



MEMBER RESOURCE GUIDE

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OVERVIEW



OUR MISSION

Champion our member businesses and promote regional economic growth.

Contacts:

[Christy Gillenwater](#), President & CEO

[Lori Slatton](#), Executive Assistant to the President & CEO

Overview by Chamber President and CEO:

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 and
- 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. Our committed volunteer leaders and members include top business leaders from successful companies large and small, who understand your local business needs. This includes our amazing board of talented and dedicated business professionals and non-profit leaders. Together, we have a strong track record of success that includes:

- 5-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.

BOARD OF DIRECTORS

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

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 2,220 dues paying member-investors	Handles Economic Development & 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% 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 – 10:30 a.m. at the Chattanooga Chamber Office, located downtown at 811 Broad Street. These orientations offer members and non-members an opportunity to learn more about how the Chamber can benefit you and your business. For more information, please contact [Meredith Rivers](#), Member & Investors Relations Manager.

GET INVOLVED

Councils: The quickest way to get involved and build relationships is by attending council meetings. For more information please contact [Honor Hostetler](#), Community Outreach Director.

Council	When	Connect
Downtown	1st Thursday of each month at 7:30 a.m. (networking) 8:00 a.m. (program)	Facebook Twitter LinkedIn
East Brainerd	4th Tuesday of each month at 11:30 a.m.	Facebook LinkedIn
East Ridge	1st Thursday of each month at 11:45 a.m.	Facebook Twitter LinkedIn
Enterprise Gateway	4th Thursday of each month at 8:30 a.m.	Facebook LinkedIn
Hixson	3rd Wednesday of each month at 11:45 a.m.	Facebook LinkedIn

Council	When	Connect
International	1st Wednesday of even numbered months at 11:30 a.m.	Facebook Twitter LinkedIn
MidTown	2nd Wednesday of each month at 11:45 a.m.	Facebook LinkedIn
North Chattanooga	1st Tuesday of each month at 11:30 a.m.	Facebook LinkedIn
North Hamilton County	3rd Thursday of each month at noon	Facebook LinkedIn
Ooltewah/Collegedale	3rd Wednesday of each month at 9:30 a.m.	Facebook LinkedIn
Red Bank	3rd Tuesday of each month at noon	Facebook LinkedIn
Southside	2nd Thursday of each month at noon	Facebook LinkedIn

Ambassadors: The Chamber Ambassadors consist of Chamber volunteers who serve as the public 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 take active roles in Chamber council activities.

- **Monthly Meeting:** The Ambassadors meet on the 2nd Tuesday of each month at 11:30am and is hosted by a member business.
- If you are interested in joining the Ambassadors and would like to see the requirements, or are interested in additional information, please contact [Meredith Rivers](#).

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. (\$100 for Business Level, free for Premier and Executive 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 [click here](#) for more information or email [Meredith Rivers](#).



Major Events: For additional information on Chamber events please email [Kerry Beth Carico](#). Individuals may register for events by contacting the Chamber Events Coordinator at 423.763.4372.

- **Annual Meeting – August**
The Chamber’s Annual Meeting is an opportunity for our members to gather and reflect on our accomplishments of the past year and plan for the future. Over 1200 people attend this event each year.
- **Chamber Open House & After Hours- September**
The purpose of this event is to engage membership, introduce staff to investors, highlight Chamber members, and promote active volunteerism. This event is a great way to highlight your business, network and enter to win a few grand prizes!
- **Spirit of Innovation – October**
This awards luncheon is held every year to celebrate the most innovative and forward thinking companies in our area. Nominations are accepted each year during the month of August and applications may be submitted during the month of September.
- **Economic Outlook Breakfast - January**
Held in conjunction with the city and county mayor’s offices, this breakfast is a chance for the mayors to recognize the importance of local business and industry.
- **Small Business Luncheon & EXPO – February**
 - **EXPO Chattanooga** is the area’s largest business trade show and an excellent opportunity to make contact with thousands of potential customers. Booth sales begin in September of each year. Please contact [Taylor Belcher](#) 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. Nominations are accepted each year during the month of October and applications may be submitted during November and December.
- **Community Leadership Luncheon – May**
The Chamber believes in fostering local leaders through its Leadership Chattanooga program. This luncheon provides a speaker on leadership and recognizes those who have completed the program that year.



