



Put us to work for your business...

JOIN Today!



WWW.CDACHAMBER.COM

1,200 members & growing!

This is why you should join too...

We **send** you business

The thousands of people who contact the Chamber each year for referrals, and the tens of thousands who walk in the door of our new Visitors Center are given the names of Chamber members only. Period. If you're in the Chamber, you're referred. If you're not, you're not.

We **advertise** your business

Your business will be listed in our Membership Directory and Relocation Guide published yearly. Over 7,000 Relocation Guides are distributed to Chamber members and are included in relocation information requests and distributed at tourism sites throughout the area. You will get your business listed on our website which receives over 15,000 unique visitors each month. You may also display your brochures in our 2,000 square foot Visitors Center located in the heart of Downtown Coeur d'Alene which has over 30,000 visitors each year.

We **help** you make business connections

Each month, we give you a chance to meet other members of our business community at different functions such as Upbeat Breakfast and Business After Hours. In addition, programs like Coffee & Contacts, the After Hours Business Fair and our Membership Appreciation Day put you in touch with thousands of business people you want to reach.

We **get** you the information you need

Your Chamber is your link to what is going on in Coeur d'Alene. From workshops, web links, email updates and newsletters, we get you the information you need to succeed.

We **speak** for you

We speak out for our community and get results. Here are a few of our accomplishments; We've identified and lobbied for key legislative issues for the Chamber during State Legislative sessions; cooperated with Chambers from across the state through the Idaho Chamber Alliance (ICA) to speak with one voice on issues important to Idaho businesses; organized the North Idaho Chamber Alliance Legislative Summit and Chamber Days at the Legislature; developed and advocated for Chamber positions on the Lake Management Plan, the County Comprehensive Plan, School District 271 Levy, KTEC and others; hosted Candidate receptions for Congressional, State and County offices; sent a delegation to Washington, D.C. to meet with our Congressional representatives.

We **expand** our economy

We support projects and programs that are growing our economy. We've continued our contract with Ironman North America. This event alone will have a direct economic impact of over \$35 million. We plan and implement an annual tourism marketing campaign of over \$500,000. Tourism is Coeur d'Alene's largest industry. The Chamber, through our marketing arm the Coeur d'Alene Convention and Visitors Bureau (CVB), aggressively promotes our area as a visitor destination throughout the Northwest.

“COMMUNITY cannot for long feed on itself, it can only **flourish** with the coming of others **from beyond**, their unknown and undiscovered **brothers.**”

HOWARD THURMAN

THIS ALONE PAYS FOR YOUR MEMBERSHIP!

Advertise, **Advertise**, Advertise!

The advertising you get with the Chamber alone pays for your membership!
Below are some of the ways you get the exposure you need for your business.

Online Directory Listing

Our online directory provides you with a number of features to strengthen your online presence. Once you are a Member, your business will be added to our online Membership Directory. Visitors can do a search for a specific business category, such as restaurants or banks. Upon membership the Chamber will provide you with your own Member website page including a username and password for you to access. We will show you how easy it is to personalize and control your page, and give you the keys to say what you want to say to the nearly 15,000 visitors who visit our website each month.



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Let **everyone** know what you've got going on!

Events Calendar

You can put your business events on the Chamber's event calendar and let our Members and Community know what's going on with you!

Hot to the Coeur Deals

The Chamber's *Hot to the Coeur Deals* allow you to put coupons on our website for visitors to print, not only driving traffic to your business, but also driving traffic to the major search engines, like Google.

Social Media

Social media has been elevated from a "potentially useful marketing tool" to "official search engine ranking factor". Become a fan of the Chamber through Twitter and Facebook and let the Friends of the Chamber know about the happenings of your business by posting them to our pages.



Ribbon Cuttings are a **HUGE** value!

