



WHY JOIN THE CHAMBER?



Sustaining Growth of My Business

- I want to attract quality employees.
- I need to tap into networks of peer professionals.
- I'd like to learn from subject-matter experts and have strategic conversations around common business issues.
- I want to grow, become more profitable, and build a stronger and more resilient business.



Increasing My Business Visibility

- I'd like to increase marketing exposure, sales, and generate new leads.
- I'd like to expand my business relationships and establish credibility in my industry and my community.



Improving the Business Climate

- I'd like to develop relationships with policy decision-makers and help craft a pro-business agenda.
- Developing key talent, building our talent pipeline, and giving back to our community are very important to me.
- Access to influencers and community leaders will us do this.



Investing in Our Local Community

- I'm interested in protecting our community assets and shaping our region's long-term influence.
- I'd like to contribute to collective impact and support organizations that make a difference.
- Economic development and addressing our region's challenges are important to me

our VISION

The Battle Creek Area Chamber of Commerce is the premier business association whose influence, solutions, and networks drive economic growth in the Battle Creek area, enabling businesses, community and people to prosper in an ever-changing economy.

our MISSION

The Battle Creek Area Chamber of Commerce will provide the best in member services and aggressive business advocacy to create a climate for employer growth and a prosperous community for all.

One Riverwalk Centre
34 W. Jackson St., Suite 3A
Battle Creek, MI 49017
P 269.962.4076 | F 269.962.6309
battlecreek.org



BATTLE CREEK AREA
CHAMBER



WHY ME? WHY MY BUSINESS? WHAT ABOUT EMPLOYEES?



Why Me?

- The best way to spread the word about your business is by making connections. Whether you're new to the local community or a veteran business owner that has been around for decades, your reputation grows as you engage with other influential entities within your community.
- When your business becomes a member of the chamber, you and your employees will be part of our community of businesses. That means our connections become your connections.



Why My Business?

- Membership in the Chamber conveys credibility for your business. Consumers recognize that a company highly engaged in its local chamber of commerce is trustworthy, involved in the local community, and is a leader in their respective industry.
- In the Chamber, the business itself is the member and employees are considered representatives of the member business.



What About Employees?

- Membership in the Chamber isn't just for one person, it's for every employee too. People enjoy doing business with companies they like and trust. The more your business is networked with the community, the quicker and easier it is to establish trust with customers.
- As representatives of member businesses, employees have access to the Chamber's resources, events, and programs.

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MEMBERSHIP SUPPORTS YOUR BUSINESS

Being a member of the chamber comes with lots of benefits—many of them are active without you even having to think about it.



Advocacy for Business

- We are a strong voice advocating on your behalf to improve conditions for business in Battle Creek and Calhoun County—at all levels of government
- Market Penetration: If you are doing business here...we want YOU as a member
- Chamber membership will help you facilitate introductions and provide you with direct access to services that help your business.
- Low-cost affordable advertising
- Your business is listed on our website with thousands of visitors each month.



Personal & Professional Development

- Attend programs on topics such as legislation, sales, customer service, and more to help you and your employees manage and grow your business.



Networking

- From Membership Mixers to Networking Lunches, members have a chance to expand their referral base and connect on business issues.



Leadership & Volunteer Opportunities

- Opportunities range from serving as a Chamber Ambassador, participating on a committee, or engaging in Leadership Battle Creek.




Supporting Local

- Through various events and programs, the chamber supports our local community, local educators, local youth, and local causes.



Job Recruitment

- Promote your company's culture and benefits to local job seekers when you're looking to hire.



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