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# MEMBER RESOURCE GUIDE

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# OVERVIEW

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Welcome. Chattanooga is a place for everyone and we're thrilled you're considering joining our Chattanooga Area Chamber of Commerce. We are proud of our dynamic, growing community, our entrepreneurial spirit and the commitment of our business partners to fostering collaboration.

Investing in our Chamber helps our community:

- promote economic development
- market our unique Chattanooga quality of life
- develop our talent pipeline
- create family-wage jobs
- advocate for pro-business legislation
- provide future-focused leadership development
- foster inclusion and embrace diversity

There are some 7,000 chambers of commerce across our country – and only one was named Chamber of the Year in 2017 in the category for largest chambers: the Chattanooga Area Chamber of Commerce. When you join, you'll become part of the most influential and effective business organization in our area. With our committed volunteer leaders and members include top business leaders of successful companies large and small, who understand your local business needs. This includes our amazing board of talented and dedicated business professionals and nonprofit leaders. Together, we have a strong track record of success that includes:

- Five Star Accreditation – fewer than 2 percent of U.S. chambers have achieved this
- A proven commitment to looking ahead and working together to accomplish big things

If our paths haven't crossed by now, I look forward to meeting you at one of our more than 200 events where we connect members to help them grow and prosper.

Within the Member Resource Guide, you will find numerous ways your Chamber membership is making a difference for your company and our community. The Chattanooga Chamber plays a decisive role in growing and transforming our local economy, and together we can accomplish even more.

## OUR MISSION

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*Champion our member businesses and promote regional economic growth.*

### Contacts:

[Christy Gillenwater](#), President & CEO

[Josselyn Nielsen](#), Executive Assistant to the President & CEO

# BOARD OF DIRECTORS

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Chamber Board of Directors: Oversees the Chattanooga Chamber, meets every other month.

- For the Chamber Board of Directors list, please click [here](#).

Foundation Board of Directors: Oversees the Chattanooga Area Chamber Foundation, meets quarterly.

## ORGANIZATIONAL OVERVIEW

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Organizational Structure: Two Companies with One Mission

Chattanooga Area Chamber of Commerce (Business Association)	Chattanooga Chamber Foundation (Foundation)
Overseen by the Chattanooga Area Chamber of Commerce Board	Overseen by the Chattanooga Chamber Foundation Board
Chartered in 1887	Chartered in 1969
501(c)6 Organization	501(c)3 Organization (1980 IRS letter)
Delivers services to over 2,000 dues-paying member-investors	Handles economic development and administrative functions
25% of overall budget	75% of overall budget

Awards and Recognition:

- Accredited as a five star Chamber by the U.S. Chamber of Commerce. Five star Accreditation places the Chattanooga Chamber among the top 3 percent nationally.
- Green Plus Chamber Award for successfully recruiting Volkswagen to re-use a brownfield site.
- 2015 American Chamber of Commerce Executives (ACCE) Chamber of the Year Finalist
- 2017 American Chamber of Commerce Executives (ACCE) Chamber of the Year

# MEMBER + INVESTOR SERVICES

Primary Function: Provide and communicate highly-valued member benefits and opportunities.

Member Orientations are held the first Tuesday of each month from 8:30 to 10:00 a.m. at the Chattanooga Chamber office, located downtown at 811 Broad Street. These orientations offer members and non-members an opportunity to learn about how the Chamber can benefit you and your business. For more information, please contact [Meredith Rivers](#), Director of Member & Investor Relations.

## GET INVOLVED

Councils: The quickest way to get involved and build relationships is by attending Council meetings. For more information, please contact [Ross Katayama](#), Community Outreach Coordinator.

