



**GOTHENBURG**  
CHAMBER OF COMMERCE



**PROUD  
PASSIONATE  
PROGRESSIVE**

# GOTHENBURG CHAMBER OF COMMERCE BOARD OF DIRECTORS

**PRESIDENT** – Ben Kampschnieder, Frito-Lay/PepsiCo

**PAST PRESIDENT** – Dr. Kim Johnson, Gothenburg Eyecare & Optical

**TREASURER** – Travis Anderson, 1st State Bank

Allison Jonas, Gothenburg Public Schools

Trenton Long, Parker Hannifin

Deanna Miller, Dee's Floral & Gifts

Matt Olsen, Edward Jones Investments

Janell Rossen, Country Partners Cooperative

Ty Schurr, Flatwater Bank

Garrett Vetter, Gothenburg Health

**GIC REPRESENTATIVE** – Helen Cool, 1st State Bank

**CITY REPRESENTATIVE** – Bruce Clymer, City Administrator

**EXECUTIVE DIRECTOR** – Deb Egenberger

## OUR MISSION

The mission of the Gothenburg Chamber of Commerce is to provide strong leadership to its business community and to assist future growth and development in a changing economic environment.



# GOTHENBURG

## WHAT DOES THE CHAMBER DO?

- The Chamber facilitates partnerships between business professionals, community volunteers and local and state governments to accomplish collectively what cannot be accomplished individually.
- The Chamber serves as an information and referral center for the community and for businesses and individuals outside the community.
- The Chamber is a nonprofit city-wide organization engaged in promoting business, publicizing the community and attracting new residents, businesses, industry and tourism to town.
- The Chamber maintains a long menu of free webinars and resources to provide on-demand educational opportunities for our partner businesses and their employees.
- The Chamber utilizes its thousands of connections on social media to recognize, congratulate and support our partner businesses.
- The Chamber works with new businesses to facilitate introductions and provide direct access to public agency representatives, financing programs, individualized business development assistance and more.
- The Chamber establishes business marketing campaigns and makes them available to all partner businesses so they can take advantage of collective advertising opportunities.
- The Chamber constantly looks for new ways to meet the needs of our partners, adding benefits and changing focus as needed.
- The Chamber serves as a hub of information about community activities, keeping an ever-changing calendar of events.
- The Chamber sponsors regular legislative forums with the District 36 senator.
- The Chamber hosts fundraising events operations and to fund ag scholarships for graduating seniors.
- The Chamber sponsors a variety of community events such as city-wide garage sales, farmers market, Munchkin Masquerade and the annual Harvest Festival.

# OUR COMMITMENTS TO YOU FOR 2020

▶ The Chamber serves as a giant hub of information. When callers or visitors ask us for our recommendations, we refer Chamber partners first, providing an opportunity to reach new customers.

▶ We know that businesses sometimes struggle to keep up as technology advances. Want an app for your business or a simple way to communicate with your customers through text messaging? We can do that.

▶ You will get out of any networking event what you put into it. Business owners and their employees have the opportunity to participate in many activities that connect them with other businesses and potential customers.

▶ A weekly e-newsletter allows Chamber partners to stay up-to-date on activities in Gothenburg, new business promotions, Chamber award winners and what's going on across the county.

▶ The Chamber's strength is certainly in its partners. By building relationships with local business men and women, the Chamber can offer a united voice for commerce in the community.

▶ Partners can enhance their social media presence with more than 1,400 Chamber Facebook friends, in addition to our followers on other social media sites. We share events and good news for partners, reaching thousands of viewers.

▶ On the Chamber's website, our partner businesses are listed by category as well as alphabetically in a directory that can be searched by the public. Businesses can appear in as many as five different categories.

▶ We also make sure our partner businesses are listed in the annual Gothenburg Visitors Guide, getting business names in front of about 1,750 tourists and newcomers each year.

▶ Business partners can add events to the Chamber's public community calendar online for free or we will do it for you.

▶ New Chamber partners get instant publicity with the option of a ribbon-cutting, First Dollar Award and promotion through email and on social media.

▶ Traffic Catcher Sites give all of our partners the option for one more avenue to reach potential customers. Build it yourself or we will build it for you.

▶ Partners can use our free online classified ad listings to search for new employees, rent property or even sell excess equipment. We offer as much assistance as you need.

▶ Postage is expensive. Our partners can catch a break by using the Chamber's bulk mailing permit for those large jobs like sending out brochures or postcards.

▶ The Chamber houses a large business card display to share our partners' contacts with visitors and newcomers. Partners can also display their brochures in our office.

▶ Not everyone knows the best way to prepare a press release for an upcoming event, a new employee or big business news. The Chamber can help.

▶ Sponsoring events puts businesses in the spotlight while showing support for the Chamber, the community and their customers. Sponsorship will get you noticed.

▶ Need a flyer but don't have the graphic design skills to accomplish it? How about a nice business photo done quickly? The Chamber will handle simple projects for you.

▶ Chamber partners have online access to the business directory, including the ability to download and print mailing labels from our registry any time of day or night.

▶ We know when folks shop local, they support our Gothenburg economy. The Swede Bucks program helps Chamber partners push the "shop local" concept.

