours

Join your fellow Chamber members the third Thursday of the month, 5:30 p.m. to 7:30 p.m., and enjoy the opportunity to network with 150 plus members. We always have networking activities, great giveaways and sponsorship opportunities to expose your business. Business After-Hours host's fee is \$500.00 and ample space, parking, appetizers and beverages must be provided. For more information, contact Melanie Lempke at (239) 549-6900 ext 109. melanie@capecoralchamber.com

Get In & Get Busy & Have Fun!

Business Card Exchange

For the early birds, designed for those who cannot get away midday, 7:30 a.m. to 8:15 a.m. is your time to meet many members of the Chamber or host this morning event. You will find members passionate about networking the first and third Tuesdays of each month. For \$150 sponsorship information please contact Melanie Lempke, at (239) 549-6900 ext 109 or melanie@capecoralchamber.com

Welcome Center Lobby Advertising

Imagine an advertising vehicle that lasts all year long and is on display everyday. The back-lit advertising displays make thousands of impressions and create excitement for visitors and new residents. The Chamber's Welcome Centers currently have more than 35,000 people coming through their doors annually. Advertise in our Coupon Center as many visitors are looking for things to do, places to eat, homes to buy and businesses to patronize. Featuring your business in our Welcome Centers will give instant credibility to your business. This full color advertisement can fit any budget and we will place your brochure prominently next to your display. For more information contact Bill Johnson, Jr, at (239) 549-6900 ext. 103. bill@capecoralchamber.com

Membership Directory

Every new member receives one complimentary up-to-date membership directory. These lists can be used as buying sources for your business or as a tool to communicate your products to other members. Membership lists are also available on disk or in label form for a fee. Advertising space is also available in this directory. For more information contact Donna Germain, Communications Director at (239) 549-6900 ext. 107. donna@capecoralchamber.com

Stuff It/Leads Program

The Stuff -It/Leads Program is a marketing program where businesses can have their brochures and fliers inserted into relocation and visitor packets given out daily at both Chamber Welcome Centers. The packets are also mailed upon request to visitors and future residents of Cape Coral. We are currently distributing more than 3,000 packets throughout the year. The requests are usually filled within 48 hours. As a participant in this program, you will also receive a weekly contact list of the people who purchased the relocation packets Online or by phone. If you are interested in participating in the Stuff -It/Leads Program, please call Communications Director, Donna Germain at (239) 549-6900 ext. 107. donna@capecoralchamber.com

www.CapeCoralChamber.com

Expose your business to over 15,000 visitors per month on the Chamber's website. Imagine having anyone in the world with a computer finding out about your business. Included in your Chamber membership is an opportunity to place a 60-word paragraph about your business, your e-mail address and a hyperlink to your website on the Chamber's website. Your membership also offers you the opportunity to track referrals and for you to place Help Wanted ads and review Posted Resumes. Banner advertising is also available as the Internet continues to grow and become a larger tool in search for businesses and local information. For more information on the Chamber website contact Stephanie Roberson, Technology Director at (239) 699-8442. stephanie@capecoralchamber.com

FREE Chamber Coupons

Chamber members may post discount certificates for members or the general public on the chamber website at no cost. For more information, contact Stephanie Roberson, Technology Director at (239) 699-8442. stephanie@capecoralchamber.com

The News-Press Discounted Advertising Offer

The News-Press has a generous discounted advertising or subscription offer included in your orientation package. This is a great way to introduce you business to the community. For more information call Donna Germain at (239) 549-6900 ext. 107. donna@capecoralchamber.com

