

Your

Marshfield Area Chamber of
Commerce and Industry

MEMBERSHIP INVESTMENT APPLICATION



The Mission of Your Chamber of Commerce is...

*"To provide leadership and support
for the economic advancement of
our community while serving as
a catalyst for the development of
programs and services that benefit
our members."*

700 South Central Avenue, P.O. Box 868
Marshfield, Wisconsin 54449

What is your Chamber?

As your chamber works to accomplish goals, it wears many hats; economic developer; tourist information center; business spokesperson; economic counselor and teacher; government relations specialist; human resources advisor, and public relations practitioner.

Who are your Chambers members?

Chamber of Commerce members are business organizations and individuals concerned with the social and economic climate of your community. They have joined together because they know they stand a better chance of getting things done when they speak as one voice.

Simply stated, your Chamber is business and professional people working together to make your community a better place for everyone to live and work.

Who leads your Chamber?

Your Chamber of Commerce is run by its members. They elect a Board of Directors that determines policies and goals. A president presides over all Board meetings. Members are encouraged to attend these Board meetings.

Your Chamber's day-to-day operations are handled by an Executive Director, Program Director and Administrative Assistants. To make our organization more efficient and cost effective, several years ago the industrial development corporation merged with the Chamber. Today economic and workforce development objectives are handled by your Chamber and the Chamber Foundation, employing two additional directors. The Marshfield Convention and Visitors Bureau is also located within our building with the CVB Executive Director managing tourism components of the community. This collaboration and consolidation over the years has enhanced communication and increased our mission's overall effectiveness.

Members often become involved in Chamber activities by working on committees. These committees range from economic development and small business, to business/government relations and annual events.

What are the objectives of your Chamber?

- To strengthen and maintain a solid, diversified economic base - one that ensures a healthy business climate and a prosperous, progressive community.
- To promote and protect the fundamentals of the free enterprise system as the foundation of our nation and the American way of business and opportunity.
- To provide the necessary leadership and service in cooperative efforts with the public and private sectors aimed at improving the quality of life in the Marshfield area.
- To help our members manage more effectively, efficiently...and productively.

How are your Chamber services financed?

- By members' investments which vary according to the company size and classification.
- By program and sales revenue.
- By contract services provided to other organizations.
- By city, county and state appropriations designated specifically for economic and workforce development.
- By voluntary investment.



Why Businesses Join MACCI!

Association investments are not the easy business decision they once were. In our challenging economy, companies of all types have to demonstrate a return on investment for virtually every expenditure they make. It is no wonder that most associations are seeing a decline in membership; they have been unable to demonstrate tangible benefits for their investment paying members.

According to a national study by The Schapiro Group, when business decision-makers believe that a business is a Chamber member, they are 58% more likely to think positively of its local reputation, and 59% more likely to buy goods and services from it. MACCI takes great pride in the tangible, relevant benefits it provides to members.

Nearly 600 companies - of all sizes, in every business sector, across the entire state - believe MACCI membership pays for itself each year. When you join MACCI, your concerns, your voice, will be heard with thousands of others that are wrestling with business issues like yours.

Building Our Future Workforce

- Partner with eight area school districts to offer Youth Apprenticeship program
- Building the bridge between students, teachers and employers
- Provide community tours to potential new employees/residents
- Sponsors and conducts numerous programs to strengthen the workforce
- A Young Professionals Network helps develop and retain future workforce
- Provides data regarding the State's economy
- The Marshfield Area Human Resource Association (MAHRA) provides a network for business and industry professionals to share human resource and other information of mutual concern.

Growing Your Business and Our Community

- Provide business referrals
- In-house professionals and SCORE counseling to assist with business issues
- Promote "buy local" programs
 - Selling Chamber gift certificates
 - Provide ribbon cutting and groundbreaking ceremonies

- Business promotion in Chamber lobby, website and publications.

