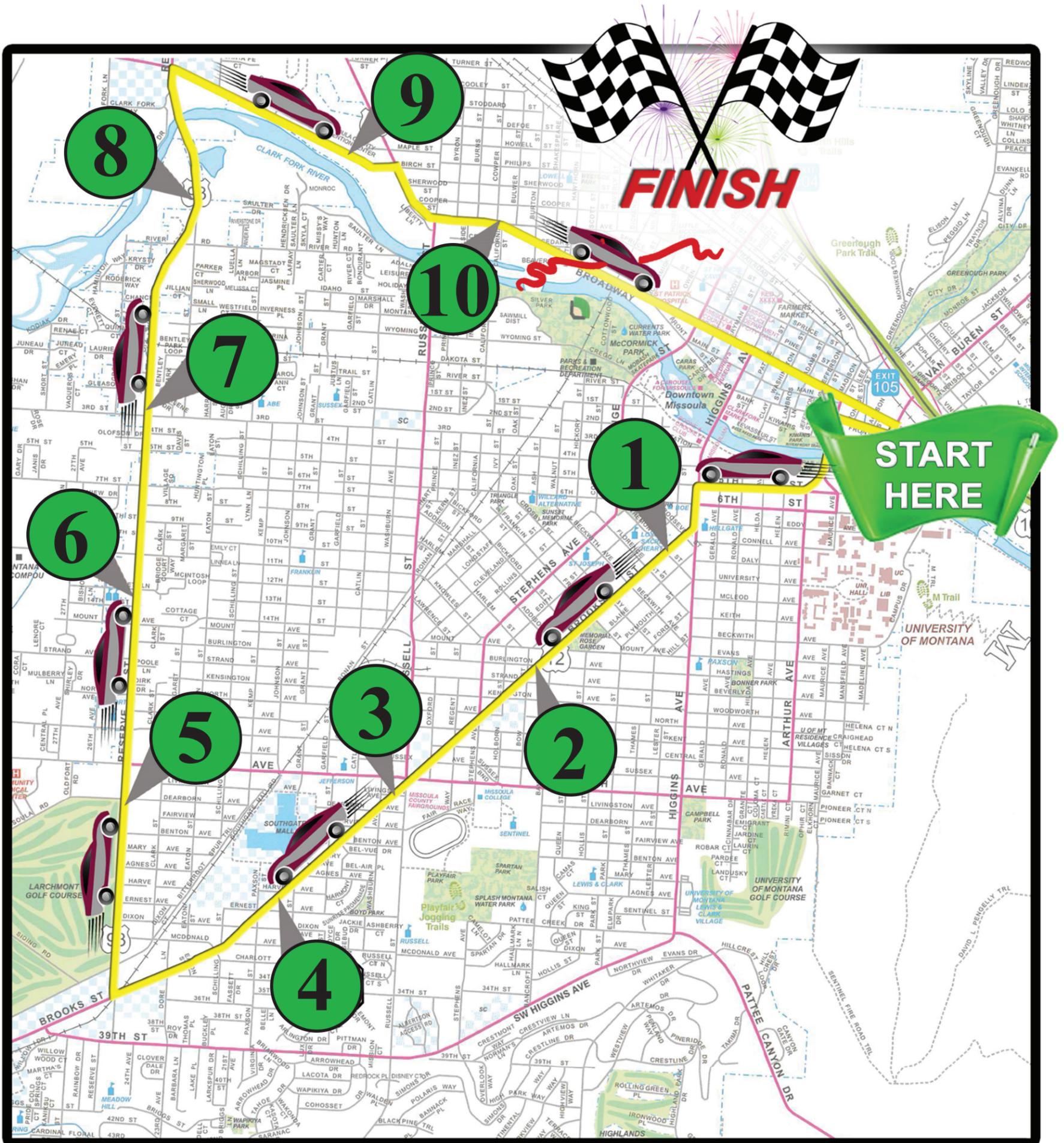


# Your Road Map to Chamber Membership Success



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## **Congratulations! You are now a proud new member of the Missoula Area Chamber of Commerce...now what?**

This road map to Membership Success is for you. These steps will guide you for the first 90 days. If you follow them, you will have a better understanding of how to get set-up and start engaging with the Chamber. Don't let these steps scare you. They are not as time consuming as they may look. We are here to help you, so please feel free to call us at any time at (406) 543-6623. Mark Losh can also be reached at (406) 544-0345 or [markl@missoulachamber.com](mailto:markl@missoulachamber.com).

- 1 Member Web Page set-up**
  - 1a. Prepare a brief 50 word introduction paragraph to inform potential customers about your business to be listed on your Chamber directory listing.
  - 1b. Create a list of key words that describe your products and services directing traffic to your business. This will help increase your search engine optimization (SEO) and create a more powerful online presence for your business listing.
  - 1c. Provide your business logo in jpeg or png format and photo for your directory listing.
  - 1d. Proudly display your membership decal in your business window.  
Chamber members support other Chamber members.  
Please email the above items to Vangie Callison at the Chamber: [vangiec@missoulachamber.com](mailto:vangiec@missoulachamber.com)

- 2 Social Media Connections**

Connect your business to the Chamber through your website and all your social media. Immediately "Like" the Chamber's Facebook page and the Chamber will "Like" your business page. When the Chamber shares your posts, they can reach thousands more people in the community.

- 3 Meet Chamber Staff – Drop off cards and Brochures for Lobby**

Come by the Chamber office, 825 E Front St (directly behind the Press Box) to meet the staff and let us get to know you so we can better refer you to other businesses. Drop off business cards and brochures to display in our lobby while you are here.

