

BLUE SPRINGS CHAMBER OF COMMERCE

# CHAMBER MEMBER GUIDE

2024 EDITION





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## WHO WE ARE

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The Blue Springs Chamber has been in existence since 1962. We are a private non-profit (501c6) organization comprised of more than 500 local businesses, organizations and individuals. The Chamber staff team is made up of five staff members, led by President, Lara Vermillion. Oversight of the Chamber is governed by an 20-member Board of Directors. The Chamber's funding comes from Membership Dues, Fundraising Events, Advertising and Signature Events.

Our members are our partners. As such, we strive to understand and anticipate the needs of our members and our community. We maintain an open-door policy and emphasize communication and availability. Come talk to us about what is relevant to you so we can determine how the Chamber can help.

*“At the Chamber we are the principal advocate for and provide services to the business community. I take that responsibility very seriously. Our country’s system of free enterprise is foundational and represents the creative spirit, individual opportunity and hard work of business owners everywhere.”*

*Lara M Vermillion*

# WHAT WE DO

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## *Building Business. Growing Community.*

The Chamber serves as the business community's advocate for a vibrant and prosperous economy. The Chamber serves over 500 member businesses and organizations, ranging from multi-national corporations with headquarters in Blue Springs, to locally owned small businesses - and everything in between.

The Blue Springs Chamber is an active Chamber offering a variety of benefits and opportunities for building your business. Monthly business and social networking events, professional development opportunities, along with special activities during the year and plenty of marketing opportunities are just a few of the benefits available to members.

Chamber leadership often collaborates with the City of Blue Springs, Jackson County, Missouri Chamber of Commerce, US Chamber of Commerce and other area governmental and civic organizations when business and community matters are discussed and planned. As a result, the Chamber provides valuable input in many aspects of business and community life.

### OUR MISSION

Our mission is to be the leading resource for business and an effective influential community partner.

### OUR VISION

Our vision is a strong and prosperous economy that celebrates diversity, champions equity, and cultivates inclusion.



# MEMBER BENEFITS

The goal of the Chamber is to grow your business. Members enjoy networking, marketing, education and professional development opportunities throughout the year. Join us as we work together not only to grow your business but the Blue Springs economy and the community's overall quality of life.

*Chamber membership is an effective business strategy.*

A 2012 national survey, conducted by the Shapiro Group, confirms that businesses known to be Chamber members enjoyed: 49% increase in consumer favorability rating, 73% increase in consumer awareness, 68% increase in its local reputation, 80% increase in the likelihood that consumers would patronize the business in the future.



## 1 PROMOTE

The Chamber helps provide additional visibility. Leverage your membership to help achieve your marketing goals.

## 2 CONNECT

Build your network by attending Chamber events to expand your influence.

## 3 LEARN

The Chamber's greatest resource is it's people. Meet and learn from them to grow your business.

## 4 COMMUNITY

Chamber leaders are focused on promoting and supporting a strong economic environment.

# PROGRAMS & EVENTS

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The Chamber hosts several events and networking opportunities bringing people together, making it easier for you to have face-to-face interactions that build valuable business relationships.

## SIGNATURE EVENTS

- Annual Awards Banquet
- First Responder's Awards Luncheon
- Annual Golf Tournament
- Fall Fun Festival

## LEARNING

- Lunch & Learn
- Chamber 101
- LEADership
- Buy Blue Springs Field Trip

## SIGNATURE PROGRAMS

- 3D Mobile Notary
- True Colors Training
- Columbia College Tuition Discount
- Chamber Benefit Plan

## NETWORKING

- Monthly Luncheons
- Business Before Hours
- After Hours Networking
- Meet Me For Lunch
- Holiday Social
- Ribbon Cuttings

## ADVOCACY

- Joint Chamber Legislative Day in Jefferson City
- Legislative Breakfasts
- Legislative Affairs Task Force

### DID YOU KNOW?

Your Blue Springs Chamber membership automatically includes membership to the Missouri Chamber of Commerce.



## EVENTS CALENDAR

There's always something exciting happening at the Chamber! Scan the QR code to see what's coming up and register attend.



# GET INVOLVED

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The Chamber is proud to host a number of programs for our members and the community. Involvement in the Blue Springs Chamber is a great way to further your professional network and grow your business.



## MAKE CONNECTIONS

We believe in the value of building connections and relationships. We host after hours and special events, plus networking opportunities each month. A great way to get involved!



