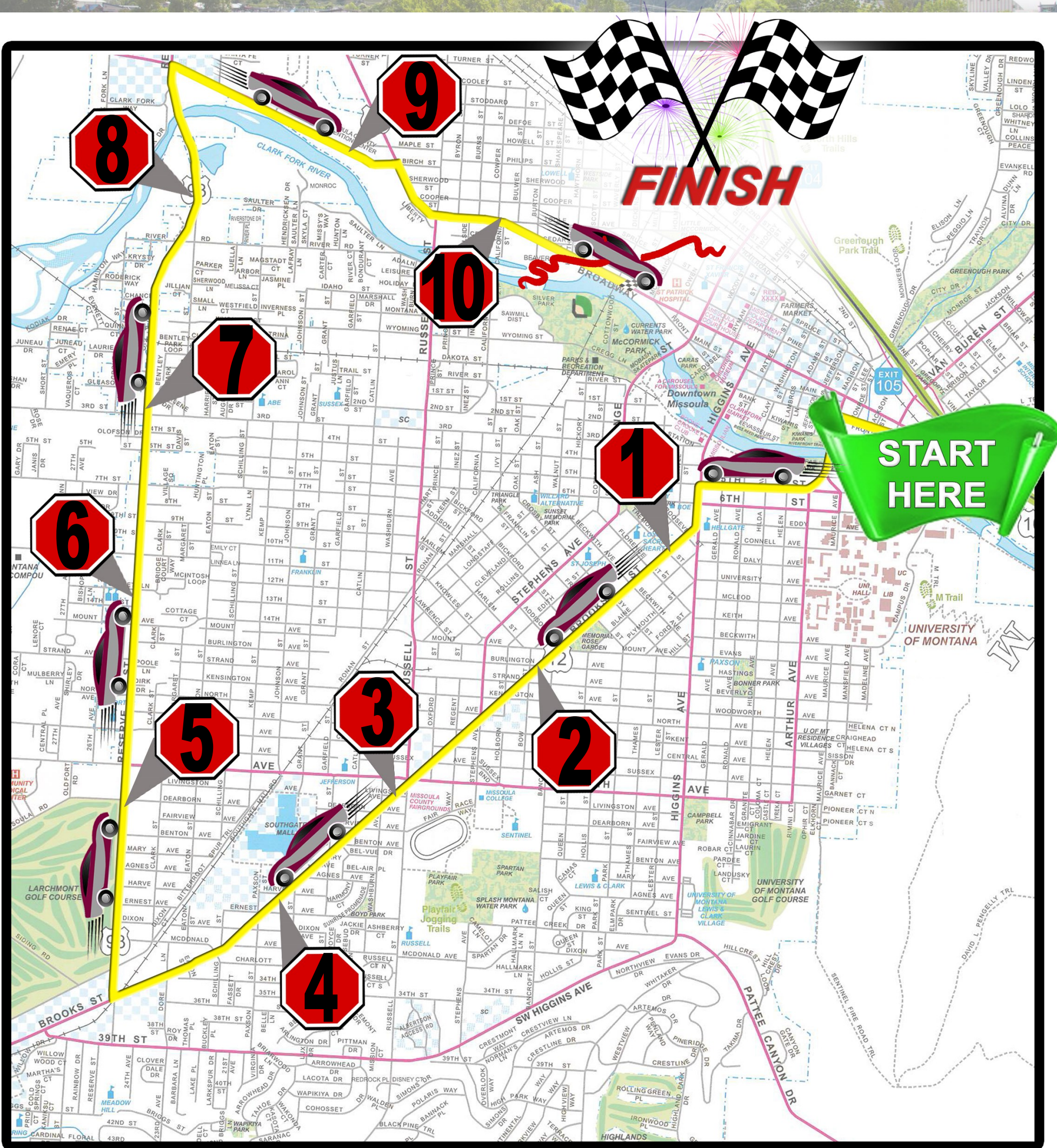


YOUR ROAD MAP TO CHAMBER MEMBERSHIP SUCCESS



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Congratulations! You are now a proud new member of the Missoula Area Chamber of Commerce...now what??

This road map to Membership Success is for you. These steps will guide you for the first 90 days. If you follow them, you will have a better understanding of how to get set-up and start engaging with the Chamber. Don't let these steps scare you, they are not as time consuming as they may look. We are here to help you, so please feel free to call us at any time at (406) 543-6623. Mark Losh can also be reached at (406) 544-0345 or markl@missoulachamber.com.

1

Member Web Page set-up – complete by end of week one

1a. Prepare a brief 50 word introduction paragraph to inform potential customers about your business to be listed on your Chamber directory listing.

1b. Create a list of key words that describe your products and services directing traffic to your business. This will help increase your search engine optimization (SEO) and create a more powerful online presence for your business listing.

1c. Provide your business logo in jpeg or png format and photo for your directory listing. As a Chamber member, you will automatically be listed in the Chamber's annual Membership Directory and Relocation Guide mailed to all new residents and business interests.

1d. Proudly display your membership decal in your business window. Chamber members support other Chamber members.

Please email the above items to Krista Clawson at the Chamber: kristac@missoulachamber.com

2

Social Media Connections – complete by end of week one

Connect your business to the Chamber through your website and all your social media. Immediately "Like" the Chamber's Facebook page and the Chamber will "Like" your business page. With 12 separate Face Book pages we have the ability to get your information out.

