

BENEFITS

Being a member of the Chamber is more than a sticker on your front door. You will have access to many members-only events, networking opportunities, and trade shows. Not to mention a role in decision-making at the local, and even state level. As with any member-based organization, we're only as strong as our participating members. So make good use of your membership. You get out of it what you put into it—and we hope a lot more. Below is a quick look at your Chamber Benefits. Be sure to ask staff for detailed information.



MEMBERS-ONLY NETWORKING

BUSINESS AFTER HOURS

Attend these popular networking events hosted by members that want to showcase their business. Food, networking, and door prizes are all part of the mix.

BUSINESSNOW

A networking event that has a flexible structure to accommodate our members' busy schedules. Members can now host a BusinessNOW event during business hours, Mon.-Fri., 8 a.m to 5 p.m.

CHAMBERNET

Want to be a part of a lead sharing group? ChamberNet meets the second and fourth Thursdays of each month. The objective is to build strong partnerships with participating member businesses and provide consumer referrals.

MEMBERS-ONLY EVENTS

CELEBRATION OF EXCELLENCE

Our annual dinner showcases not only what we do as a Chamber, but also all the important things our members do for us! Committees and volunteers are highlighted, as well as outstanding businesses.

EVERYTHING EXPO

It's the end of the winter in Minnesota, and everyone is itching to get ready for summer. Participate in the area's largest indoor trade show that's held each spring and showcases everything you want, all in one place.

GOLF TOURNAMENT

Held in August, our Annual Golf Tournament is a premier event that always attracts a crowd. Become a sponsor or get a team together. This exclusive event is also great for networking.

BUSINESS HOLIDAY EXTRAVAGANZA

Pair wonderful food and ambiance with outstanding member services, and you get the meet, greet, and eat event of the year! Become a vendor and share your services with hundreds of potential customers. Held in early December, it's a great kickoff to the holiday season.

SPORTING CLAYS SUMMER FLING

Do you enjoy shooting clays or just love to be outdoors? Then this event is for you. Be a sponsor or a participant, either way it will be a

blast! Held in June, the weather is sure to be Minnesota nice.

LEGISLATIVE PRIORITIES DINNER

The Chamber reserves at least one table for 10 people to attend the Minnesota Chamber's annual dinner at the start of the legislative session. Area legislators are invited to join business representatives, where the dialogue is always lively and informative.

BUSINESS DAY AT THE CAPITOL

Member representatives are welcome to join business people from throughout the state to discuss issues, receive updates from legislative leaders, and then head to the Capitol to meet with area legislators.

EGGS AND ISSUES

Food and politics. A great match! State legislators representing the Brainerd Lakes region share opening comments, and have a panel discussion during this breakfast meeting.

VARIOUS COMMUNITY EVENTS

Brainerd Lakes, Crosslake, and Pequot Lakes have numerous community events year-round. Contact your local Chamber office to be involved with events such as WinterFest, Crosslake Days, Taste of Pequot, Beanhole Days, and more.

MEMBERS-ONLY MARKETING

VISITORS GUIDE

Our most robust tourism marketing piece gets your business in the hands of thousands. We offer many advertising options in this effective marketing tool that is printed and distributed across the state and online.

LAKES PROUD

This opt-in campaign encourages businesses and consumers to 'pause before they purchase'. Doing so could boost our local economy by \$60 million each year. Support communities you care about. Support businesses you believe in.

DIGITAL MEDIA/WEBSITE

With hundreds of thousands of visitors each year, your message will be front and center in web searches on our website. From lodging to restaurants, marketing your business with this advertising tool will prove valuable. You will also receive a listing in our online business directory, and are encouraged to post job listings.

WELCOME CENTER DISPLAYS

Distribute your business literature - completely **free** of charge - at our three welcome center locations. The Welcome Center on Hwy 371 also has space for sale in their glass-enclosed cases - seen by over 140,000 visitors each year!

E-NEWSLETTERS

Our member-to-member e-newsletter, Swell, gives you an economical way to advertise your event or special promotion to a qualified base of recipients. Use this vehicle to enhance your marketing.

CHAMBER BUCKS PROGRAM

Gift checks redeemable at member businesses that promote local buying. Become a participating member, or treat employees to a reward. Chamber Bucks are as good as cash!

ADVERTISEES

Promote your business via walking billboards—Chamber staff in custom t-shirts. Get noticed by thousands of visitors during the Lakes Area's busy summer (and winter!) months.

DIRECT MAIL

Use the Chamber's bulk mail permit to access lower postage costs and avoid paying fees for your own bulk permit. Plus, the ability to rent lists of Chamber businesses for your marketing purposes.

WORKPLACE DEVELOPMENT

BLUE OX BUSINESS ACADEMY

Strong businesses are what we are all about—and training the workforce is key to that mission. Participate in one of our training programs or make suggestions. We encourage and welcome member ideas to grow the workplace. More information at: BlueOxAcademy.com

BRIDGES CAREER ACADEMIES & WORKPLACE CONNECTION

Established in 2007, Bridges links K-12 and post-secondary education institutions, employers, and local communities to prepare the next generation of students for the demands of our regions employers. More information at: BridgesConnection.org