- 4 Share your Membership News with Staff and clients**

You may be surprised how many businesses want to do business with Chamber members. Add the Chamber Logo to your web site and link use to your site. Let all your employees know that your business is now a Chamber member. Let everyone know you are now supporting the largest business organization in Missoula.

- 5 Chamber Website Resources**

Visit to the Chamber website ([www.missoulachamber.com](http://www.missoulachamber.com)) and take a look at the variety of content found there including information on Chamber Advocacy efforts, resources for entrepreneurs and the Tools for Business Success website. Look through the site when you have free time. There are many ways to engage, educate and connect via the website. You can also learn more about the Chamber's many programs and events as well as how to get involved with a Business Networking Group (BNG).

### **Schedule a Ranger Ribbon Cutting**

- The Rangers are a group of volunteer professionals comprised of long-standing Chamber members and business owners. They will personally visit your business, perform a ribbon cutting with you and your staff and present a "first dollar of pure profit" on behalf of the Chamber. Photos from the event will be featured on the Chamber social media pages.
- 6** To schedule a ribbon cutting, please email or call Vangie Callison at [vangiec@missoulachamber.com](mailto:vangiec@missoulachamber.com).

### **Complimentary Member to Member Certificates**

- Discounted advertising opportunities are available to new Chamber members through some of our media partners. We will send you the contact information for TownSquare Media and Cherry Creek Radio who have special advertising offers for new Missoula Area Chamber of Commerce members.
- 7** Contact Vangie Callison at [vangiec@missoulachamber.com](mailto:vangiec@missoulachamber.com) to learn how to use this \$7,500 member benefit.

- 8 Attend BAH and Missoula Young Professionals**

Attend the next monthly "Business After Hours" (BAH), held on the second Tuesday of each month from 5-7 p.m. The average attendance is between 150 and 200 area professionals and the location varies to the sponsoring business. New members are formally introduced to the Chamber membership at BAH via a 30-second elevator speech, which you present. Remember to bring business cards with a goal of introducing yourself to other Chamber members. Contact Vangie Callison for more information: [vangiec@missoulachamber.com](mailto:vangiec@missoulachamber.com) or 406-543-6623

  - 8a. The Missoula Young Professionals host a monthly networking event for ages 21 to "young at heart." These events focus on professional development, networking and civic participation/involvement. These events are held on the third Thursday of each month from 5-7 p.m. Please contact Vangie Callison at the Chamber: [vangiec@missoulachamber.com](mailto:vangiec@missoulachamber.com) or 406-543-6623 for more information.

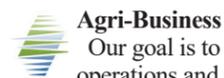


- 9 Register for a class in the Chamber's "Learn to Advance" education series**

Register for a class at the Chamber of Commerce. There are multiple learning opportunities for both business owners and their employees. Each month there are opportunities to learn about a variety of topics from How to Grow Your Business, Technology and industry specific training. Check out the Chamber's website under Education for more information or contact Vangie Callison at [vangiec@missoulachamber.com](mailto:vangiec@missoulachamber.com) or 406-543-6623.

- 10 Connect through committee involvement**

We encourage you to become involved in one of the Chamber's committees. Chamber committees are both fun and functional. You'll meet new people, participate in community events, and support our mission of making Missoula a great place to live, work and play. Our committees are an incredible resource and we are grateful for their hard work and insight. Additional resources and engagement opportunities are abundant. Please let us know if you would like more information about any of the following committees.

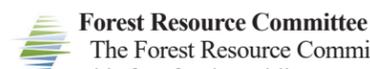


#### **Agri-Business**

Our goal is to provide leadership with agriculture operations and related or ancillary businesses

while helping to maintain our local heritage in Western Montana.

We aim to facilitate, promote and encourage healthy business trade, rural development and related issues based on mutual respect of business partners. Staff contact: [kimberly@missoulachamber.com](mailto:kimberly@missoulachamber.com)



#### **Forest Resource Committee**

The Forest Resource Committee plans the annual Forestry Tour every October.

This free for the public tour provides education on the timber industry. Staff contact: [clintb@missoulachamber.com](mailto:clintb@missoulachamber.com)



#### **Red Coats**

The Red Coats serve as the public relations arm of the Chamber in an effort to increase the Missoula Chamber's visibility at community events. They participate as hosts at Business After Hours, coordinate the annual Red Ripper Golf Tournament, and assist with the St. Patrick's Day and Homecoming Parades. Staff contact: [vangiec@missoulachamber.com](mailto:vangiec@missoulachamber.com)

#### **Workforce Initiatives**

**BUILD grant** – The Chamber partnered with the county to mount a lobbying effort to secure \$13 million in federal grant money for infrastructure development in Missoula.

**Childcare** – The Chamber collaborates with community partners to increase the amount of quality, affordable childcare in Missoula. Childcare was identified as a leading issue facing Missoula's workforce.

**Pathways to Careers** – In Partnership with the education community, the Chamber brought businesses and educators together to introduce pathways into careers outside of the traditional 2- and 4-year degree path.

**Addiction in the Workforce** – The Chamber highlighted addiction issues and the steps employers can take to help employees address their addictions. The Chamber also spearheaded efforts to support a local addiction recovery group in the community.

To learn more about the Chamber's initiatives, visit

[MissoulaChamber.com/workforce-initiatives](http://MissoulaChamber.com/workforce-initiatives).

The Missoula Area Chamber of Commerce was founded in 1887. Since that time there have been many changes, both in Missoula and the world of business. Through all of these changes, there has been and will always be, one constant – your Chamber of Commerce is the heartbeat of local business. You are now part of the business lifeblood in Missoula. We welcome you and will do all we can to help you grow. Now you have a plan – a road map – that will help you engage, connect and prosper in the Chamber of Commerce.