3

Meet Chamber Staff – Drop off cards and Brochures for Lobby – complete by end of week one

Come by the Chamber office, 825 E Front St (directly behind the Press Box) to meet the staff and let us get to know you so we can better refer you to other businesses. Drop off business cards and brochures to display in our lobby while you are here.

4

Share your Membership News with Staff and clients complete by end of week 2

You may be surprised how many businesses want to do business with Chamber members. Add the Chamber Logo to your web site and link use to your site. Let all your employees know that your business is now a Chamber member. Let everyone know you are now supporting the largest business organization in Missoula.

5

Chamber Website Resources – complete by end of week two

Go to the Chamber website and find your listing. Next, take a look at the variety of information found on the Tools for Business Success http://www.missoulachamber.com/business_resources. Check out the MTBiz Training Portal http://www.missoulachamber.com/business_resources/mtbiz_training_portal.aspx, where you can post and search for training opportunities. Under Chamber Information, click on Committees and wander through the whole site when you have free time. There are many ways to engage, educate and connect via the website.

6

Ranger Ribbon Cutting – first 30 days

Schedule a Ranger Ribbon Cutting – The Rangers are a group of volunteer professionals comprised of long-standing Chamber members and business owners. They will personally visit your business, perform a ribbon cutting with you and your staff, and present a "first dollar of pure profit" on behalf of the Chamber. Photos from the event will be featured on the Rangers and Chamber Facebook pages and in our monthly eNews.

To schedule a ribbon cutting, please email or call Krista Clawson at kristac@missoulachamber.com.

7

Complimentary Advertising Opportunities – first 30 days

Complimentary advertising opportunities are available to new Chamber members through some of our media partners. We will send you the contact information for TownSquare Media, who will help you produce a 30-second radio advertisement for your business. This ad will run on one of their stations an average of 21 times over a one-week period.

7a. You will be contacted by the Missoulian with an offer for a \$300.00 credit for advertising (restrictions may apply).

7b. Missoula Current offers "buy one month, get one month free" advertising credit for new chamber members.

8

Attend BAH and Missoula Young Professionals – first 30 days

Attend the next monthly "Business After Hours" (BAH), held on the second Tuesday of each month from 5pm to 7pm. The average attendance is between 150 and 200 area professionals and the location varies to the sponsoring business. New Members are formally introduced to the Chamber membership at BAH via a 30-second elevator speech, which you present. Remember to bring business cards with a goal of introducing yourself to other Chamber members.

Contact Krista Clawson for more information: kristac@missoulachamber.com 406-543-6623

8a. The Missoula Young Professionals host a monthly networking event for ages 21 to "young at heart." These events focus on professional development, networking and civic participation/involvement. These events are held on the third Thursday of each month from 5pm to 7pm. Please contact Krista Clawson at the Chamber: kristac@missoulachamber.com 406-543-6623 for more information.

9

General Membership Meeting

Attend a General Membership Meeting to find out more about how to engage and connect your business in Missoula. We will go over this road map, talk about the website, answer all of your questions, and simply help you get going as a fully engaged Chamber member.

Contact Mark Losh at 406-544-0345 or email markl@missoulachamber.com

10

Connect through committee involvement

We encourage you to become involved in one of the Chamber's Committees. Chamber committees are both fun and functional: you'll meet new people, participate in community events, and support our mission of making Missoula a great place to live, work, and play. Our committees are an incredible resource and we are grateful for their hard work and insight. Additional resources and engagement opportunities are abundant.

Please let us know if you would like more information about any of the following committees.

Workforce Development & Education - We bring education and the business community together to help people find their own best place - the work place – via targeted education, skill development and relevant on-site work experience. Staff contact: kimberly@missoulachamber.com

Agri-Business - Our goal is to provide leadership with agriculture operations and related or ancillary businesses while helping to maintain our local heritage in Western Montana. We aim to facilitate, promote and encourage healthy business trade, rural development, and related issues based on mutual respect of business partners. Staff contact: kristac@missoulachamber.com

Forest Resource Committee - The Forest Resource Committee plans the annual Timber Tour every October. This annual free tour for the public provides education on the timber industry. The committee also puts together Forest Discovery Days for area 5th grade students each May. Staff contact: kristac@missoulachamber.com

Health and Human Services - The Health and Human Services committee is currently working on updating the annual Health Guide, which is the Missoulian's most requested publication. The Health Guide is a comprehensive listing of health providers and resources in the Missoula Area. Staff contact: kristac@missoulachamber.com

Red Coats - The Red Coats serve as the public relations arm of the Chamber in an effort to increase the Missoula Chamber's visibility at community events. They participate as hosts at Business After Hours, coordinate the annual Red Ripper Golf Tournament, and assist with the St. Patrick's Day and Homecoming Parades. Staff contact: kristac@missoulachamber.com

Safety Committee - The Safety Committee strives to be a Safety Resource by facilitating training and awareness to assist in achieving a more safe and accident free environment for Missoula businesses and the general public to help reduce workman's comp costs. Staff contact: kristac@missoulachamber.com

*The Missoula Area Chamber of Commerce was started in 1887. Since that time there have been many changes, both in Missoula and the world of business. Through all of these many changes, there has been and will always be one constant – your Chamber of Commerce is the **heart beat** of local business. You are now part of the business life blood here in Missoula. We welcome you and will do all we can to help you grow. Now you have a plan, a road map that will help you engage, connect and prosper in the Missoula Area Chamber of Commerce.*