When you become a member of the Chamber you can set up a Ribbon Cutting for your business at your convenience. The Chamber's Commodores (Representatives for Coeur d'Alene...you'll know them by their blue coats filled with pins) and other Chamber staff will come to your business and do an official ribbon cutting. The photo from your ribbon cutting ceremony will go in the *North Idaho Business Journal* of the Coeur d'Alene Press which has a readership of over 34,000 people, as well as listed in the Chamber's electronic newsletter '*This Week in Chamber*' going out to over 3,000 people AND posted on the Chamber's Facebook page including a link to your website. This event alone covers the cost of your Access Level 1 membership in what it would cost you to advertise!



www.CdAChamber.com



For information on becoming a member of the Coeur d'Alene Chamber please call Marilee Wallace, Membership Development Director at 208-415-0111 or by email at Marilee@CdAChamber.com.

CHAMBER PROGRAMS & EVENTS - connecting you to the **heart** of the Community.

Annual Luncheon

This is the Chamber's annual celebration of our successes of the past year as well as a look forward at the challenges to come. The luncheon meeting includes installments of new officers, gives thanks to our outgoing officers and board members, and recognizes the Citizen of the Year and the Ed Abbott Volunteer of the Year.

After Hours Business Fair

The After Hours Business Fair is Coeur d'Alene's largest business gathering and networking opportunity. It is organized by the Chamber each February and is always sold out with over 125 businesses marketing themselves to the 3,000 people who attend.

Aw\$um Auction

The Aw\$um Auction is one of the Chamber's major fund raisers, the proceeds from which support other committee activities and programs. It's an exciting event for all involved and is produced by the Chamber's Commodores.

Business After Hours

For many years, the Chamber has created Business After Hours (BAH) as a networking event and an opportunity for members to show off their offices or facilities.

Coffee & Contacts

Coffee and Contacts is a quarterly event that focuses on networking. Its speed-networking format is a fun way to introduce businesses to other Chamber members while learning networking tips and mingling.

Community Events

The Chamber of Commerce is directly involved in hosting a variety of events that benefit our community. Among them are the 4th of July Festival, Wooden Boat Show, the Coeur d'Alene Triathlon & Duathlon and Ford Ironman Coeur d'Alene.

Executive Leadership Programs

The Chamber's Leadership Committee organizes the Advanced Leadership Training Program and Executive Round Table as well as other programs that provide training and executive support for our members. Recently the Chamber has offered various International trips to help inform its Members and the Community about growing your business through an international market.



Hard Hats, Hammers & Hot Dogs

The Workforce Development Task Force H-4 is a hands-on construction fair for junior and senior high school students. This fair allows students to learn about career opportunities in our area.

Job Fair

The Workforce Development Task Force Job Fair is an opportunity to assist in finding qualified candidates for positions within your organization. This event is for businesses who want to increase their visibility and recruit applicants for their employment needs.

Public Policy Events/ Legislative Affairs

One of the Chamber's key strategic objectives is to represent the Coeur d'Alene area business community in local, regional, state and federal legislative issues. This is done primarily by the Chamber's Public Policy Committee. The Chamber sent nine community leaders to Washington, D.C., along with the Spokane Chamber, to meet with officials and voice issues and concerns relative to our area.

Member & Community Promotion

Chamber members are promoted through our website, annual Business Directory, Visitors Center and more. Over 30,000 people come through our building each year, giving our members exclusive access to that market. The Chamber Commodores travel to communities in Idaho, Washington and Canada, promoting Coeur d'Alene.

Sporting Events

The Coeur d'Alene Chamber and its affiliates have helped make Coeur d'Alene the ultimate destination for sporting events. Coeur d'Alene is host to the Ford Ironman Coeur d'Alene Triathlon as well as the Coeur d'Alene Marathon and Coeur d'Alene Triathlon & Duathlon bringing thousands of visitors and dollars to our community.

Upbeat Breakfast

The Chamber organizes Upbeat Breakfast as a monthly motivational meeting that feeds the mind, keeps our members positive, and provides them a forum to promote their businesses.

Workshops & Seminars

Using feedback from our membership, the Chamber offers several workshops and webinars on a variety of topics that are exclusive to our members during the year.