

WE'RE HERE TO HELP YOU

Membership Guide

ST. TAMMANY
WEST CHAMBER
OF COMMERCE




THANK YOU FOR YOUR INTEREST IN THE CHAMBER!

Thank you for your interest in the St. Tammany West Chamber of Commerce, where our business is your success. Our Chamber has a 5-star Accreditation from the United States Chamber of Commerce, placing us in the top 1% of all Chambers of Commerce in the country. This is an indication of the effort we make to meet the needs of our member businesses and strengthen our business community. Statistics show that 63% of consumers view a Chamber of Commerce member business as having more credibility than non-member businesses. Members of the St. Tammany West Chamber of Commerce come from every sector of the business community. Membership means something different to each of our members, and the primary reasons businesses join include:

- Business advocacy and representation on legislative issues at local, state and national levels
- Networking and building relationships with fellow business professionals
- Recognition and exposure for their business
- Impact on the community's quality of life and business environment in St. Tammany Parish

For these and other reasons, we are nearly 1,000 members strong and each additional member adds to that strength. We hope that you will join our efforts toward continued improvement of the business climate on the Northshore. If you have any questions, please do not hesitate to call me at (985) 273-3004 or contact me at lacey@sttammanycommerce.org.

Sincerely,



Lacey Osborne
President & CEO

610 Hollycrest Boulevard | Covington, Louisiana 70433
985-892-3216 | fax 985-893-4244 | sttammanycommerce.org



OUR MISSION

The mission of the St. Tammany West Chamber of Commerce is to promote and support businesses by being the resource of choice to the community, to empower business people to build a community where businesses can thrive and citizens are proud to live.

CHAIRMAN

Townsend Underhill, Stirling Properties

PAST CHAIR

Rhonda Bagby, Humana Health Benefit Plan of LA

CHAIR ELECT

Tom Meyer, Benefit Planning Group

PRESIDENT AND CEO

Lacey Osborne

TREASURER; VICE CHAIRMAN, BUSINESS SUPPORT

David Boudreaux, Hancock Whitney

VICE CHAIRMAN, MEMBERSHIP

Todd Whalley, Holiday Inn Express

VICE CHAIRMAN, PUBLIC POLICY

Michael Saucier, Gulf States Real Estate Services, LLC

VICE CHAIRMAN, COMMUNICATIONS

Lisl Blitch Moyer, Blitch Knevel Architects

BOARD MEMBERS

Tony Adams, IBERIABANK

Erin Cowser, Southeastern Louisiana University

Kyle Kent, Kent Design+Build, Inc.

David Landry, Carver Darden, LLC

Maria Landry, Fleur-de-lis Insurance, LLC

Kathryn LeBlanc, Cedarwood School

Paul LeBlanc, Arbor Lending Group, LLC

Jennifer Messina, Habitat for Humanity - STW

Ryan Myers, F.H. Myers Construction Corp.

Michael Nicaud, Hornbeck Offshore Services, Inc.

Aldric "Ric" Poirier, Blue Williams, L.L.P.

ADVISORY BOARD MEMBERS

David Comeaux, American Factory Direct Furniture

Daniel Gabourel, Magnolia Wealth Strategies

John Herman, Ochsner Health System North Shore

Sally Hoffstadt, ASI Federal Credit Union

Caitlin Hunter, Chevron

David Hursey, Cleco Power LLC

Chris Masingill, St. Tammany Corp.

