

# **The Top 10 Reasons to be a Member of the Marshfield Area Chamber of Commerce & Industry**

**Reason #10: Resource/Research** – The Chamber maintains or has access to a complete resource list of programs and services that can help you build your business. We can offer assistance on almost anything – just call us!

**Reason #9: Public Affairs** – The Chamber monitors legislative activity and works with partners on local, state and national issues that affect business and industry. We also work with our partners in economic development to help bring new business and industry to our area.

**Reason #8: Publicity & Exposure** – Through our website, destination and resource guide, and a wide range of Chamber membership events, you gain exposure to nearly 500 businesses in Marshfield and the surrounding area. Our newsletter provides exposure to more than 3,500 readers per month.

**Reason #7: Professional Development & Networking** – The Chamber provides seminars and workshops throughout the entire year to help you get an edge on your competition. There are also committee opportunities that provide networking and leadership opportunities.

**Reason #6: Local Buying Keeps & Creates Jobs** – Without question! The Chamber gift certificate program is one success story. Last year the Chamber sold nearly \$500,000 worth of MACCI gift certificates – these certificates may only be redeemed at Marshfield area businesses. This program helps to keep current jobs and create new ones.

**Reason #5: New Business Contacts** – One of the primary benefits of your business membership is that the Chamber provides regularly scheduled programs like Business After Hours, Working Women's Wednesday, and CEO Network or other networking events for you to meet those business representatives that need **your** products and services...your future customers. There are many networking opportunities throughout the entire year.

**Reason #4: Keeping informed – Newsletter & E-mail.** The Chamber's e-mail network allows us to alert our members of new business resources, fraudulent schemes, business recognition events, and more! The Chamber newsletter provides a monthly update about important events affecting your business, and provides you with information about what's happening in the business community.

**Reason #3: Business Referrals for members!** The Chamber receives thousands of inquiries a year about where to find products and services. Every day people inquire about places to shop and dine. Our policy is to refer Chamber members first! We receive hundreds of inquiries each year from prospective and/or new residents inquiring about builders, electricians, plumbers, doctors, dentists and more! Several thousand visitors come to Marshfield each year for athletic events and conferences.

**Reason #2: Chamber membership is an investment— you can't afford not to belong!** You're hiring a full-time organization and professional staff whose job it is to improve business right here in the Marshfield Area.

**Reason #1: Together we can make a difference!** Try not to think, "What's in it for me?" when joining the Chamber. Sometimes direct benefits are hard to measure, but working together we all help make the Marshfield Area the best place to live, work and do business in Central Wisconsin!!!

**We are here to work for you!**