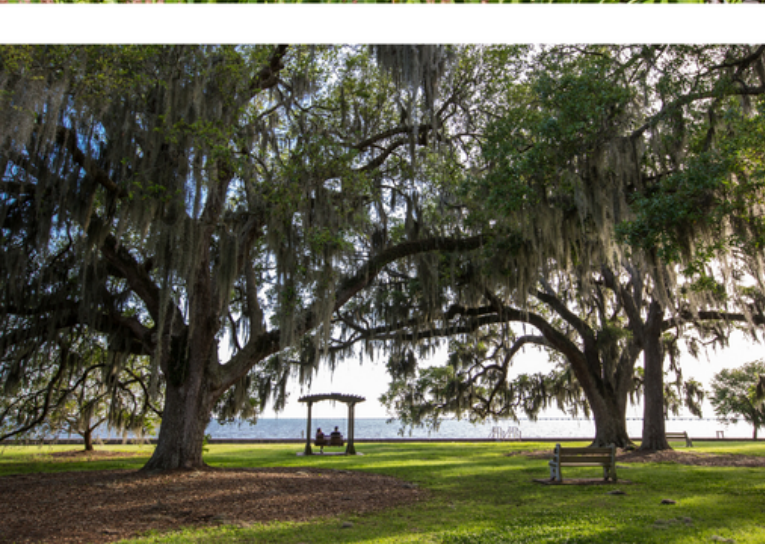




Keeping St. Tammany
STRONG
together!

ST. TAMMANY
CHAMBER
OF COMMERCE

STTAMMANYCHAMBER.ORG
985.892.3216



What's Inside...

Page 3	Why Join the Chamber?
Page 4	Membership Levels and Benefits
Page 5	Join a Committee
Page 6	Attend an Event
Page 7	Market Your Business
Page 8	What Our Members Are Saying

Is it time to join the St. Tammany Chamber of Commerce? Is it worth the investment? Maybe you believe your business is too small or Chamber membership is not necessary anymore. The fact is that in today's competitive business market you cannot afford to not be a Chamber member. It is time for you to start working "on" your business, with the Chamber as a true benefit for your business—and your life.

Since 1963 the St. Tammany Chamber of Commerce has been supporting businesses in St. Tammany Parish and, since late 2019, businesses throughout the Parish. Today, we represent more than 1,000 businesses of all sizes, sectors and members, ranging from mom-and-pop small shops to large corporations. They all share one important thing in common—they count on the Chamber to be their voice, to use the collective power of membership to represent their interests with key decision makers in the community and in local, state and federal government. This includes addressing issues such as new regulations, fees, taxes, costs or assessments applicable to your business.

Membership brings your business advocacy, new business relationships, visibility, heightened credibility, marketing and promotional opportunities, wider word-of-mouth reach, community connections, free and inexpensive professional development, training, and more. It gives you the opportunity to meet new people; network through programs, committee participation and events; interact with all types of people; create better relationship-building skills—all which can crossover to improve non-business aspects of your life as well.

With countless benefits—from exclusive discount programs to advocacy to growing your sphere of influence, a Chamber membership pays dividends well beyond membership dues. Statistics show that 63% of consumers view a Chamber of Commerce member business as having more credibility than non-member businesses.

We know you are busy working "in" your business and hope you decide to work more "on" your business by joining your Chamber. Let's work together to keep St. Tammany strong.



Meredith Wright
985.273.3002
meredith@sttammanychamber.org



Eva Mogabgab Snapp
985.273.3007
eva@sttammanychamber.org

WHY JOIN THE CHAMBER?



Exposure

- Listing on Chamber Website
- Ability to Post Jobs, Events, Hot Deals, and News Releases
- E-Referrals
- Ribbon Cuttings
- E-Blasts Available
- Literature Display at the Covington Office



Networking

- Business After Hours
- B2B Networking
- Explore Northshore Business and Community Expo
- Business Appreciation Awards
- Swinging for Scholarships Golf Tournament
- Fan Up Pep Rally
- Installation and Awards Luncheon
- Various Luncheons and Breakfasts throughout the Year
- Active Members Only Facebook Group



Advocacy

- Front Seat to Legislative Information
- Advocacy and Public Policy Committee Works to Vet and Voice Concerns of the Business Community



Opportunities

- Educational Opportunities for You and Your Employees through Leadercast, Live Better Series and Smarter Business Series
- Let your voice be heard through Chamber committees. Find the committee that is right for you so you can connect with new people.



Information

- The Chamber is a hub for relevant information for you and your business.

