

Membership has many benefits.

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s kids, we've all had well-meaning parents and loved ones tell us to 'never swim alone'. This sage advice isn't only applicable in keeping kids safe, it also rings true for any other group or community that understands that we are stronger together; and keeping our business community safe, is no exception. That's why it's important that your business 'get with your tribe'; by joining your local Olds & District Chamber of Commerce.

The Olds & District Chamber of Commerce has been around helping the local businesses of Olds and surrounding for over 21 years. And as with all Chambers, we exist to help our business community exist and thrive! It's that simple.

We do this by helping solve your business challenges through a variety of programs and services that help you connect and grow your customers and peers base, influence your customers, community and your government. And, in today's fast shifting economy, Chambers are an extension of your voice in business, impact relevant and timely information and impactful today as ever.

What's more, in a time where 'time' is a rare commodity, we hear you, and take your preferred methods of communication to heart, by providing the information you seek in a format that works for your busy schedule.

"It's in times like these that highlight how vitally important it is to of join your local Chamber of Commerce."

Not only that, but research points out that consumers more likely to do business with a company if it's a member of their local chamber of commerce.

Top 10 Reasons to Join

- 1) **Gain a voice in government.** Local chambers of commerce represent your business interests at the municipal, provincial and territorial levels of government, with the Canadian Chamber leading on national and international issues. The local chamber takes on the tough issues and opposes new regulations, taxes, fees, assessments and costs directed at small businesses.
- 2) **Membership brings credibility to your business.** You can increase positive perception among consumers and business owners when you're identified as a member of a chamber of commerce.
- 3) **As a new member of the chamber of commerce,** you will be listed in the chamber website directory, mentioned in e-newsletters, social media such as Facebook, Twitter and have the opportunity to be highlighted in other chamber publications. You also can grow your business by advertising with the chamber and sponsoring events. The chamber may also promote your grand opening/ ribbon-cutting ceremony and assist with any public relations efforts.
- 4) **Create networking opportunities.** Chambers have various committees and serving on one of them provides numerous networking opportunities as well as professional leadership development. You can build

your business while promoting developments of keen interest to local businesses and the community at large.

- 5) **Make business contacts.** The chamber's most fundamental mission is to generate more business activity for the community. The chamber initiates more business-to-business commerce and more opportunities for networking and connecting local professionals than is available through most other local organizations.
- 6) **Receive chamber newsletters.** Newsletters provide new member information, interesting information about operating a local business, articles about the local community, a community calendar and details about up-and-coming chamber events, among other things.
- 7) **Acquire customer referrals.** Every day, your local chamber receives calls from individuals and businesses looking for potential vendors, and chamber members typically recommend chamber members.
- 8) **Chamber events and programs.** Chamber events and programs provide members with great opportunities to get to know new people and expand their prospect base. Chamber events are innovative and fun ways to help members meet potential customers, clients and vendors— and generate new business leads.
- 9) **Promotion and publicity.** With a chamber membership, you can reach potential clients through member exclusive advertising and opportunities for business-to-business advertising and publications.
- 10) **Access to members-only discounts and services (see below)**

More Reasons to Join: Business Savings Plan

- Networking/sales/sponsorship opportunities
- Chamber advertising savings
- Credit card processing & Ups savings
- Membership with AB & Canadian Chambers
- Member 2 Member 'Shop Local –Shop Olds Chamber' Discount Program
- Hwy 2 & 27 Commercial Signage opportunities
- Value Added Programs (attached) for more savings for your business
- Chambers of Commerce Group Insurance Benefits Program (attached)

“The chamber was a great place to network and meet people who shared a common interest in serving their community and their customers,”

Key Employment Services; Chamber Member

These compelling reasons to join are supported by the research which indicates that chamber membership stimulates business-to-business commerce in the local community. Other businesses in town are more likely to do business with you and your company if you are a member of the local chamber. Because a major part of a small business typically comes from business-to-business services, it is essential to maintain a positive standing within the local business community.

Ready to Join your Tribe but haven't time to be an active member just yet? No Problem!

We understand your time constraints. Know that while your involvement is welcomed and encouraged (for your own benefit) your membership alone allows us to offer an abundance of resources for your business to take advantage of at any time via online and other methods. Give us a call to chat about how we can help tailor your Chamber membership to fit your needs.

*Join the Olds & District Chamber of Commerce today!
to start realizing all the ways your business can benefit!*

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