Council	Monthly Meeting	Connect
Downtown	First Thursday of each month 7:30 a.m. (networking) 8:00 a.m. (program)	<a href="#">Facebook</a> <a href="#">Twitter</a> <a href="#">LinkedIn</a>
East Brainerd	Fourth Tuesday of each month 11:30 a.m.	<a href="#">Facebook</a> <a href="#">LinkedIn</a>
East Ridge	First Thursday of each month 11:45 a.m.	<a href="#">Facebook</a> <a href="#">Twitter</a> <a href="#">LinkedIn</a>
Enterprise Gateway	Fourth Thursday of each month 8:30 a.m.	<a href="#">Facebook</a> <a href="#">LinkedIn</a>
Hixson	Third Wednesday of each month 11:45 a.m.	<a href="#">Facebook</a> <a href="#">LinkedIn</a>

Council	Monthly Meeting	Connect
International Business	See Chamber calendar of events.	<a href="#">Facebook</a> <a href="#">Twitter</a> <a href="#">LinkedIn</a>
MidTown	Second Wednesday of each month 11:30 a.m.	<a href="#">Facebook</a> <a href="#">LinkedIn</a>
North Chattanooga	First Tuesday of each month 11:30 a.m.	<a href="#">Facebook</a> <a href="#">LinkedIn</a>
North Hamilton County	Third Thursday of each month noon	<a href="#">Facebook</a> <a href="#">LinkedIn</a>
Ooltewah/Collegedale	Third Wednesday of each month 8:15 a.m.	<a href="#">Facebook</a> <a href="#">LinkedIn</a>
Red Bank/Signal Mountain	Third Tuesday of each month noon	<a href="#">Facebook</a> <a href="#">LinkedIn</a>
Southside	Second Thursday of each month 11:30 a.m.	<a href="#">Facebook</a> <a href="#">LinkedIn</a>

Ambassadors: The Chamber Ambassadors consist of Chamber volunteers who serve as the member relations team for the Chamber. These volunteers call on existing members throughout the year. Ambassadors also represent the Chamber at grand openings, ribbon cuttings and annual events. The Ambassadors play active roles in Chamber activities.

- Monthly Meeting: The Ambassadors meet on the second Tuesday of each month at 11:30 a.m.
- If you are interested in joining the Ambassadors please contact [Melissa Martin](#), Membership Services Coordinator.

Ribbon Cutting: The Chattanooga Area Chamber host and supports ribbon cuttings for business grand openings or major milestones. The fee is based on membership level.

- For a list of upcoming Ribbon Cuttings please see the [events calendar](#) on the Chamber's website.
- If interested in scheduling a Ribbon Cutting for your business, contact [Melissa Martin](#).



Major Events: For additional information on Chamber events or to register, email [Kerry Beth Carico](mailto:Kerry.Beth.Carico), Events Manager, or call at 423.763.4372.

- **Annual Meeting**

Our annual luncheon recognizes member businesses in initiatives including health, sustainability, education, diversity and inclusion, family focus and leadership.

- **Chamber Open House & After Hours**

The purpose of this event is to engage membership, introduce staff to members and investors, highlight Chamber members and promote active volunteerism. This event is a great way to highlight your business, network and enter to win grand prizes.

- **Spirit of Innovation**

This event is held every year to celebrate the most innovative and forward-thinking companies in our area.

- **Economic Outlook Breakfast**

An economic overview and outlook with a key financial expert.

- **Small Business Luncheon & EXPO**

- EXPO Chattanooga is the area's largest business trade show and an excellent opportunity to make contact with thousands of potential customers. Please contact [Melissa Martin](mailto:Melissa.Martin) for more information.
- The Small Business Luncheon is an award ceremony held by the Chamber each year to recognize the small business owners who make up the backbone of our local economy.

- **Leadership Chattanooga Celebration**

The Chamber believes in fostering local leaders through its Leadership Chattanooga program. This event provides a speaker on leadership and recognizes those who have completed the program that year.



- **Diversify**  
This event features seminars focused on supporting diverse business growth and inclusion.

#### **Networking Events:**

- **AM Networking**  
Held the first Wednesday of each month, AM Networking brings an average of more than 100 area businesspeople together for an hour of networking and refreshments held at a different area business each month.
- **Business After Hours**  
Held the third Thursday of each month, Business After Hours offers local professionals the opportunity to network and socialize at a different area business each month.