JOIN A COMMITTEE

ADVOCACY AND PUBLIC POLICY COMMITTEE

We are your "Voice of Business" not only by promoting and supporting business development, but also by representing you, our business community, at local, state and federal levels. By monitoring business-related legislation and gauging its possible effects on the business community, members of the Advocacy and Public Policy Committee keep a watchful eye and notify the Chamber Board when a specific position needs to be taken. By serving on this committee, you also have the unique opportunity to meet with elected officials who are often guest speakers at meetings.



AMBASSADORS COUNCIL

The Ambassadors Council is comprised of experienced Chamber members who know how to get the most benefits from their membership, and are willing to enthusiastically share that knowledge with other members. They assure that each member businesses is valued, represented and connected by calling on members to update them on current activities, policies, and special events as well as asking how the Chamber can best serve them. Ambassadors act as official greeters at events to help new members and first-time attendees feel more at ease and introduce them to other members.



EVENTS COMMITTEE

The mission of the Events Committee is to expand the resources of the Chamber. Committee members interact with their community connections to help augment the non-dues based revenue of the Chamber budget and to assist in event planning, i.e. securing locations and sponsors for events, brainstorming potential new events or enhancing existing events to increase relevancy, revenue, and member impact.



LIVE BETTER ST. TAMMANY COMMITTEE

A healthy community is a prosperous community. This committee promotes free workplace programs member employers can use, partners with similar organizations to share information and promotes activities that add value for our members such as health and wellness events and seminars.



NORTHSHORE YOUNG PROFESSIONALS (NYP)

The NYP Committee brings young professionals together to engage with one another and the business, political and community leadership in an effort to improve our community and provide a voice of young professionals. With over 150 members, their goals include collaboration with other committees, providing social and networking opportunities, and increasing Chamber membership. The committee is also committed to community service projects and volunteering at other fundraisers.



SMALL BUSINESS COUNCIL (SBC)

The SBC assists members through seminars, recognition awards and trade shows. Members keep current with trends and issues so they can plan and coordinate meaningful seminars, workshops and training sessions for other businesses. SBC members also play an active role in nominations for the annual Business Appreciation Awards. The awards recognize achievement in a range of categories and are presented each fall.



ATTEND AN EVENT

BUSINESS AFTER HOURS

Offered monthly, Business After Hours provides members the opportunity to casually network with over 100 members while enjoying an early evening of food and drink. Each after-hours event is hosted by a different business, giving attendees an opportunity to visit and understand businesses in the community and allowing the host business to spotlight its location and services. This is FREE for members, and one of our most popular and well-attended events. Business After Hours host sponsors often sell out months in advance.

B2B NETWORKING

Open to only 30 attendees, our Business-2-Business event provides a fast and effective networking opportunity for attendees; each attendee has time to give a quick sales pitch about what distinguishes their business or service from their competition. This free event is always full and fun, so register early!

LUNCHEONS

Chamber luncheons are an excellent way to learn about issues that affect the St. Tammany community as they happen; they put you in touch with informed sources on current affairs and business-related issues. Guest speakers often include parish, state and national governmental officials, leaders in the field of education, workforce development, the cultural economy, and healthcare. Our website's calendar-of-events page lists location, speaker and topics for each luncheon.

"STATE OF" BREAKFAST SERIES

Presented by our Public Policy and Advocacy Committee, this popular breakfast series features area elected officials who provide updates on topics and issues that could affect your business. Recent speakers have included our Parish President, Assessor, District Attorney, local Mayors, as well as our state legislators.

INSTALLATION AND AWARDS LUNCHEON

The Chamber's Annual Installation and Awards Luncheon is attended each year by nearly 200 Chamber members, elected officials and guests. This is our opportunity to recognize the outgoing Board of Directors for their dedication and to welcome the incoming Board members. It also includes presentations of the Tammany Award, the Community Leadership Award, the Board Member of the Year, the Member of the Year and the Committee of the Year Awards.

BUSINESS APPRECIATION LUNCHEON

A thriving business community is an important element in measuring quality of life. Since 2004, it is why we ask our citizens to tell us which businesses have made an impression on our parish and should be considered for the Chamber's prestigious Business Appreciation Awards. These local businesses are recognized in such categories as "Service with a Smile," "Innovation," "All in the Family," and many more!

SOUTHERN NIGHTS SOIREE

This annual fundraiser has become the social event of the season! Over 200 guests enjoy a delightful Summer soiree and live auction. Attendees don their best seersucker, linen and sundresses to savor Southern delicacies from area fine-dining restaurants and enjoy a premier open bar.

EXPLORE NORTHSHORE BUSINESS AND COMMUNITY EXPO

For nearly 20 years, Explore Northshore has gathered small and large businesses under one roof where 650+ prospective customers walk through and learn about exhibitors' products and services. Why chase down leads when Explore Northshore brings buying customers to you.

