



MEMBER BENEFITS

PARTNERSHIP MEMBERSHIP AT NO COST

West Des Moines Chamber members are provided membership in the Greater Des Moines Partnership at no additional cost and includes all of their organizational benefits such as:

- marketing & communication tools (regional directory, One Voice Newsletter, mailing labels for 4,000)
- business resources (MarketSource website development tool, EMBARK web training, Insight diagnostic tool)
- additional workforce attraction/retention tools and public policy efforts

ADVERTISING OPPORTUNITIES

Greater Des Moines Partnership Regional Business Directory: This full-color bound magazine is the most comprehensive business guide to the metro area. Printed each spring with a circulation of almost 8,000, this regional resource guide contains a wealth of information such as important phone numbers, media, government data, demographics etc. Chamber members only are listed three times for free (alphabetical, classified category and "who's who"), providing high visibility to potential customers. Display advertising is available to members only.

Internet Exposure: The West Des Moines Chamber website (www.wdmchamber.org) is the most highly accessed information source for West Des Moines area business and community information. It features a vast scope of data on education, medical facilities, entertainment, relocation, demographics, a community service guide, business start-up information etc. It also has area job listings and multiple links to a wide range of resources and websites. All Chamber members are listed in the searchable business directory and may increase their visibility with a FREE hyperlink from the Chamber site to their own page. This provides members extensive worldwide exposure and is an excellent source of referrals – your Chamber website averaged almost 20,000 page views per month in 2007. Many of the visitors search the business directory for products and services and click onto member sites. New members are highlighted on the website and all members are welcome to submit information to be posted in the "member newsroom". Our online and emailed newsletter attracts an average of 1600 readers.

Monthly On-Line/Emailed Newsletter: Each month the Chamber newsletter is emailed to over 1600 local business leaders and is posted on the popular Chamber website. It features Chamber and community information and event updates, business and legislative issues overviews, business advice and much more. Members are recognized for ribbon cuttings/grand openings, and member of the month and new member listings.

Annual Report: Direct mailed to all members and metro area officials in January, the Chamber's annual report will include a full listing of all current members.

High Exposure Advertising: Only Chamber members can have their company promoted at display tables provided at most Chamber events, including Chamber luncheons, Breakfast B4 Business, and Business After Hours. This excellent advertising exposure and promotion to fellow business community members.



Grand Openings & Ribbon Cuttings: These ceremonies, which increase the visibility of new or expanding businesses, are provided to Chamber members only. Pre and post-event publicity as well as a photo with expanded caption are included in the Chamber newsletter online and emailed to 1600. The Des Moines Register also publishes a photo of the event providing a tremendous additional advertising value!

The Future is Bright: West Des Moines Development Guide: This high quality full color "coffee table quality" 90 page magazine is endorsed and distributed by the city of West Des Moines and the WDM Chamber as an economic development tool that informs and encourages the locating of businesses and individuals to WDM. Display advertising available to Chamber members at a discount.

Member Sponsorships: High visibility and advertising value is offered to members who are Chamber event, program or publication sponsors. As a sponsor, their name is prominently displayed and promoted at Business After Hours, Breakfast B4 Business, Monthly Luncheon, Golf Shoot-Out, Annual Dinner, etc. Pre-event publicity affords them broad advertising exposure at no additional cost above their sponsorship fee.

NETWORKING OPPORTUNITIES

Business After Hours: These fun networking events are typically held the fourth Thursday of the month from 5:00 to 7:00 pm at different member firms/restaurants with an average attendance of 100+. Chamber members have found these get-togethers a wonderful resource for making contact with both current and prospective clients. May 29th at Sheraton of West Des Moines and June 26 at Drury Inn & Suites are the next two events.

Business B4 Breakfast: Held on the third Wednesday of each month at various Chamber members' locations, these gatherings provide early morning networking opportunities among the 75-100 attendees. Jason's Deli will host the May 21 event.

WDM/Clive Chamber Monthly Luncheon: On the second Thursday of the month at Des Moines Golf & Country Club, 125+ business leaders from throughout the metro area gather to hear speakers on topics vital to the area as well as to do extensive networking. Bring your company literature for the sharing table.