Special Events

Holiday Festival of Lights

This event kicks-off Cape Coral's Holiday season and turns downtown Cape Coral into a winter wonderland. The City's official tree lighting ceremony kicks off the event. Santa also pays a visit from the North Pole bringing something rarely seen in SW Florida, SNOW!!!! Kids can also have their picture taken with Santa. A children's amusement area, performances and music by local schools and organizations top off the entertainment. The event includes the annual Holiday Basket Auction where local businesses and organizations decorate and donate wreaths to be included in the auction with all proceeds donated to a scholarships for local high school students. This event is a great opportunity for marketing and networking with people who are filling those holiday shopping lists. Contact Amanda Brunson, Special Events Coordinator at (239) 549-6900 ext 111 or amanda@capecoralchamber.com

Taste of the Cape

The Chamber of Commerce of Cape Coral's Education Committee and Gulf Coast Symphony partnered to expand on the already successful "Symphony at Sunset" that has been held at Four Freedoms Park for the past 5 years. Restaurants from around the city offer a sampling of their menu while the Gulf Coast Symphony performs. This is a major cultural event for the City and supports the educational endeavors of the Chamber of Commerce of Cape Coral Education Committee and Gulf Coast Symphony, so we may provide scholarships and musical outreach in our schools. For more information, contact Melanie Lempke at (239) 549-6900 ext 109. melanie@capecoralchamber.com

Excellence In Education Awards Banquet

Annual events include a fund raiser for scholarship monies and the prestigious Excellence in Education Awards Banquet. This annual event honors one educator and one student from each of our local schools. Each honoree is presented a plaque and gifts provided by local businesses. Scholarships are awarded to some of our community's finest high school seniors. Family members are invited to accompany the recipients as local business leaders, school district officials and area government officials honor them for their achievements. Please call Claudia St. Onge, Business Manager at (239) 549-6900 ext 101. cso@capecoralchamber.com

Principals Luncheon

Annually during one of the General Membership Luncheon we bring the principals together with the business community to network and identify needs and challenges facing our schools. For more information please call Claudia St. Onge, Business Manager at (239) 549-6900 ext. 101. cso@capecoralchamber.com

Cape Coral Farmers' Market and Surfside Sunset Market

The Cape Coral Community Markets offer fresh fruits & veggies, baked goods, seafood, native plants, hand-crafted items, antiques, fresh herbs and much, much more. The Cape Coral Farmers' Market runs every Saturday from October-May, 8 a.m. to 1p.m. at Club Square along with the Antique and Craft Market on the first and third Saturday. The Surfside Sunset Market run every Tuesday from 3:00 p.m. - 8:00 p.m. For more information, contact Claudia St. Onge at (239) 549-6900 ext 101 or cso@capecoralchamber.com.

Get In & Get Busy & Have Fun!

Chamber Welcome Center

Chamber Welcome Center Member Brochures & Business Cards

Welcome Center Lobby's, we have two, one at the foot of the Cape Coral Bridge and one located in FOS Furniture at the intersection of Del Prado and Pine Island Rd. You can place a tri-fold brochure or a business card at these locations to promote your business to the 35,000 annual visitors. For more information call Melanie Lempke, Administrative Generalist at (239) 549-6900 ext 109. melanie@capecoralchamber.com

Lobby Volunteer

Lobby Volunteers greet the 35,000 annual visitors and welcome them to our community. These volunteers work one 4 hour shift per week aiding our visitors with their information request. For more information call Melanie Lempke, Administrative Generalist at (239) 549-6900 ext 109. melanie@capecoralchamber.com

Member Information

As your contact information or company representatives change we encourage you to update that information with us. While we try to update your information on an annual basis your assistance would help us make sure we are communicating properly with you and your representatives. To modify your information please call Claudia St. Onge, Business Manager at (239) 549-6900 ext. 101. cso@capecoralchamber.com

New Member Checklist

Welcome to the Chamber of Commerce of Cape Coral. This checklist is to assist you in your success and return on investment as a new stakeholder in the Chamber. If you have any questions please contact one of the Chamber Team members below.