Patrick McMath, City of Covington

Amanda Paxton, St. Tammany Parish Hospital

James Richardson, Insurance Underwriters LTD

EXECUTIVE LEVEL: 76+ EMPLOYEES **\$3,000**

- CEO photo and recognition on the Chamber website
- Recognized on Executive banner at Chamber events
- Free use of Chamber conference room
- Priority seating at Chamber luncheons (by request)
- Plus all the benefits listed on levels below

TOWER LEVEL: 51-75 EMPLOYEES **\$1,500**

- One free “Think Chamber First” email blast (by request, subject to availability)
- Plus all the benefits listed on levels below

CORPORATE LEVEL: 31-50 EMPLOYEES **\$825**

- One additional category listing on Chamber website
- Plus all the benefits listed on levels below

BUSINESS LEVEL III: 11-30 EMPLOYEES **\$475****BUSINESS LEVEL II: 6-10 EMPLOYEES** **\$350****BUSINESS LEVEL I: 1-5 EMPLOYEES** **\$300****Referrals & Networking**

- Referrals to newcomers, prospective residents and fellow businesses and professionals
- Special members-only pricing to monthly luncheons, breakfasts and annual events
- Free admission to Business After Hours, B2B and other networking events

Marketing & Visibility

- Listing in Chamber membership directory with link to your company’s website, social media accounts, and a brief description of your business
- Keywords on Chamber website listing to boost company’s search presence
- Featured as New Member on website for 30 days
- Post your events & news on Chamber website
- Post your company’s job openings on the Chamber website & Facebook page
- Eligible for advertising in weekly email newsletter, in member-only promotional e-blast, or on website
- Eligible to purchase a membership mailing list available upon second year renewal
- Eligible for Ribbon Cutting/Groundbreaking
- Display marketing materials in Chamber lobby
- Membership decal
- Right to display Chamber logo on your website

Access & Representation

- Access to legislative/advocacy resources
- Representation of business interests at the federal, state and local levels of government
- Hear updates and discuss timely issues one-on-one with elected officials at breakfast and luncheon events
- Free membership to the U.S. Chamber of Commerce through our Federation Partnership
- Free subscription to Legislative Updates email newsletter

Education & Information

- Educational seminars, workshops and free business counseling through SCORE & SBDC
- Subscription to Chamber Update email newsletter with exclusive members-only content such as small business tips, economic development news, special announcements, etc.

Additional Benefits:

- Access to Office Depot National Chamber discount program, with up to 55% off office supplies and 40% off copy & print services.
- Up to 25% off Constant Contact email marketing software. With in-person educational workshops and online training. Free support with developing a marketing strategy.

NON-PROFIT, GOVERNMENT OR CIVIC GROUPS: **\$250**

These groups receive the same benefits of Business Level membership; however, non-profits that operate as a business with more than 10 employees adhere to the membership levels described above according to number of employees.

AFFILIATE: **\$120**

This applies to businesses that have two or more official locations, but are operated through the same parent company. Check with Chamber staff to see if you qualify for this supplemental level. **This level is in addition to an existing membership at one of the levels listed above.

ADVOCACY AND PUBLIC POLICY COMMITTEE

Committee Chair: James Richardson

Staff Liaison: Jessica Hester

Our Chamber is the “Voice of Business,” dedicated not only to promoting and supporting business development, but also to representing our business community at local, state and federal levels. This is the working group of this operation. They keep a watchful eye on the big picture when it comes to Louisiana politics and notifies the Chamber Board when a specific position needs to be taken. Members monitor business-related legislation at the local, state, and federal levels and gauge its possible effects on the business community. This committee also offers members a unique opportunity to meet with elected officials who are often guest speakers at meetings.

AMBASSADORS COUNCIL

Committee Chair: Daniel Gabourel

Staff Liaison: Meredith Wright

The Ambassadors Council assures that each of our member businesses is valued, represented and connected by calling on existing members to update them on current activities, policies, and special events as well as asking how the Chamber can best serve them. Ambassadors act as official greeters at our events to help new members and first-time attendees feel more at ease as well as to introduce them to other members. They are outgoing, experienced Chamber members who know how to get the most benefits from their membership, and are willing to enthusiastically share that knowledge with other members.

EVENTS COMMITTEE

Committee Chair: Jennifer Messina

Staff Liaison: Mandi Cantrelle

The mission of the Events Committee is to expand the resources of the Chamber through interactions of the committee members and their connections within the community to help augment the non-dues based revenue of the budget to assist in planning, i.e. securing locations and sponsors for events, brainstorm potential new events so that the chamber can either replace older non-viable events or enhance existing events to increase relevancy, revenue, and member impact.

