

# TOP 10 REASONS TO JOIN THE KELOWNA CHAMBER

## #1 GAIN INSTANT CREDIBILITY



Displaying the Kelowna Chamber logo at your place of business can lead to tangible business results; consumers are **60%\* more likely to purchase goods or services from a company that belongs to the Local Chamber of Commerce** (\* According to National Study - Schapiro Report). This report also notes that consumers are more likely to believe that chamber member products are superior to their competition.

## #2 ELEVATE YOUR BRAND: PROMOTION & VISIBILITY



Expose your business to a wider audience of business owners and decision makers through the Kelowna Chamber online membership directory. Take advantage of member exclusive opportunities to advertise through the Kelowna Chamber and sponsor our events. Membership in the Kelowna Chamber gives you access to several targeted promotional vehicles including advertising in our e-Newsletter and on our website. Did we mention we love to celebrate member successes and accomplishments including bringing out the "BIG" chamber scissors for ribbon cuttings!

## #3 ACCESS TO COST SAVINGS ON SERVICES



Through our Member to Member Savings program, you and your employees are entitled to take advantage of discounts and savings on services offered by other local Kelowna Chamber members. These include business and personal products and services from printing to home furnace oil to pharmacy purchases. We also have the largest and most flexible group insurance through the Chamber of Commerce Group Insurance Plan, fuel discounts, savings on business/personal travel, preferred rates on your debit and credit processing and so much more.

## #4 SHAPE LOCAL POLICY & DRIVE DEVELOPMENT



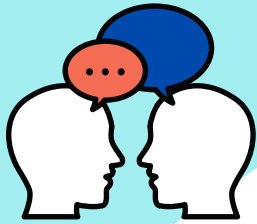
Your Chamber is the "go to" advocate for business in Kelowna and the Okanagan, providing our business community with a unified voice. We represent you with government at all levels on issues that impact business in our community, provincially, and nationally. When you join the Kelowna Chamber, you know that you can have a say in addressing the issues that concern you because we have your back. Become actively involved in preparing, developing, and promoting our community for economic growth. When the community grows, so does your potential customer base.

## #5 MAKE CONNECTIONS WITH THE LARGEST BUSINESS NETWORK IN THE OKANAGAN



In the era of relationship marketing, building relationships with potential clients and customers is essential to your business growth and expansion. When you get involved in the Kelowna Chamber, you will be given more opportunities to meet business leaders and your peers in the community through our year-round schedule of special events to make meeting and mixing with potential partners, clients, and new customers easy; enlarging your circle of influence in the business community. You can also extend a hand and share with others how you achieved your goals. Lead by example and enjoy the opportunity to learn from others.

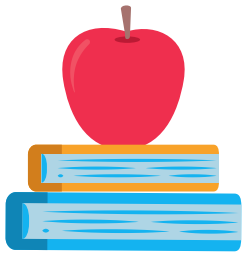
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## #6 WE ALWAYS REFER OUR MEMBERS FIRST

When we receive inquiries from the community or outside it, we refer Kelowna Chamber members first using our online membership directory. That translates to additional leads for you and hopefully, more money in your pocket.

## #7 ACCESS TO RESOURCES, WORKSHOPS, & PROFESSIONAL DEVELOPMENT



We hold seminars and ongoing educational opportunities that focus on helping small business operators build a competitive team. These professional development sessions come at a fraction of the cost of formal education classes because we tap into the talent and expertise of our member network. Every week, we will send you an e-Newsletter to keep you up to date on our events, member news, and programs of interest to our members and the business community. We also create professional development programs on relevant topics to help you and your employees become more effective. Our website and our social media channels provide a stream of helpful information updates throughout the year.



## #8 HELP CELEBRATE THE BEST OF OUR COMMUNITY

Going to a good party might not be high on your list of business goals, but since hosting a variety of events is a specialty for chambers like ours, it can be now. Annual galas, community outreach initiatives, business growth seminars, and holiday parties are just a few of the fun and educational things a Kelowna Chamber member can enjoy doing. Each of these events offers another opportunity to build relationships, network, and promote your business.



## #9 MAKE A DIFFERENCE

Be part of the solution. Help move individuals and organizations toward future progress and community prosperity. Heighten your knowledge of how the community is moving ahead by reading our weekly e-news and our website blogs. Stay informed on how your business is affected by local, provincial, and federal policies. As you attend more events, get involved on committees on issues you care about and develop relationships with other members of the Kelowna business community, you'll benefit from the sense of making a real and lasting difference.



## #10 GROW & NURTURE YOUR BUSINESS

In the end, joining a chamber allows you to grow your business beyond traditional parameters of sales or marketing by easily finding all of these opportunities in one place. Meeting new people, becoming involved in local issues, and expanding your knowledge and outreach are invaluable to the growth and success of your business or organization.