Lunch & Learn: Informal lunch and speakers targeting information and resources to assist small and mid-sized businesses are held the third Thursday of the month at the WDM City Hall. An average of 60 people attend these useful sessions which address topics such as increasing productivity, customer service, investment strategies, etc. Mark your calendar for May 15 and June 19.

Committees and Task Forces: The West Des Moines Chamber's dedication to quality growth of the WDM area is implemented by a variety of dedicated volunteer teams.

BUSINESS OPPORTUNITIES

Mailing Labels: A list or set of labels of 800 leading West Des Moines metro business persons is available for a nominal fee. Member labels are available ONLY to Chamber members. This allows you to develop a prospect list of other Chamber members.

Business Referral Service: Each week, many responses are made to inquiries asking for referrals and information about products and service available in the metro area. These referrals of Chamber members are given to students, tourists, those interested in relocating to the area, the business community and the general population (all potential customers).

Resource Center: Information resources are available at the Chamber - examples include community demographics, local and area phone directories; clubs and organizations list; major employers and industrial directory; OSHA regulations; local, area and state government contacts; and state & local maps.

Notary Public Service and Certificates of Origin: Chamber members can use these services FREE of charge.

Tax Deductibility: Membership in the Chamber is deductible as a necessary business expense.

Advocate for Business: The Chamber is the voice of the business community in local, county, and state issues representing the business community in problem solving, promoting economic development, etc. As the association dedicated to quality economic growth of the West Des Moines metro area, it has identified the following strategic initiatives:

Business and Economic Development (creating jobs and opportunity) business retention & business attraction, entrepreneurship & small business, education & workforce development,

Community Promotion (creating a climate for growth): quality of life events and programs, leadership development, recognition of individuals/business excellence,

Member Services (enhancing the membership experience) broad ranging benefits to create contacts, enhance marketing, provide training and information

Regional Collaboration (continuing to excel as premier WDM business organization as well as being an affiliate of the Greater Des Moines Partnership) developing the Strategic Leadership Network for stronger ties with our Affiliate Chambers in neighboring communities

Accomplishments include:

- Organized over 50 networking and educational opportunities for members through monthly luncheons, Breakfast B4 Business, and Lunch & Learn programs
- Exceptionally successful programs include the Wild, Wild West Golf Shoot -Out with 500 in attendance, the Economic Development Bus Tour of WDM with 300 participants, 20 WDM business and civic leaders were part of the Greater Des Moines Partnership's 2007 Washington D.C. trip
- Implementing the new West Des Moines Leadership Academy to help train our future community leaders
- In 2007, celebrated the establishment of 56 new businesses with ribbon cutting events and open houses.
- Helped organize many community activities including Zing Into Spring Health/Wellness Faire as part of A-May-Zing Days.
- Likely to be Accredited by the U.S. Chamber, one of 6 in the state and the first metro chamber in U.S. to achieve this respected distinction.

SPECIAL EVENTS & PROGRAMS

Annual Dinner- Citizen of the Year/Business of the Year Awards
Wild, Wild West Golf Shoot -Out
Music in the Junction
New Business Appreciation Luncheon
4th of July Parade
A-May-Zing Days Zing Into Spring
Official's Steak Fry
Chamber Night at Principal Park
Keep WDM Beautiful
Chamber Night at Iowa Energy

SPECIAL NEW MEMBER INCENTIVE PACKAGE

We welcome new members to join the Chamber at any time - however; the businesses that have joined and paid their first year's annual investment before our deadline of 2 pm Friday, May 9, 2008, (either by cash, check, credit card (Visa, MC, AmEx, or Discover), faxed copy of an approved purchase order/check request or check copy) will receive the following in addition to our normal benefits:

- Each new member be listed in a special advertisement in the Des Moines Register the week of May 25.
- Each new member will be mini-profiled in an upcoming issue of the newsletter dedicated to our new members
- All new members will be placed in a drawing to host Business-B4-Breakfast for one month in 2009 (at no charge for hosting) a \$100 value.
- All new members will be placed in a drawing to be a Luncheon Sponsor for one month – a \$250 value.
- All new members will be listed in a special "New Member Welcome" page of the website and e-mailed to 1600.
- All new members will receive a coupon for a free admission to an upcoming Chamber luncheon.
- All new members will receive an enhanced listing on the Chamber website for one year.



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