- **Diversify (Diversity & Inclusion) - June**
This event will feature a luncheon and speaker, business match-making, seminars and a showcase of minority enterprises.

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 in a different area business each month.
- **Business After Hours**
Held the third Thursday of every month, Business After-Hours offers local professionals the opportunity to network and socialize in 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 our [Kerry Beth Carico](#).

MEMBERSHIP BENEFITS

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

- **Business Promotion**
- **Membership Plaque & Decal**
Once a member, 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](#), Member & Investor Relations Manager
- **Membership Web Plaque**
The Chattanooga Chamber offers a Web plaque that can be posted on your website or social media page. If you have any questions, please contact [Jeremy Henderson](#), Creative Projects Manager.
 - Please note that when business decision makers believe a business is a chamber member, favorability increases by 42% (37% in 2007), perceived awareness and reputation grows to 78% and 65%, respectively, (51% and 58% in 2007), plus the likelihood of future patronage increases by 74% (59% in 2007).

- **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 are based on number of employees; therefore, you can sign up as many people as you would like to receive our bi-monthly newsletter called BottomLines and our weekly calendar of events. Other opportunities are also sent to our members on an as needed basis. To add or delete employees from our database, please contact [Eric Lisica](#).
- **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 offered, please click [here](#).
- **Certificates of Origin** - Please contact [Brenda Harrison](#)

SAVING MONEY

Our discount programs with Office Depot, COS Business Products and Interiors, Infintech and Constant Contact are based on joint buying power and offer real opportunities for savings. Office Depot also has a program that allows employees to receive discounts. Listed below is the contact name for these programs.

- **Office Depot**
James Goins — 205-427-9328 — james.goins@officedepot.com
- **COS Business Products and Interiors**
Anne Losee – 423-624-0011 – ALosee@cosonline.com
- **Infintech**
Matt Valego – chamber@fdis-chatt.com
- **Constant Contact**
Constant Contact is the leader in the Email and Social Media marketing for small business. 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 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 ticket pricing to events. Members can also post discounts that they would like to offer to other members through the member portal. For more information, contact [Eric Lisica](#).
- **Discounts on INCubator conference rooms**
To reserve a room please contact [Mallorie Bailey](#) with the BDC at 423-752-4301.

Room	Training Room		Conference Room (8-10 People)		Board Room (14-16 People)	
Length of Use	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	\$75	\$250	\$35	\$100	\$50	\$125
Non-Chamber Member	\$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](#).

PROMOTE YOUR BUSINESS

- **Chamber Champions**
Become a Chamber Champion and enjoy the benefits of communicating 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](#) 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 [Honor Hostetler](#).
- **Enhanced listings on Chamber website**
Please contact [Eric Lisica](#) for more information.
- **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](#).
- **Directory Key Words**
You may choose up to 25 key words to search your business in our Chamber website. Please send your list to [Meredith Rivers](#) for inclusion.
- **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](#) for more information about being featured and/or advertising.

PREMIER MEMBERS

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

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

- **Make changes to your company's listing in the online business directory**
Please contact [Meredith Rivers](#).
- **Access the member portal**
Members should receive a welcome e-mail 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, e-mail addresses, phone numbers, address, etc.) please immediately contact [Eric Lisica](#).

