

# What can the Chamber do for you in 2004?

**1** *"Salem is fortunate to have such a strong Chamber of Commerce that offers so many services."*  
**Therese Misner  
Smith Barney**

## More Business

By phone, walk-in, email and Internet, the Salem Chamber gives thousands of referrals each month. As a member, you will directly benefit from these new customers. You may be surprised how many consumers look for the Chamber plaque and window decals as a sign that you are a reputable member of the community.

**read more in the 2003-04 directory:**  
member services, p 17  
publications, p 21  
web site, p 22  
advertising, p 22  
buyer's guide, p 44

**2** *"Without hesitation, we would recommend joining the Chamber as one of the smartest things you can do for your business."*  
**Jim & Linda Smith  
The Janco Saver**

## Better Connections

Chamber Members have a better connection to the Salem community because they are connected to each other. After all, you can't count on advertising alone to give your business adequate community relations. Your circle of influence is 1250 businesses larger as a member of the Salem Area Chamber of Commerce.

**read more in the 2003-04 directory:**  
board of directors, pp 6-7  
committee chairs, p 8  
special events, p 11  
ambassadors, p 17  
networking meetings, p 18

**3** *"The name recognition and exposure I have received have been priceless."*  
**Benje Orozco  
Legacy Real Estate**

## Extra Exposure

Exposure comes naturally when you are a member of the Salem Chamber. Take full advantage of free publicity most businesses cannot afford. Exclusive features like ribbon cutting ceremonies, hosting a networking meeting, and press releases in *Business News* about your company are examples of the exposure you'll enjoy.

**read more in the 2003-04 directory:**  
chamber gems, pp 12-14  
greeters, p 20  
ribbon cuttings, p 21  
*Business News*, p 22

**4** *"The Chamber keeps me informed on issues that make a difference for my company. My chamber membership is vital to my small business."*  
**Trudy McKinnell  
PageWorks Graphic Design**

## Timely Information

You don't have time to research all the issues and trends that will affect your business in 2004. Your Chamber membership gives you the freedom to focus on your business while we work with local governments to protect your interests. You'll be alerted to issues and initiatives that deserve your attention so you won't miss a chance to be heard on decisions affecting your quality of life.

**read more in the 2003-04 directory:**  
chamber role in gov't, p 11  
forum series, p 18  
workshops, p 18  
publications, pp 21-22  
web site, p 22

### OUR MISSION:

*To serve as your business and community advocate and work to keep Salem a great place where business can prosper and families can live, work, play and shop.*



**Your Business and Community Advocate**

1110 Commercial Street NE, Salem, Oregon 97301  
Tel 503-581-1466 Fax 503-581-0972 [join@salemchamber.org](mailto:join@salemchamber.org)

[www.salemchamber.org](http://www.salemchamber.org)

### Not a member? Take the next step!

Read more about membership or join online at [salemchamber.org](http://salemchamber.org).

For a personal consultation of member services for your business, call 503-581-1466, ext. 305.



# If you're doing business in Salem, we're working for you!

## Core Benefits of Membership...

**Credibility:** Your commitment to the community is demonstrated by your membership in the area's largest business organization

**Pro-Business Advocacy:** We promote and protect free enterprise in Salem for your business benefit

**Networking:** Events and gatherings to help you gain important business contacts and clients

## Quantifiable Benefits of Membership...

<i>Benefit</i>	<i>Value</i>
Listing in our annual Business Directory that every member receives	200
Listing in online Membership Directory, hyperlinked to your web site	200
Ribbon cutting ceremony in your first year of business	125
<b>New Member Introduction in Business News</b>	<b>150</b>
Customer referral database in which we refer customers exclusively to members	80
<b>Build name recognition through publicity in Business News</b>	<b>62</b>
Display your business materials at our Chamber building open to the public	20
<b>New Member Orientation luncheon to get to know one another</b>	<b>20</b>
Complimentary event pass to Forum Luncheon and Business After Hours	18
<b>Subscription to Business News, the monthly newsletter from the Salem Chamber</b>	<b>18</b>
Membership plaque and window sticker to display proudly	15
<b>These Benefits of Membership</b>	<b>\$908</b>

<b>PLUS Free and discounted advertising for new members</b>	
South Salem Post - Display ad 2 columns by 5" FREE	180
<b>KBZY AM 1490 - One month Radio Business Card sponsorship FREE</b>	<b>140</b>
<b>KCCS AM 1220 - Market consultation and one month of FREE advertising</b>	<b>500</b>
<b>KYKN AM 1430 - Twenty thirty-second (:30) commercials FREE</b>	<b>200</b>
Clear Channel Radio - First month of ads matched 1 to 1	500
<b>Janco Saver - Receive a 1/8 page ad and when you buy a 1/8 page ad</b>	<b>200</b>
Premier Advantage - Receive an upgrade to 1/3 page ad when you buy 1/6	795
<b>Advertising Benefits</b>	<b>\$2515</b>

**TOTAL VALUE OF THESE BENEFITS** **\$3423**  
(Typical membership costs \$295-500)

## Other Priceless Privileges...

- Assistance from Ambassadors
- Weekly email updates to keep you informed
- Special invitations to member events
- Event sponsorship and hosting opportunities
- Eligibility to participate and serve on committees
- Polling and survey participation on current issues
- Exclusive membership database and mailing labels available for purchase

**Total Value of Membership... Immeasurable**