For additional information on these events or to learn more about hosting an event at your business, please contact Events Manager, [Kerry Beth Carico](#).

## **MEMBERSHIP BENEFITS**

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These opportunities apply to each of the three membership levels (Business, Premier and Executive Circle).

- **Business Promotion**
- **Membership Plaque & Decal**  
Once you join, you will receive a new member packet containing the membership decal, plaque and discount information from our Chamber partners. If you have any questions, please contact [Meredith Rivers](#), Director of Member & Investor Relations.
- **Membership Web Plaque**  
The Chattanooga Chamber offers a plaque that can be posted on your website or social media page. If you have any questions, please contact [Jeremy Henderson](#), Creative Director.

- **New Member Benefits**

If you are a new member, you will receive a packet of information when you join the Chamber. This packet includes coupons that are time sensitive so please make sure to review thoroughly. For more information, please contact [Meredith Rivers](#).

- **E-Mail Updates**

Membership dues include all of your employees, therefore, you can sign up as many people as you would like to receive our bi-monthly newsletter, BottomLines, and our weekly calendar of events. Other opportunities are also sent to our members on a regular basis. To add or delete employees from our database, please contact [Amanda Stewart](#), Business Intelligence Specialist.

- **Access to market research and statistics**

Annual data on the Chattanooga area, reports on economic indicators and demographic market analyses are available [here](#).

- **Business Resources**

The Chamber's Economic Development department provides assistance for existing businesses. To learn more about existing business support, please click [here](#).

- **Certificates of Origins** - Please contact [Brenda Harrison](#).

## SAVING MONEY

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Our discount programs with Office Depot, Infintech and Constant Contact are based on joint buying power and offer real opportunities for savings. Office Depot also offers a program that allows employees to receive discounts. Listed below are contacts name for these programs.

- **Office Depot**

James Goins – (865-437-8900) [james.goins@officedepot.com](mailto:james.goins@officedepot.com)

- **Infintech**

Matt Valego – (413-246-5509) [Matt.Valego@Infintechllc.com](mailto:Matt.Valego@Infintechllc.com)

- **Constant Contact**

Constant Contact is the leader in email and social media marketing for small businesses. We use Constant Contact for our online marketing and if you sign up through this [link](#) - we can offer you the same great program. Already have an account? No problem! Simply send an email to [partnersupport@constantcontact.com](mailto:partnersupport@constantcontact.com) from the email address associated with your account. Be sure to include your username and state and let them know you'd like to participate in the Affinity Management Partner Program.

- **Member Discounts**

Other savings include discounts on seminars and educational programming offered by the Chamber and discounted event ticket pricing. Members can also post discounts that they would like to offer to other members. For more information, contact [Eric Lisica](#), Interactive Content Designer.

- Discounts on INCubator conference rooms

To reserve a room please call 423.752.4301 or email [Victoria Baltz](#).

Length of Use	Training		Conference Room (8-10 People)		Board Room (14-16 People)	
	Hourly (Per hour Up to 2 hours)	Full Day (Over 2 hours)	Hourly (Per hour Up to 2 hours)	Full Day (Over 2 hours)	Hourly (Per hour Up to 2 hours)	Full Day (Over 2 hours)
Chamber Member Pricing	\$75	\$250	\$35	\$100	\$50	\$125
Non-Chamber Member Pricing	\$150	\$450	\$55	\$150	\$100	\$225

- Opportunity to purchase Chamber membership list in Excel format  
Business members may purchase the Chamber membership list for \$327.50 (tax included). Premier and Executive Circle members receive a complimentary Chamber membership list. Please note email addresses ARE NOT included in the Chamber membership list. For more information, please contact [Meredith Rivers](#), Director of Member & Investor Relations.