CHATTANOOGA CHAMBER FOUNDATION

ECONOMIC DEVELOPMENT

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 CAN DO Job Creation Campaign: Chattanooga CAN DO (2015-2019) is a collaboration of public and private funding partners providing working capital to the Chattanooga Chamber Foundation to advance job creation initiatives in the region. This proactive approach supports Chattanooga's entrepreneurial ecosystem, existing business retention and expansion, development of the talent pipeline, as well as marketing the Chattanooga region as a premier business location. The public-private approach leverages the 40 percent of the funding coming from Hamilton County and the City of Chattanooga with 60 percent provided by area businesses and other private sources. For a complete list of CAN DO 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 CAN DO. 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 CAN DO and joining the President's Club, please call Sandra Brewer at 423.763.4346.**

PUBLIC POLICY

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 2017, 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 and U.S. Congressman Chuck Fleischmann. In addition, U.S. Senator Bob Corker's office is typically represented at Chamber Board meetings by a senior staff member.

The Chattanooga Chamber does not endorse candidates or engage in partisan activity of any type.

Workforce Development/Education:

- **Principal Leadership Academy:**
This program teaches Assistant Principals in Hamilton County Schools the business and educational leadership skills they will need to become principals.
- **School-to-Work Programs:**
Engages more than 1,000 volunteers each year to teach 15,000 Hamilton County 8th through 12th graders about the connection between academic performance and success in the workplace.
- **Support During Lay-offs:**
Delivers in-person seminars to laid-off workers outlining local job search resources and opportunities.
- For more information on these programs, please contact [Mattie Moran](#), Director of Workforce Development & Education.

Community Leadership:

- **Leadership Chattanooga:**
Approximately 40 emerging leaders participate in this 9-month program designed to inform and engage.
- **Chattanooga Insight:**
A mini-leadership session targeted to people who are new to the community or new to positions of leadership.
 - For additional information on both leadership programs, please visit [the Leadership Chattanooga page](#).
- **Intercity Visit Coordination**
Coordinates the Chamber's inter-city visits and provides support to other communities that are planning a visit to Chattanooga.

YOUNG PROFESSIONALS ASSOCIATION OF CHATTANOOGA (YPAC)

Mission: Bringing young professionals (21- 40) in the Chattanooga area together to promote philanthropic initiatives, attend social events, raise political awareness and leverage influence in the city's future. We aim to improve the quality of life for the people of the greater Chattanooga area by connecting young, working people to the city civically, professionally and socially. We strive to attract and retain modern, innovative thinkers who will invest in the area, strengthen the local economy, care for the community and define Chattanooga's future with the next generation of leadership.

Monthly Meeting: YPAC meets on the last Friday of each month at 11:30 a.m. They also host after hours networking and morning events. For a full schedule of upcoming events and more information, visit the [YPAC website](#).

MARKETING AND COMMUNICATIONS

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](#) for members/community.
 - [GreaterChatt.com](#) for site selectors and business prospects.

- 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

Primary Functions:

- Offers startup businesses office or manufacturing space at below market rental rates.
- Provides startup businesses with a number of other resources such as INCubator clerical support, fax machine, copier and postage machine.
- The Tennessee Small Business Development Center, which has offices in the INCubator, also provides a business library, computer and video centers and business counseling services.

Achievements:

- In the fall of 2011, Hamilton County completed a long-needed renovation of the Business Development Center (also known as The INCubator).
- Since its opening, the center has hosted 140-150 training and group meetings per month for a variety of organizations.
- In the past 29 years, more than 565 companies have graduated from the INCubator – with a five-year success rate of 93 percent.
- Approximately 45 percent are minority/women-owned or co-owned businesses.

General Information: Located at 100 Cherokee Blvd., the INCubator is owned by the county and managed by the Chattanooga Area Chamber of Commerce. Please visit their [website](#).

- If interested in becoming a tenant please contact [Alexis Willis](#), Director of Small Business and Entrepreneurship. Or call 423.752.430.

*[Contact the Entrepreneurial & Start Up Services](#)

DIVERSITY AND INCLUSION

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 [Maria Noel](#), Director of Diversity & Inclusion.

FINANCE

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.