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Chamber of Commerce

SmallBusiness
Programs



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Welcome

by Bobby Clue
Executive Director

On behalf of the Board of Directors of your Somerset-Pulaski County Chamber of Commerce, I want to thank you for giving me the opportunity to introduce you to the many opportunities available by becoming a member of our organization.

As the premier advocacy organization for business in Pulaski County, we are working to promote a healthy and vibrant economy while protecting and advancing the interest of our members and the community as a whole. The chamber works in conjunction with citizens, businesses, educational and governmental partners to provide a positive business environment and improve the quality of life in the Lake Cumberland region.

The growth and success of your Chamber is made possible by the dedicated and committed support of existing members, in addition to the creation of new ones. I hope that you would like to find out more about the membership benefits we have to offer, and are encouraged by this new direction to become a member. This new vision is exciting, customer focused and one that will create the value you need to justify involvement with your Pulaski County Chamber of Commerce.

As always we thank you for your commitment to the Chamber of Commerce and the regional business environment.

Sincerely,
Bobby Clue
Executive Director

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Small Business Programs

Joining the Somerset-Pulaski County Chamber of Commerce will provide you with instant access to one of the largest chambers of commerce in the state. We are the strongest, most active business advocacy group in Southeast Kentucky, featuring an exceptional network of approximately 550 member companies.

Our Chamber partnership is primarily made up of small businesses. This booklet summarizes many of the Chamber's small business programs. We encourage you to participate in these programs as they have been established with small business in mind.



Chamber Breakfast Series

Cost: \$5 per person

Join us for a full hour of networking and relationship-building to boost your business and enhance your Chamber membership benefits. A full breakfast will be provided, followed by a guest speaker. An exciting program, the Breakfast Club event is an innovative way to familiarize yourself with the local business community, connect with fellow Chamber members, and hear real issues that affect your business.

Our Chamber Breakfast Club will begin at 7:45 a.m. and will be located in the Citizens National Bank Community Room of the Harold Rogers Student Commons.

Chamber Luncheon Series

Cost: \$11 per person

By far our most successful monthly event, the Chamber luncheon series provides members with top-notch speakers on a monthly basis. We also offer multiple opportunities to showcase your business to the crowds that average 250 people. Our luncheons series enables local business and community leaders to stay ahead of the latest issues, trends and developments. As a Leadership Luncheons Series sponsor, your company will gain valuable exposure before Pulaski Counties top leaders.

To sponsor a monthly luncheon, please contact the Chamber for additional information at 606-679-7323. Lunches are always held at 12:00 (noon) on the first Tuesday of each month at the Center for Rural Development.



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BUSINESS *after hours*



Business After Hours

Cost: No additional cost to attend; included in your Chamber membership.

Business After Hours are a great opportunity to make face-to-face contacts and to distribute business cards in a relaxed, social atmosphere. At these quarterly events you can network and meet other Chamber partners while listening to a guest speaker. Each event has an average attendance of 50-75 people.

To sponsor a Business After Hours, please contact the Chamber for additional information at 606-679-7323.



Leadership Lake Cumberland

Cost: \$500 tuition

Leadership Lake Cumberland is an eight-month leadership development program during which you will build new relationships and develop your leadership skills while learning more about our community. Applications are made available each year in January. The program, made up of 20-25 individuals, involves nine sessions during which the class studies the community's strengths and challenges through lectures, discussion, tours and role-playing activities.

Contact the Program Director at 606-679-7323 for additional information.



"I developed relationships with outstanding leaders in our community while learning so much more about the businesses, governmental and service agencies, tourism, and education within our region. I loved it!"

-MATT FORD, Ford Brothers Inc.

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Ribbon Cuttings/ Groundbreakings

**Cost: No additional cost to attend;
included in your Chamber membership.**

Host Chamber partners at your business and share about your company! The Chamber will coordinate the ceremony for your grand opening, relocation and significant anniversary. The Chamber forwards close to 1,000 invitations to our email invitation list, prepares the agenda, brings the big scissors (or shovel) and camera, takes a picture of the event and makes sure it is prominently displayed in the local newspaper.

Contact our office at 606-679-7323 for guidelines and additional information.

*"I just wanted to say
thank you to the Chamber for
your help with my ribbon cutting.
The Somerset-Pulaski Chamber of
Commerce is a great organization,
and I cannot say enough good things about it."*

-ALBERT CALHOUN, The Twisted Pineapple

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Legislative Updates

Cost: No additional cost to attend; included in your Chamber membership.

Legislative Updates keep you informed on legislative activity impacting small business and offer you the opportunity to interact with our legislators.

Chamber Board Room Rental

Cost: Rental rates vary.

If your business needs to host a meeting, event or workshop, as a Chamber partner you can hold it in the Chamber's Board Room.

For rates and additional information contact our office at 606-679-7323.

"The Chamber's facilities work well for our meetings. Their board room is the perfect place to host a lunchtime meeting for your organization."

-STEVE KELLEY, Honey Baked Ham

Special Events

Cost: Prices vary

Any Chamber event is an opportunity for your business. Weather we're recognizing a special achievement by a person or industry with a news conference or luncheon, coordinating an event hosting our legislators, or celebrating the accomplishments of the Chamber as we do at the Annual Chamber Banquet with 600+ in attendance, you can work the room and reap the benefits.

Proud to be a Partner Logo

Cost: No additional cost; included in your Chamber membership.