HEALTH AND WELLNESS COMMITTEE

Committee Chair: Maria Landry

Staff Liaison: Ashley Falkenstein

A healthy community is a prosperous community. This committee promotes free workplace programs member

employers can use, partners with similar organizations to share information and promotes activities that add value for our members such as health and wellness events and seminars.

NORTHSHORE YOUNG PROFESSIONALS

Committee Chair: Amanda Paxton

Staff Liaison: Mandi Cantrelle

Our NYP Committee brings young professionals together to engage with one another and the business, political and community leadership in an effort to improve our community and provide a voice of young professionals. They have over 150 members and their goals include collaboration with other committees, providing social and networking opportunities, and increasing Chamber membership. The committee is also committed to community service projects and volunteering at other fundraisers.

SMALL BUSINESS COUNCIL

Committee Chair: David Landry

Staff Liaison: Mandi Cantrelle

The SBC assists members through job fairs, seminars, recognition awards and trade shows. Our members keep current with trends and issues so they can plan and coordinate meaningful seminars, workshops and training sessions. SBC members also play an active role in nominations for the annual Business Appreciation Awards. The awards recognize achievement in a range of categories from business longevity to community participation by employees, and are presented each fall.

COMMUNICATIONS COMMITTEE (APPOINTED)

Committee Chair: Cara Herrin

Staff Liaison: Ashley Falkenstein

The Communications Committee consists of professionals in the communications field who work to refine the Chamber message. They facilitate implementation of our communications and marketing plan to member businesses and to the general public.

MEMBER ORIENTATION

A view from the top and around the room, Member Orientation offers new and prospective members a chance to learn about Chamber membership and each of the programs and tools we offer. Business cards are a must as attendees also get an opportunity to network with one another by introducing themselves and their business to other members.

B2B NETWORKING

Open to only 30-35 attendees, our Business-2-Business event provides a fast and effective networking opportunity for attendees, because rather than just an introduction and exchange of business cards, each person has time to give a quick sales pitch about what distinguishes their business or service from their competition. This free event is always full and fun so register early!

BUSINESS AFTER HOURS

Attracts over 100 guests who enjoy an early evening of food, drinks and casual networking. Each month's event is hosted by a different business, giving those who attend an opportunity to visit and understand the businesses in our community and allowing the host to spotlight their place of business and its services. This is FREE for our current members, one of our most popular and well-attended events, Business After Hours Host Sponsorships often sell out months in advance.

"STATE OF" BREAKFAST SERIES

Presented by our Public Policy and Advocacy Committee, this popular breakfast series features area elected officials who provide updates on topics and issues that could affect your business. Recent speakers have included our Parish President, Assessor, District Attorney, local Mayors, as well as our state legislators.

LUNCHEONS

An excellent way to learn about issues that affect the St. Tammany community as they happen, these put you in touch with informed sources on current affairs and business related issues. Guest speakers often include parish, state and national governmental officials, leaders in the field of education, workforce development, the cultural economy, and healthcare. Our website's calendar page lists location, speaker and topics for each luncheon.

INSTALLATION & AWARDS LUNCHEON

The Chamber's Annual Installation and Awards Luncheon is attended each year by nearly 200 Chamber

members, elected officials and guests. This our opportunity to recognize the outgoing Board of Directors for their dedication and welcome the incoming Board members. It also includes presentations of the Tammany Award, the Community Leadership Award, the Board Member of the Year, the Member of the Year and the Committee of the Year Awards.

LEADERCAST

Leadercast exists to positively change the way the world thinks about leadership. The one-day event is broadcast live from Atlanta to over 100,000 leaders around the globe. As the local simulcast host site, we welcome nearly 200 attendees to hear from a diverse group of the world's most recognized and respected global leaders to create a leadership experience unlike any other.

