

# 6 Reasons to Join the Chamber

## 1. RELATIONSHIPS

This is beyond networking—this is about gaining associates, advocates and even friends. As you attend events, serve on committees and interact with people outside your normal routines, you create opportunity to produce better relationship building skills that can crossover to improve non-business aspects of your life as well.

## 2. VISIBILITY

While many companies are looking to be seen in the cyber world and are doing a very good job of it, nothing sells your business better than being in front of people face to face. Business is so much more than simple transactions of money for goods and services.

Chambers provide so many opportunities to spend time with potential clients in non-transaction-based functions, developing relationships. This will keep you top of mind when they or someone they know is looking for your product or service.

## 3. PROMOTION

The Chamber offers a wide range of advertising options and sponsorship packages. A business can sponsor entire programs or events through the chamber. Beyond the paid advertising options, chambers also have ways to provide additional business promotion for free through monthly and annual awards, social media, regular newsletters and printed materials. Our chamber even has an ability to provide a free landing page online for your business with any level of membership.

## 4. COMMUNITY CONNECTION

Businesses and their employees are very much a part of the local economy, regardless of the number of franchise locations they have in other states. By creating a community connection, you are showing your customers and employees that your business or organization cares about the growth and advancements of the area. Plus, what a great way to cultivate pride for the Ionia area.

## 5. TRAINING AND EDUCATION

Chambers provide an inexpensive way to bridge the gap between no training and topic-expert training. They can provide relevant speakers and guest trainers in a timely manner, and the Ionia Chamber can provide speakers at events or links to expert articles through emails and newsletters that members specifically request.

## 6. PROGRAMS AND EVENTS

Your membership with the Ionia Area Chamber of Commerce provides access to all its programs and events. Chamber events include business training luncheons, networking specific events, awards banquets, golf tournaments, and a growing list of much more. All of these events are designed to build your business in some fashion, whether through training, promotion, networking or community service.

**Ready to Join?**

**CONTACT US AT 616-527-2560 OR  
WWW.IONIACHAMBER.ORG**