## PROMOTE YOUR BUSINESS

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- **Chamber Champions**

Become a Chamber Champion and enjoy the benefits of promoting your brand at Chamber events throughout the year. This affordable sponsorship program allows you to choose a recognition tier with a menu of options to fit your marketing needs and budget. Please contact [Kerry Beth Carico](#), Events Manager, for more information or click [here](#).

- **Chamber Council Meetings**

Sponsorship opportunities are available at our monthly council meetings held throughout the community. For more information please contact

[Ross Katayama](#).

- **Chamber Sponsorships**

A complete list of Chamber sponsorships available [here](#).

- **Enhanced Web Listings** on Chamber website

Please contact [Amanda Stewart](#).

- **Press Releases & Coupons**

For information about how your news can be seen by other members and the community through our Chamber publications, please contact [Eric Lisica](#) or submit [here](#).

- **Editorial Submissions/Sponsorships**

We accept submitted content and offer sponsorship opportunities in the online and print versions of our Chamber magazine, Business Trend. Contact [Amanda Ellis](#), Marketing & Communications Manager, for more information about being featured and/or advertising.

## PREMIER MEMBERS

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Premier members receive all of the previously stated benefits plus additional benefits to further enhance their company's presence within the community. Visit our website for a complete list of [Premier members](#).

## EXECUTIVE CIRCLE MEMBERS

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Executive Circle members receive all of the previously stated benefits plus additional benefits which reflect increased access to resources and decision-makers. Those within the Executive Circle represent the top membership investors in the Chamber's business network. Please visit our website for a full listing of the Chamber's [Executive Circle members](#).

## HOW TO

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- **Make changes to your company's listing in the online business directory**

Please contact [Amanda Stewart](#), Business Intelligence Specialist.

- **Access the member portal**

Members should receive a welcome email from the Chamber containing a member portal username and password. Log into your member portal [here](#).

- Your username and password may also be used to register for Chamber events.
- Update company contact information  
If at any time your company's contact information changes (individuals, email addresses, phone numbers, address, etc.) please immediately contact [Amanda Stewart](#).

## CHATTANOOGA CHAMBER FOUNDATION

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### ECONOMIC DEVELOPMENT

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Primary Function: Support the creation of family-wage jobs by identifying and supporting local businesses poised for growth, marketing our city to firms seeking a new market, providing the resources and tools entrepreneurs need to be successful in starting new businesses and working with education and training partners to ensure a robust and inclusive pipeline of talent is available to support the needs of growing businesses.

Chattanooga Climbs Campaign: Chattanooga Climbs (2019- 2024) is a collaboration of public and private funding partners providing working capital to the Chattanooga Chamber's 501(c)3 Foundation to advance the 5-year [strategic plan](#) which is focused on new job creation, building our entrepreneurial ecosystem, and development of a robust talent pipeline all underscored by a foundation of economic inclusion and collaborative leadership. The public-private approach leverages the 35 percent of the funding coming from Hamilton County and the City of Chattanooga with 65 percent provided by area businesses and other private sources. For a complete list of Chattanooga Climbs investors, please [click here](#).

President's Club: Members of the President's Club take the lead on job creation through a major investment in the Chattanooga Chamber Foundation and Chattanooga Climbs. These community leaders have helped catapult Chattanooga from an economic development non-entity in the early 2000s to a national leader in just a few years. For more information about Chattanooga Climbs and joining the President's Club, please call Sandra Brewer at 423.763.4346.

## PUBLIC POLICY

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The Chattanooga Chamber serves as the voice of business and plays a particularly vital role in the policy arena, seeking to be a dynamic, constructive partner in the policy-making process.

Chattanooga Chamber staff organize these activities with the leadership and support of Chattanooga Chamber members, including the Public Policy Committee, the Board of Directors, the Executive Board, and Chamber Councils. Policy positions are frequently informed by input from Chamber members, through surveys, focus groups, committees and other input. To review the Chamber's Legislative Agenda Framework for 2020, click [here](#).