SOUTHERN NIGHTS FUNDRAISER

This annual fundraiser has become the social event of the season! Over 200 guests enjoy a delightful Summer soiree and live auction. Attendees don their best seersucker, linen and sundresses and savor Southern delicacies from area fine-dining restaurants and a premier open bar.

BUSINESS APPRECIATION LUNCHEON

A thriving business community is an important element in measuring quality of life. That is why every year, since 2004, we ask our citizens to tell us which businesses have made an impression on our parish and should be considered for the Chamber's prestigious Business Appreciation Awards. These local businesses are recognized in such categories as "Service with a Smile", "Innovation", "All in the Family", and many more!

CRAWFISH BOIL

Be part of the Chamber's only family friendly fundraising event. Bring your employees and family for an evening of food, fun and networking. This event is sure to become an annual favorite.

SCHOLARSHIP GOLF TOURNAMENT

As your voice of business we are committed to growth in our area and keeping local talent in the community. This event will allow us to offer three \$1000 scholarships to local students who plan to further their education in Louisiana with a business related degree.

The St. Tammany West Chamber is a resource for reliable business information. Across the country, people use chambers of commerce as a primary resource for visitor, relocation, business and community information. Marketing to the local business community is a snap by simply advertising with the Chamber. Each week, we send emails to over 3,800 members and our website gets over 2,000 hits a month from the local community. These are the business people you want to reach.

THINK CHAMBER FIRST PROMOTIONAL EMAIL BLASTS [52]

\$250 per email blast

Our Think Chamber First Promotional opportunity is a member-to-member email blast promoting special offers and events. This opportunity is provided exclusively to our members and is a great way to build your business!

- Sent to over 2,600 email addresses
- Member is responsible for providing camera-ready ad materials - no later than 12:00 noon the Friday before publication
- Ad should be 600 pixels wide x a maximum of 800 pixels tall and provided as a .PNG, .JPG or .GIF file, 72 dpi, RGB image, no larger than 350 k
- Ad can link to advertiser's website; please provide url
- Limited availability. Only one mail blast sent each Wednesday, on a first-come, first-served basis. Reservations are suggested 30 days prior to your requested date & a limit of one email blast per quarter is allowed

CHAMBER UPDATE EMAIL NEWSLETTER ADS [12]

\$250 for two weeks or \$400 for 4 weeks

The St. Tammany West Chamber sends an email newsletter to over 2,600 addresses on a weekly basis. Our members look forward to receiving information on legislative issues, small business tips, and upcoming events. The newsletters have an above-average open and click-through rate.

- Sent to over 2,600 email addresses
- Member is responsible for providing camera-ready ad materials -- no later than 12:00 noon the Thursday before publication
- Ad should be 600 pixels wide x 150 pixels tall and provided as a .PNG, .JPG or .GIF file, 72 dpi, RGB image, no larger than 350 k
- Ad can link to advertiser's website; please provide url
- Limited availability and offer on a first-come, first-served basis. Reservations are suggested 30 days prior to your requested date

CHAMBER MAILING LIST

\$150 for one-time usage

Our mailing list is available for sale to our one-year renewing members. This benefit allows for communication between members for announcements, new product introductions, special offers, etc. Mailing lists can be used for targeted mailings, telemarketing, lead generation, sales and marketing, planning, and market research.

- Mailing list is provided as an Excel spreadsheet via email
- List includes the primary contact for the member business, company name, address, and telephone number
- Email addresses, cell number and fax numbers are not provided
- Requests are generally fulfilled within 2-3 business days

RIBBON CUTTING, GROUNDBREAKING, OR DEDICATION

\$200

Whether you're new in town or have opened an additional branch or office, let the community know with an official Chamber ribbon cutting event. For a modest organizational fee, we will provide Chamber representation and assistance to make your event a success.

- Chamber representation during regular business hours only
- Recognition in e-blast 2 weeks prior to event
- Email invitation sent to Mayor, City Council members, STP officials and ambassadors
- Photo posted on Chamber social media accounts & sent to local media (media use not guaranteed)