- Provide updates on wage and salary survey, economic profiles, industries booklet and retail guide

Developing Better Infrastructure

- Work closely with the WisDOT regarding transportation issues
- Technology Council meets to advance business telecommunication needs
- Active role in reconstruction of South Central Avenue
- Industry Council meets to discuss issues/needs
- Work with City in joint partnership with Industrial Park developing business and industrial parks

Advocacy at the State & Federal Capitols

- Voice of Chamber membership to City, State and Federal government
- Represent Marshfield at Central Wisconsin Days in Madison
- Offer Economic Indicator updates
- Host informational breakfasts to keep members informed of important city, state, and federal issues
- Take positions that represent our communities best interests
- Member of WMC, American Chamber of Commerce (ACCE) and US Chamber of Commerce to keep members informed of legislative updates

Opportunities to Learn and Network

- Provide numerous networking opportunities throughout the year - *exclusive* to Chamber members
- Offer various workshops to help you in your business
- Reach 1100 business contacts monthly through newsletters
- Leadership Marshfield program offered annually to potential business leaders
- Provide business link to Chamber's website
- Offer meeting place to make things happen

We understand that your business is approached every week by associations, coalitions and causes requesting financial support. We believe, as do nearly 600 Chamber members, that MACCI membership is a tangible investment in your company's future. Members have found over the years that their MACCI membership investment pales in comparison to member program discounts and the financial savings their company experiences with the favorable legislation we aggressively pursue.

Talk with your MACCI staff today. We'll learn about your business, and prove that MACCI membership is a sound investment for your Marshfield area business.



Membership Investment

General membership:

*1-4 FTE employees	\$255
5-9 FTE employees.....	\$333
10-19 FTE employees.....	\$436
20-29 FTE employees.....	\$529
30-39 FTE employees.....	\$629
40-49 FTE employees.....	\$725
50-74 FTE employees.....	\$821
75-99 FTE employees.....	\$916
100-124 FTE employees.....	\$1004
125-149 FTE employees.....	\$1102
150-174 FTE employees.....	\$1198
175-199 FTE employees.....	\$1292
200-249 FTE employees.....	\$1391
250-299 FTE employees.....	\$1484
300-349 FTE employees.....	\$1574
350-399 FTE employees.....	\$1668
400-449 FTE employees.....	\$1804
450-499 FTE employees.....	\$1860
500-549 FTE employees.....	\$1956
550-599 FTE employees.....	\$2054
600-649 FTE employees.....	\$2148
650-699 FTE employees.....	\$2246
700-749 FTE employees.....	\$2340
750-799 FTE employees.....	\$2437
800-849 FTE employees.....	\$2534
850-899 FTE employees.....	\$2631
900-949 FTE employees.....	\$2720
950-999 FTE employees.....	\$2813

*2 part-time employees equates to 1 FTE

Professional Firms:

Physicians, attorneys, dentists, optometrists, chiropractors, pharmacists, veterinarians, accountants, architects, engineers, counselors:

First professional\$299

Each additional professional/staff.....\$89

Financial Institutions:

\$55 per \$1,000,000 deposits

Insurance/Real Estate:

General membership schedule for principal and non-licensed employees: \$255

Add \$39/each licensed agent/staff

Associate Membership:

Schools and civic/social organizations/agencies.....\$192

Individuals\$90

Retired business executives, persons involved in direct farming, individuals whose employers are Chamber members, or individuals who are not affiliated with a business.

Outside Firms:

Firms without a Marshfield area zip code and **not** having a local office, please refer to the first two General Membership categories.

Major Employers and Utilities:

Employers with over 1,000 employees and utilities will be approached on an individual basis. Additional investment above the dues structure will be appropriately recognized.

Please calculate your Membership Investment by identifying your category and number of employees

Rates are reviewed annually.

Marshfield Area Chamber of Commerce & Industry

Membership Application

Name of Business

Street Address

Mailing Address

City, State, Zip

Owner, President or Manager - Title

Phone

Fax

E-mail Address

Web Site

Industry Classifications (list up to 3)

Date Established

Number of Employees

Annual Investment

Payable Annual

Semi-Annual

Quarterly

Credit Card Number

Expiration Date

V Code

If more than 1 newsletter is desired, please indicate here and enter names and departments:

To help us highlight your business in our newsletter, please give a brief description of your business.

Signature of Applicant

Date

Return to: MACCI, P.O. Box 868, Marshfield, WI 54449