In addition, the Chattanooga Chamber maintains collaborative relationships with counterparts in Tennessee's other urban areas. The Chattanooga, Knoxville, Memphis and Nashville chambers typically issue a joint policy agenda prior to each state legislative session and communicate regularly throughout the year. As circumstances warrant, the Chattanooga Chamber may also engage in policy-related activities with the Tennessee Chamber, the U.S. Chamber and the Tennessee Business Roundtable, as well as various ad hoc coalitions.

The Chamber's Board includes representation from all levels of government, including Hamilton County Mayor Jim Coppinger, Chattanooga Mayor Andy Berke, State Rep. Mike Carter, Tennessee State Senator Todd Gardenhire and U.S. Congressman Chuck Fleischmann.

The Chattanooga Chamber does not endorse candidates or engage in partisan activity of any type. Please contact [Justin Groenert](#), VP of Public Policy.

## TALENT DEVELOPMENT/EDUCATION

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- Talent Initiatives
  - Talent Development
    - **Future Ready Institutes:** In 2018, the Hamilton County Department of Education established Future Ready Institutes in 13 high schools. Our Chattanooga Chamber connects our business community with educators, ensuring alignment between Future Ready Institutes and regional workforce needs.
    - **Get (Future) Ready Event for 8<sup>th</sup> graders:** As part of the Chattanooga Chamber's initiatives to support Hamilton County Schools' Future Ready Institutes, we host 3000+ local eighth-graders for Get (Future) Ready. During this event, local companies staff booths to provide demonstrations and hand-on activities highlighting careers at your organization, and 8th graders learn what they need to make more informed decisions about high school courses, postsecondary training and career paths.

- **College & Career Fair for High School Juniors:** High school juniors get all the information they need to start planning for the all-so-important ‘What am I going to do after high school’ question. College representatives and employers come with training program information and hands-on activities.
  - **Spring Job Fair: Largest Hiring event in Greater Chattanooga:** This is our community's premier job fair event in the Chattanooga area. Local employers identify potential employees for immediate or future hires.
  - For more information on these programs, visit the [Talent Development page](#) or please contact Miles Huff, Sr. Director of Talent Initiatives, [mhuff@chattanoogachamber.com](mailto:mhuff@chattanoogachamber.com).
- Talent Retention
- **Leadership Chattanooga:** Been around for 35 years and prepares promising local professionals for prominent business, cultural and political roles through a 10-month leadership development program. Nominations open in February with applications in March. Visit [Leadership Chattanooga](#) for more information.
  - **YPC (Young Professionals of Chattanooga):** Young Professionals of Chattanooga's (YPC) mission is to create a community for young professionals and those young at heart to connect and grow in Chattanooga. YPC is an inclusive, safe and diverse organization wanting to connect individuals to a thriving community and network of impactful and purposeful young professionals. Visit [Young Professionals of Chattanooga](#) for more information.
    - YPC hosts a monthly After Hours on the 2nd Thursday of the month from 5:30 to 7:30 p.m. at varying locations and a monthly Professional Development Lunch on the last Friday of the month from 11:30 a.m. to 1 p.m.
  - **Protégé Chattanooga:** Nine month team-based mentoring program in which early and mid-career professionals build lifelong networks while learning from local executives and their peers. The program begins with an orientation and reception in August, sessions begin in September and ends with graduation in May. Visit [Protege Chattanooga](#) for more information.
  - **Welcome ChattaNewbies:** Place for newbies to Chattanooga and locals to come together, mingle and learn what is happening in Chattanooga on the 3rd Wednesday of the month from 5:30 to 7 p.m. at varying locations across Chattanooga. Visit [Welcome ChattaNewbies](#) for more information.
  - **Engage ChattaNewbies:** Half-day interactive program introducing newbies to the Chattanooga area through an engaging introductory course of information and activities to help them feel a part of the community. Visit [Engage ChattaNewbies](#) for more information.
  - For more information on these programs, please contact Austin Corcoran, Manager of Talent Attraction & Retention, [acorcoran@chattanoogachamber.com](mailto:acorcoran@chattanoogachamber.com).