SWINGING FOR SCHOLARSHIPS GOLF TOURNAMENT

As your voice of business, we are committed to growth in our area and keeping local talent in the community. This event allows us to offer three \$1,000 scholarships to local students who plan to further their education in Louisiana with a business-related degree.



MARKET YOUR BUSINESS

The St. Tammany Chamber is a resource for reliable business information. Marketing to the local business community is a snap by simply advertising with the Chamber. Each week, we send emails to nearly 3,000 members and our website averages 4,500 hits monthly from the local community. These are the business people you want to reach.

Promotional Email Blast – \$300

Our Think Chamber First Promotional opportunity is a member-to-member email blast provided exclusively to Chamber members to promote special offers and events. It is a great way to build your business!

- Sent to nearly 3,000 email addresses.
- Member is responsible for providing camera-ready ad materials—no later than 12:00 noon two days prior to publication.
- Ad should be 600 pixels wide, a maximum of 800 pixels tall and provided as a .PNG, .JPG or .GIF file, 72 dpi, RGB image, no larger than 350k.
- Ad can link to advertiser's website; please provide URL.
- Limited availability on a first-come, first-served basis.
- Reservations are recommended 30 days prior to your requested date.
- A limit of one email blast per quarter is allowed—unless space is available.

Newsletter Ad – \$250 for 2 weeks/\$400 for 4 weeks

A newsletter is sent to nearly 3,000 email addresses twice weekly. Our members look forward to receiving information on legislative issues, small business tips and upcoming events. The newsletters have an above-average open and click-through rate.

- Sent to nearly 3,000 email addresses.
- Member is responsible for providing camera-ready ad materials—no later than 12:00 noon two days prior to publication.
- Ad should be 600 pixels wide, a maximum of 150 pixels tall and provided as a .PNG, .JPG or .GIF file, 72 dpi, RGB image, no larger than 350k.
- Ad can link to advertiser's website; please provide URL.
- Limited availability on a first-come, first-served basis.
- Reservations are recommended 30 days prior to your requested date.

Chamber Mailing List – \$200 for one-time usage

Our mailing list is available for sale to our one-year renewing members. This benefit allows for communication between members for announcements, new product introductions, special offers, etc. Mailing lists can be used for targeted mailings, telemarketing, lead generation, sales and marketing, planning and market research.

- Mailing list is provided as an Excel spreadsheet via email.
- List includes the primary contact for the business, company name, address and telephone number.
- Email addresses, cell numbers and fax numbers are not provided.
- Requests are generally fulfilled within 2-3 business days.

Ribbon Cutting, Groundbreaking or Dedication – \$250

Whether you're new in town or have opened an additional branch or office, let the community know with an official Chamber Ribbon-Cutting Event. For a modest organizational fee, we'll provide Chamber representation and assistance to make your event a success.

- Chamber representation available on Tuesdays and Thursdays at 11:30 am only (pending date availability)
- Recognition in email blast 2 weeks prior to event.
- Email invitation sent to Mayor, City Council members, St. Tammany Parish officials and Chamber ambassadors.
- Photo posted on Chamber social media accounts.
- Photo sent to local media (use by media not guaranteed.)

WHAT OUR MEMBERS ARE SAYING



Kendra Maness, Slidell Magazine

I joined the St. Tammany Chamber because I strive to make 2020 and beyond the best years in my business! I'm now part of a new beginning for our parish, with new networking and learning opportunities for my personal and professional growth. Years from now, I'll look back on this time and take pride that, through my Chamber membership, my company helped shape the prosperity of small businesses in our region.

Linda Larkin, Patriot Title

Having one Chamber for St. Tammany brings excitement, growth and new challenges. Patriot Title is proud to be part of THE St. Tammany Chamber of Commerce. We couldn't be more excited about expanding our marketing practices and exploring bigger and better business opportunities across the entire parish! We are thrilled to work with the staff and leadership teams as this adventure continues.



Dr. William S. Wainwright, Southeastern Louisiana University

The St. Tammany Chamber of Commerce provides continued strength and support inclusive of all communities in addition to progressive leadership in advocating for the needs of business and industry. The best is yet to come as our St. Tammany Chamber of Commerce will serve as a voice of business influencing economic vitality and sustainable growth for our region benefiting all citizens.

Cliff Bergeron, Taste of the Town, LLC

As a business owner for over 40 years I have had the experience of working with some groups that very little gets accomplished. However, over the last 10 years I have had the pleasure of working with the Chamber and their goal to bring St. Tammany together as one and grow it in a responsible way for our businesses and residents.