- o Scheduled Ribbon Cutting for photo opportunity in the Chamber E-Trends (11,000 subscribers) and The News-Press (40,000 subscribers) - Contact Donna Germain
- o Placed Tri-fold brochures or business cards at Welcome Centers, 2051 Cape Coral Parkway E, and FOS Furniture - Contact Melanie Lempke
- o Posted 60-word business description for Internet and The News Press Ribbon Cutting photo - Contact Stephanie Roberson
- o Provided the Chamber with website address to drive more traffic to your website - Contact Stephanie Roberson
- o Obtained my Chamber mentor - Contact Donna Germain
- o Attended a New Member Orientation - Contact Donna Germain
- o Attended a monthly Business After Hours (third Thursday of every month) - Check out Chamber Events at www.capecoralchamber.com
- o Attended an A.M. Business Card Exchange (first Tuesday of every month) Check out Chamber Events at www.capecoralchamber.com
- o Signed up for discounted advertising offer with The News-Press - For assistance call (239) 335-0315
- o Signed up for my User ID and Password to access and manage my profile online on the Chamber website - Contact Stephanie Roberson

Mike Quaintance, President (239) 549-6900 ext. 106, q2u2@capecoralchamber.com

Donna Germain, Communications Director (239) 549-6900 ext. 107, donna@capecoralchamber.com

Bill Johnson, Jr., Membership Sales Director (239) 549-6900 ext. 103, bill@capecoralchamber.com

Claudia St. Onge, Business Manager (239) 549-6900 ext. 101, cso@capecoralchamber.com

Stephanie Roberson, Technology Director (239) 699-8442, stephanie@capecoralchamber.com

Melanie Lempke, Administrative Generalist (239) 549-6900 ext 109, melanie@capecoralchamber.com

Amanda Brunson, Special Events Assistant (239) 549-6900, ext. 111, amanda@capecoralchamber.com

Annette Siner, Membership Sales (239) 850-0208, annette@capecoralchamber.com

Chamber Website: WWW.CAPECORALCHAMBER.COM



Annual Advertising & Event Planning Calendar

Marketing Opportunities

Business After Hours

- Host Sponsor

Membership Luncheons

- Presenting Sponsor
- Table Sponsor

Business Card Exchange

- Host Sponsor

Chamber Lobby

- Advertising
- Volunteer
- Member Monday

Chamber Website

- Advertising

Chamber Trends Magazine

- Advertising

Weekly Chamber Trends E-Newsletter

- Advertising

Business Spotlight E-mail

- Advertising

Annual Chamber Trends

- Advertising

Relocation Leads Program

- Annual Subscription

ANNUAL: Leadership Cape Coral

- Sponsorship
- Participant (Applications due in July)

ANNUAL: Surfside Sunset Market

- Sponsorship
- Vendor

QUARTERLY: Women's Power Networking

- Sponsorship
- Participant

JAN: Chairman's Gala

- Sponsorship
- Attendee

JAN: Advanced Leadership

- Sponsorship
- Participant

FEB: Men's Power Networking

- Sponsorship
- Participant

MAR: Taste of the Cape

- Sponsorship
- Participant

APR: Education Awards

- Sponsorship
- Attend

MAY: Golf Tournament

- Sponsorship
- Participant

JULY: Freedom 5K

- Sponsorship
- Participant

AUG: Candidates Hobnob

- Sponsorship

AUG: Women's Leadership Conference

- Sponsorship
- Participant

SEP: Dine & Dash

- Sponsorship
- Participant

OCT: Candidates Forum

- Sponsorship

OCT: Cape Coral Farmers' Market

- Sponsorship
- Vendor

NOV: Leadership Graduation

- Sponsorship
- Attendee

NOV: Jr. Leadership

- Sponsorship

DEC: Holiday Festival of Lights

- Title Sponsor
- Event Sponsor
- Vendor



CHECK



The opportunities you are interested in learning more about and fax this form to (239) 549-9609. For the most up to date information, visit

Company: _____ Representative: _____

Email: _____

Phone: _____ Fax: _____



Chamber of Commerce of Cape Coral

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