▶ Being a Chamber partner gives your business more power. We're always stronger and can accomplish more when we work toward common goals together.

# SPECIAL PARTNER LEVELS

## ENTREPRENEUR

\$150 ANNUAL CONTRIBUTION

This level of support is designed for home-based businesses with no store front, including our partners in the ag industry. It is also for a second business under the same ownership as a business that has joined at a higher investment level. Business partners at this level receive all core benefits, plus unlimited use of the Chamber's bulk mail permit for a \$20 fee.

## FRIEND of the CHAMBER

\$120 ANNUAL CONTRIBUTION

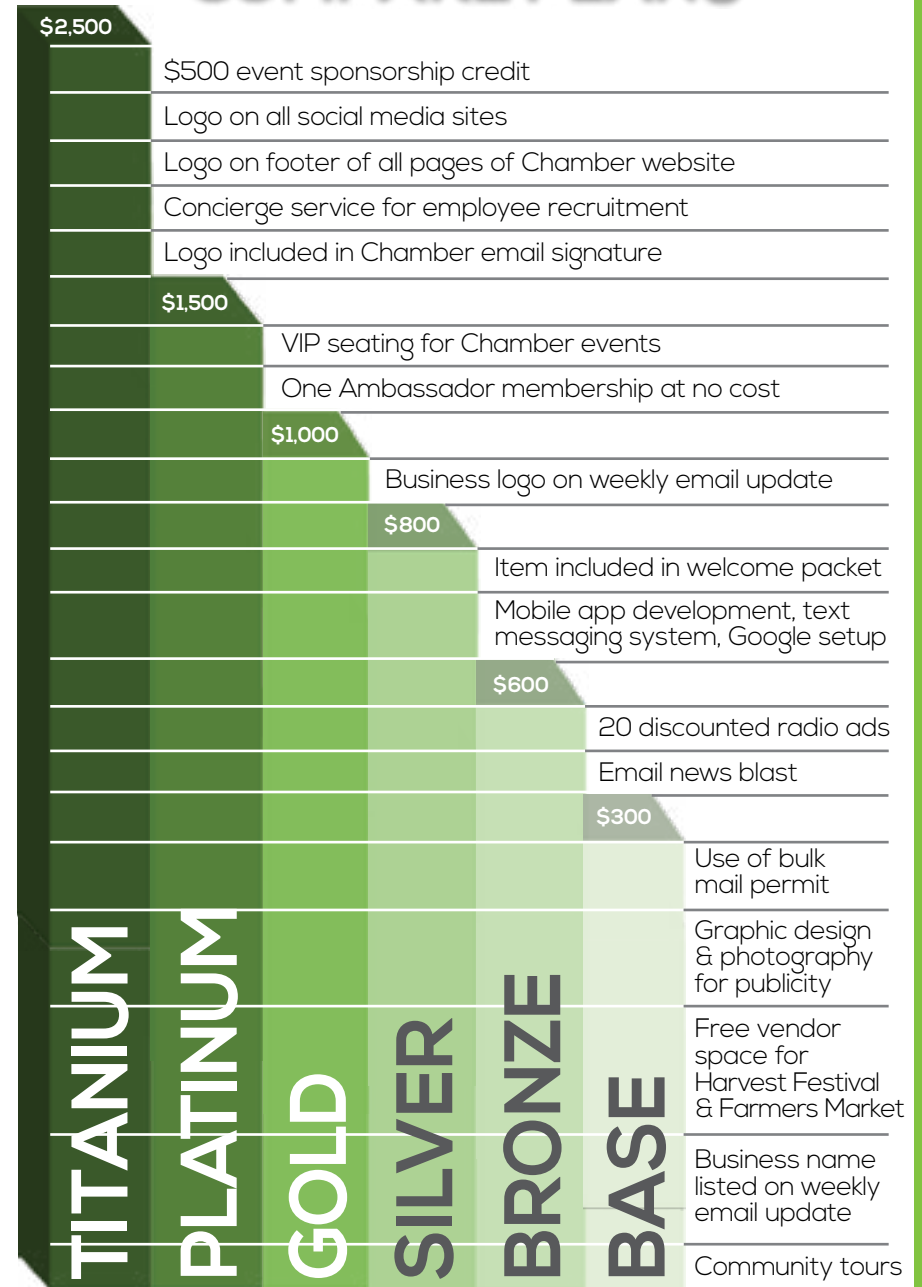
This level of investment is intended for individuals and is a great way for those who support the efforts of the Chamber to remain involved without being employed by a member business. Names are not included in the online or printed directories. Individual at this level receive all core benefits, plus unlimited use of the bulk mail permit for a \$20 fee.

## NONPROFIT ORGANIZATION

\$75 ANNUAL CONTRIBUTION

Organizations that are supported through charitable giving or government grants, are religious in nature or for scientific or literary activities may partner with the Chamber at the nonprofit level. These organizations receive all core benefits, plus have unlimited use of the Chamber's bulk mail permit for a \$20 fee.

# COMPARE PLANS



Monthly, quarterly and semi-annual payment plans are available on base level and higher. Monthly investment plans require automatic account transfers.



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