

Charlotte Chamber
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charlottechamber

CHAMBER ROADMAP



NAVIGATING THE CHARLOTTE CHAMBER



Navigating the ins and outs of the chamber can seem overwhelming. No need to fret; we've got you covered. But first, think about what you ultimately wish to achieve with your membership. In other words, what's keeping you awake at night?

If you're up late pondering how to make the connections you need to push your business forward, we're here to help provide opportunities for you to network with the business leaders of Charlotte.

Bob Burg, a bestselling author and speaker, perhaps said it best with his "Golden Rule of Networking": "All things being equal, people will do business with and refer business to those people they know, like and trust."

So, how can your chamber membership help you to be known, liked and trusted? It's not about dumping your business card in as many hands as possible – it's about getting to know people.

You'll meet lots of new people. And eventually, you could shake hands with that one person who might change your business forever. Don't get discouraged along the way. Keep up the momentum.



MEET BOB MORGAN

Bob believes there is no other place like Charlotte. This belief and his passion to promote a pro-business environment in the Queen City are driving forces in why he does what he does. As president and CEO of the chamber, Bob oversees all aspects of the nonprofit's operations, including its finances, economic development and pro-business public policy efforts, member engagement programs, and sales and communications.

OUR MISSION

Connect, innovate and grow opportunity for all who do business in Charlotte.

INSIDE THE CHAMBER

Who?

The chamber is a membership-based, volunteer-led organization with more than 3,200 members and a staff of 45.

What?

From attracting new jobs and capital investment to providing our members with innovative programs and services and advocating for pro-business public policies at all levels of government, the chamber is omnipresent in the business community.

Why?

Our vision is to make Charlotte the best place to run a business and to live. We exist to help Charlotte businesses of every size prosper and grow.

How?

We are a 501(c)(6) nonprofit organization and rely on support from our members, like you. The chamber does not receive taxpayer dollars.



EVER WONDERED WHAT THE CHAMBER ICON REPRESENTS? TAKE A CLOSER LOOK. **IT'S A ROAD.** WHY A ROAD? BECAUSE WE WANT TO HELP YOU GET WHEREVER IT IS THAT YOU'RE GOING. WE WORK TO CREATE OPPORTUNITIES FOR MEMBERS TO ACHIEVE THEIR GOALS. WHEN OPPORTUNITY KNOCKS, THERE'S A GOOD CHANCE THE CHAMBER PAVED ITS WAY TO YOUR DOOR.

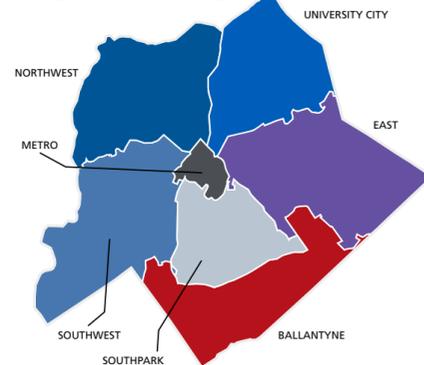


HERE'S HOW TO GET STARTED:

CONNECT in the first 90 days...

Week 1:

CHARLOTTE CHAMBER CHAPTERS



Find your home chapter. You will receive a special invitation to attend your first home chapter luncheon complimentary. The seven chapters are your front door to the chamber, featuring monthly educational and annual signature networking events.

HERE'S A LIST OF THE CHAPTERS AND WHEN THEY TYPICALLY MEET EACH MONTH*:

- Ballantyne** – Meets the first Thursday
- East** – Meets the third Tuesday
- Metro** – Meets the fourth Wednesday
- NorthWest** – Meets the third Thursday
- SouthPark** – Meets the second Tuesday
- SouthWest** – Meets the first Tuesday
- University City** – Meets the second Thursday

* Dates subject to change.

Are you a new member? Talk to your **membership advisor** on how best to get involved and make the most of your membership. Contact your membership advisor today at **704.378.4104** or **704.378.1356** to learn more.

Week 2:

Join a chapter committee. Build valuable relationships in your business community by joining a chapter committee. Contact the vice president of member engagement, operations at **704.378.4106** to learn more about involvement opportunities.

Week 3 - 4:

After receiving your invitation, attend your home chapter luncheon to meet chapter board members, staff and other Charlotte Chamber members. Remember to bring plenty of business cards! For questions, contact the vice president of member engagement, operations at **704.378.4106**.



Week 5:

Follow up with the people you met at the luncheon and schedule lunch or coffee meetings with them to build relationships. Don't forget to include them in your social media circles.

Week 6:

Come out to Business After Hours, a **free** monthly networking event held the third Thursday of the month, and Business Showcase, the chamber's only trade show held each March that typically draws more than 1,100 attendees. It's **free**, too.



TIP: Bookmark charlottechamber.com/events and do a checkup once a month to make sure that you are registered and participating in the current month's events.

NOW THAT YOU HAVE THE BASICS DOWN, KEEP GOING. HERE ARE SOME WAYS TO GET THE WORD OUT ABOUT YOUR BUSINESS, USE CHAMBER RESOURCES AND TOOLS TO GROW YOUR BUSINESS, AND GET INVOLVED WITH CHAMBER COMMITTEES AND COUNCILS:

GET THE WORD OUT

Raise your company's profile. Consider advertising with the chamber. We have options as affordable as \$50. Contact the director of campaign and advertising at **704.378.4112** for more information about the many options available to you.