# MARKETING AND COMMUNICATIONS

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Primary Functions: Builds and expands the Chamber's reputation and visibility through branding, reaching key audiences with consistent information that supports and drives our strategic goals.

## Programs and Tactics

- Websites
  - [ChattanoogaChamber.com](http://ChattanoogaChamber.com) for members/community.
  - [GreaterChatt.com](http://GreaterChatt.com) for site selectors and business prospects.
  - [ChattanoogaTrend.com](http://ChattanoogaTrend.com) for economic development news, advice for working smarter, member news and more.
- Online Content
  - BottomLines – Bi-monthly member e-newsletter, reaches up to 9,000 members
  - Business Trend in Edge – First of the month online and print publication by the Chattanooga Times Free Press with a special section with exclusive Chamber news. Content appears online both on the EDGE website and the Chamber's Chattanooga Trend website.
  - [Business Trend Online](#) – The most up-to-date economic development and member news.
  - Greater Chattanooga Economic Development Magazine – an annual print publication designed for site selection decision-makers, top investors and people new to our region, published by Chamber member Journal Communications.
  - Livability.com – Journal Communications also manages this site with everything you need to know about both industry and quality of life in Chattanooga.
- Digital Media
  - Membership Directory App for smart phones
  - LinkedIn, including a discussion group
  - Twitter @CHACHamber
  - Instagram @CHACHamber
  - Facebook
  - YouTube
  - Chamber Advertising Placement Opportunities
  - Trend in Edge
  - Trend Online

\*Please contact [Sybil Topel](#), Vice President of Marketing and Communications for more information.

## THE INCUBATOR & BUSINESS DEVELOPMENT CENTER

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The INCubator at the Hamilton County Business Development Center is 127,000 square feet of startup community and the largest business incubator in the state of Tennessee. As a program of the Chattanooga Area Chamber of Commerce, we cultivate a community of CEOs who are building sustainable enterprises and creating jobs in Hamilton County. Since 1988, the INCubator at the Hamilton County Business Development Center, owned by Hamilton County and Managed by the Chattanooga Area Chamber of Commerce, has successfully graduated over 600 businesses into the local economy. The INCubator has been steeped in Chattanooga's entrepreneurial ecosystem for 30 years and provides wrap-around support through our in-house partners TSBDC and LAUNCH Chattanooga. WE BUILD CEOS. WE OFFER:

- A three to four-year program to help entrepreneurs develop their strategic vision, stabilize their business and increase visibility
- Below market rate rent for office and manufacturing spaces
- Complimentary conference and meeting rooms
- A great location close to entrepreneurial resources and other businesses. The INCubator is located on Chattanooga's Northshore a block away from the Market Street bridge connecting us to downtown

### CONNECT:

INCubator at the Hamilton County Business Development Center

100 Cherokee Blvd. Ste. 100

Chattanooga, TN 37405

423-752-4301 [INCubator@ChattanoogaChamber.com](mailto:INCubator@ChattanoogaChamber.com)

[www.chattanoogachamber.com/incubator](http://www.chattanoogachamber.com/incubator)

## DIVERSITY & INCLUSION

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Diversity & Inclusion at the Chattanooga Chamber supports the development and growth of businesses owned by minorities, women, veterans and other historically disadvantaged groups.

Purposeful economic inclusion efforts promote the success of the entire business community.

We strive to model diversity and inclusion strategies that advance productivity, encourage innovation and inspire growth.

For more information, contact [Darlan Scott](#), Director of Talent and Economic Inclusion.

## FINANCE

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Primary Functions: Maintain all financial transactions and for the Chamber and Chamber Foundation, including accounts payable, accounts receivable, payroll, and collections. Also responsible for general office management and human resources for Chamber staff.

\*Contact [Cheryl Millsaps](#), Vice President of Finance and Administration.