## SERVE ON A COMMITTEE

Share your expertise and enthusiasm with other members. Our committees provide an opportunity to build relationships, advocate for business, and maximize your membership.



## JOIN A LEADERSHIP PROGRAM

We are a leading organization that provides unparalleled professional and personal development opportunities to Chamber member businesses and employees.



## HOST AN EVENT

We love supporting and promoting our members. Members may host networking events at their place of business while reaching Chamber members and local community audience.

# MAXIMIZE YOUR MEMBERSHIP

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As a new member you can maximize your membership and get engaged immediately by taking advantage of Chamber events, committees, programs, and benefits that will impact your business.

## MEMBER PROFILE

Each member has their own business directory page where you can add your company information, location, photos, keywords and more.

## DISPLAY OUR WINDOW DECAL

63% of consumers say they are more likely to buy from a Chamber member. Promote your membership by displaying your window decal and membership plaque.

## RIBBON CUTTING CEREMONY

The Blue Springs Chamber hosts ribbon cuttings for business grand openings and relocations. This is a great way to stir excitement about your business.

## OFFER MEMBER DEALS

Offer exclusive discounts to fellow Chamber members through Member to Member Deals and drive business to your company.

## ENHANCED LISTING

The Chamber directory is a widely used resource in the community. Make it easy to find your business with simple directory enhancements.

## USE OUR LOGO TO PROMOTE

Raise your reputation through membership. Display the Chamber's logo on your website, business cards and promotional materials.

## POST JOB OPENINGS

Are you recruiting new employees? As a benefit of Chamber membership, members can submit job postings to the Chamber website for free.

## FOLLOW US ON SOCIAL MEDIA

Follow us on your favorite social media platform for daily business and community updates. You can also tag the Chamber in your posts and we'll share to help you spread the word!



# MARKETING OPPORTUNITIES

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We offer a wide variety of advertising opportunities to help market your business. Promoted to Chamber members and Blue Springs residents, consider advertising in Blue Springs Chamber publications, emails, newsletters, and website.

## *New Member Welcome Bags*

New Member welcome bags are given to businesses who join the Chamber. Include coupons or swag in for a small charge to help advertise your business.

## *Community Profile*

The Annual Community Profile highlights all things Blue Springs and is especially valuable to new residents. Place an ad for maximum exposure.

## *Event Sponsorships*

Being a sponsor is a great way for businesses to receive publicity while showing support for the Chamber and community.

## *Email & Newsletters*

Advertise in the weekly and monthly newsletters which focus on member news and upcoming events. Reach all 500+ members at once!

## *Chamber Website*

The Chamber's website is a trusted source of business information viewed by members, the public and visitors. Place ads, post press releases, and more!

# WHAT OUR MEMBERS ARE SAYING

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*“The Chamber, and all of the great connections we’ve made along the way, have helped us get to where we are today.” - David Mann, East Forty Brewing*



*I’ve been a member since I opened my business in the year 2000. It was one of the best, least expensive ways for me to market my dental office back then. It has given me valuable local contacts for services & vendors that helped me start and now maintain my business. - Natalie Beltgens, Once Upon A Smile*



*We have been members of the Blue Springs Chamber for many years but really in name only. After reaching out and getting help and support on our recent remodel I was reminded of just how valuable they can be. The support on marketing, and the help we have received on cutting through some red tape to help us get information we needed with the city was amazing. " - Mike Ronchetto, Zarda Bar-B-Que*





# OUR STAFF

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The Blue Springs Chamber has assembled a dedicated team to meet the needs of the organization and deliver support to our membership. With a combined 50+ years of business support experience, we understand and anticipate the needs of our members and our community.



*Lara Vermillion  
President*



*Rose Hall  
Events Coordinator*



*Trish Totta  
Vice President*



*Becca Blake  
Communications Specialist*





## *Have questions or need more information?*

We maintain an open-door policy and emphasize communication and availability. Come talk to us about what is relevant to you so we can determine how the Chamber can help.

Phone: 816.229.8558

Email: [bsinfo@bluespringschamber.com](mailto:bsinfo@bluespringschamber.com)

Web: [BlueSpringsChamber.com](http://BlueSpringsChamber.com)

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-  [@BlueS\\_Chamber](https://twitter.com/BlueS_Chamber)
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**BLUE SPRINGS**  
**Chamber of Commerce**  
Building Business. Growing Community.