Check your company name and information on our website – charlottechamber.com. There's an online member directory and we want to ensure that you are correctly listed. You'll also find event listings, recent news, market demographics and a wide variety of other useful information on our website. Contact the member relations director at **704.378.1337** for assistance.

Let the business community know about your events and news. Post your business events online to the **Member-to-Member Calendar**, email your news releases to news@charlottechamber.com for posting to **Member News** and the chamber's Twitter account, and publish your announcements to the chamber's LinkedIn group.

GET SOCIAL

[@cltchamber](https://twitter.com/cltchamber)

charlottechamber.com/linkedin

charlottechamber.com/facebook

charlottechamber.com/instagram

charlottechamber.com/youtube

Make sure your member plaque is visible to your customers and clients at your office. Download the chamber ePlaque at charlottechamber.com/members-only/charlotte-chamber-eplaque and display it proudly on your website.



TIP: Stay in the know of business news and happenings at the chamber by subscribing to our weekly electronic newsletter, **At the Charlotte Chamber**. Visit charlottechamber.com to sign up today; call **704.378.1337** for assistance in updating your email preferences.

GET INVOLVED

Check out the Healthy Charlotte Council. The Healthy Charlotte Council is focused on supporting Charlotte's growth as a healthy, fit community. With three working committees and quarterly council meetings, there are lots of ways to support the effort and engage with others interested in the health and wellness of our community. For more information, please visit charlottechamber.com/councils/healthy-charlotte-council.



Join a public policy committee. Each committee meets to discuss public policy issues and gain insight into the impact on the business community. The committees serve as avenues for us to engage, inform and hear from our members regarding public policy happenings in the community. Speakers at our meetings range from city, county, regional and federal staff to area businesses depending on the topic. Contact the public policy programs associate at **704.378.1322** to get involved with any of the following committees:

AVIATION: The committee meets with representatives from Charlotte Douglas International Airport and American Airlines to ensure we maintain an environment that continuously supports economic development success through advocacy efforts.

BUSINESS AND WORKPLACE TOPICS: The focus of this committee will be on topics such as health care policy, workers' compensation, tort reform, judicial costs, human resources compliance and other work-related issues.

LAND USE: The committee meets with city and county officials to review policies and procedures affecting development in our community and to promote a well-planned transportation infrastructure for the Charlotte region.

LEGISLATIVE AGENDA TASK FORCE: This task force gives Charlotte Chamber members and partner organizations the opportunity to assist in recommendations for the Charlotte Chamber's legislative agenda. The agenda is voted on by our Executive Committee and dictates the issues the chamber will advocate for on behalf of the Charlotte business community.

TRANSPORTATION: The committee meets with city, county and state officials to review policies and procedures to promote a well-planned transportation infrastructure for the Charlotte region. The committee will discuss priority projects in the area, as well as ways to find new revenue sources and funding.

WORKFORCE DEVELOPMENT AND EDUCATION: This committee aims to encourage workforce preparedness by collaborating through strategic partnerships and advocating for adequate school infrastructure at every level of education.

Go green. Charlotte Chamber GreenWorks exists to provide information on environmental responsibility and sustainability to businesses. If you are interested in this council, email greenworks@charlottechamber.com.



Manufacturing. The Manufacturers Council works to advocate for manufacturers in the public arena. The council promotes economic development initiatives to help manufacturers grow in Mecklenburg County, and monitors and responds to local initiatives that would limit the ability of local manufacturers to grow. For more information, please visit charlottechamber.com/councils/manufacturers-council.



Tap into our diversity programs. Visit charlottechamber.com/diversity to find out how to engage with the chamber's diversity and talent development programs, such as the Charlotte Chamber Young Professionals (CCYPs) and Power of Women. Specific questions? Contact the vice president of member engagement, inclusion and talent development at **704.378.1350**.



SPONSORSHIP

Highlight your business. Sponsor a chapter luncheon or signature event. For more information, contact the vice president of member engagement, operations at **704.378.4106**.

We offer more than 100 opportunities for member companies to sponsor chamber events throughout the year. Depending on your needs, sponsorship can provide exposure to the broad membership or specific industries. To learn how to incorporate chamber sponsorships into your company's marketing package, call the vice president of campaign at **704.378.1338**.

GROW YOUR BUSINESS

Have questions about Charlotte's economy? Take advantage of the chamber's research data to help you develop new business and recruit key employees. Visit charlotte.global for general market demographics and other information. Visit charlottechamber.com/onlinestore to purchase targeted industry publications and databases. Need help deciphering the data you see? Our staff is always willing to answer your questions. Contact the director of research at **704.378.1327**.

Looking to grow your business? Participate in our business retention and expansion program, *BusinessFirst* Charlotte. During a conversation, a representative can identify ways that we can assist you and help your business grow. If you would like to schedule your visit now, email businessfirst@charlottechamber.com.



Drive business through our new chamber app. You can reach the more than 200,000 employees represented by chamber member companies by offering discounts and coupons through our smartphone app. And, phase two makes it easier than ever to stay engaged, with access to a complete membership list, event registration, and chamber and member news. Participating is free and easy. Email app@charlottechamber.com for more information.



TIP: Sign up for the Office Depot discount program. You could save up to 50 percent off the most popular office supplies. Visit charlottechamber.com/officedepot to learn more.