Display the Chamber's "Proud to be a Chamber Partner" logo on your website. The Schapiro Group, an Atlanta-based research firm, recently surveyed 2,000 Americans and found that chamber membership causes consumers to see a business in a more positive light and increases the likelihood that they will shop or purchase services from member businesses. The results for this segment are particularly striking. If a person knows that a small business is a member of the local chamber, the business will see a 44% increase in consumer favorability ratings, a 51% increase in consumer awareness, and a 63% increase in the likelihood of patronage. The logo can be pulled from the Chamber's website by clicking on the Benefits tab and choosing Marketing Resources.

Contact our office at 606-679-7323 for guidelines and additional information.

"The logo is something I proudly display at my business. It's nice to have something to show that I'm a part of the Chamber, and it's great for the customers to see as well."

-PAUL HOFFMAN, Alton Blakley Family of Dealerships

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Membership Directory

Cost: No additional cost; included in your Chamber membership.

Your business is listed alphabetically and categorically with names of key personnel which is distributed throughout our community each year. The publication also includes an email directory of Chamber partners for use when doing business with one another.

Contact our office at 606-679-7323 for additional information.

Website Listing

Cost: No additional cost; included in your Chamber membership; additional features available for a minimal fee.

Anyone, at any time, can find your business online at www.somersetpulaskichamber.com by visiting our online Membership Directory.

As a Chamber partner, your business can be searched by business name or category.

Contact our office at 606-679-7323 for additional information.

Partner Celebrations

Cost: No additional cost; included in your Chamber membership.

Increase awareness of your special event by letting the Chamber help get the word out. The Chamber will promote your business' open house, news conference, event kick-off or special presentation to approximately 1,000 Chamber representatives in the Chamber's bi-monthly electronic E-Newsletter.

Contact our office at 606-679-7323 for guidelines and additional information.

"It really helps that the Chamber can spread the word about our discounts and giveaways. Knowing the Chamber can include these events in its Newsletter and website is a big deal to us."

-STEPHEN COOMER, Sonic Drive-In



Bi-Monthly Electronic Newsletter

Cost: No additional cost to attend; included in your Chamber membership.

As a member you will receive monthly Chamber e-newsletters so that you can stay up to date with everything that's going on in the community that relates to your business.

All members of the Pulaski County Chamber of Commerce are entitled to receive our weekly e-newsletter. The Chamber's e-newsletter includes upcoming event information, links to event registration, and information on discounted products or services offered specifically to Chamber members.

Sponsor the Chamber's E-newsletter
The Chamber offers our members the opportunity to advertise to fellow members through our e-newsletter.

For additional information on advertising opportunities, contact our office at 606-679-7323.

Referrals

Cost: No additional cost; included in your Chamber membership.

The Chamber refers inquirers to your business every time they are asked. We receive over 5,000 phone calls annually and that doesn't include our online referrals.



"I've not only received business from Chamber referrals, but I've used the Chamber as a credible source for doing business throughout Pulaski County."

-KEVIN WILSON, Somerset 106 Radio

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Brochure Rack

Cost: No additional cost; included in your Chamber membership.

Visitors enter the Chamber office daily to inquire about different businesses, the community, relocation, and much more. Display your brochure in the Chamber's brochure rack located in our lobby at 445 South Highway 27.

Contact our office at 606-679-7323 for additional information.



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Partnership Mailing Labels and Disks

Cost: \$25 for labels and \$35 for disks

Communicate directly with our 550+ chamber partners about your business by ordering partnership labels or a disk.

Contact our office at 606-679-7323
for additional information.



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Relocation Packets

Cost: No additional cost; included in your Chamber membership.

Pick up a relocation packet that contains valuable information about relocating to the Pulaski County area, including a community profile for yourself or your new employee. Upon request, we will enclose information about real estate, school systems, and a Visitor's Guide that lists motels/hotels, restaurants, shopping and local attractions.

Contact our office at 606-679-7323 for additional information.





Chamber Committees

One of the best ways to involve yourself in the Chamber of Commerce is to join one of our volunteer program committees and participate in setting our future direction. These groups develop and execute our programs and are critical to helping the Chamber achieve our objectives for our membership.

Committee participation is an especially good way for new members to learn how the Chamber works and to form productive relationships with other members. No special experience is needed; anyone is welcome to join right in! To determine if a specific committee might be right for you, attend a meeting or two as a guest.

For additional information on joining a committee, contact our office at 606-679-7323 or info@somersetpulaskichamber.com.

Chamber Money Saving Programs

With our Chamber member-to-member discount program, you will save 10-50 percent with several of our fellow member companies on a wide range of goods and services you're already using, from radio advertising to office supplies and much more.

Our discount program allows Chamber members to save money on goods and services, and most importantly, gives participating members a vehicle to expose a discount to approximately 550 member businesses. To participate, your business must offer a discount that is not available to the general public, at least 10 percent below market value and will last for a minimum of six consecutive months. The Chamber will promote your discount online and through other Chamber promotional literature.

For additional information on how to participate, contact our office at 606-679-7323 or info@somersetpulaskichamber.com.





Chamber Golf Tournament

Cost: \$100 per player

You can participate in this excellent networking event that includes cash prizes, contests and awards all the while enjoying a great round of golf. The event is limited to 30 teams, tees off at 10 a.m. and includes breakfast and lunch. Come out and mix and mingle with more than 150 players and volunteers.

Contact our office at 606-679-7323 for additional information.



**Cash Prizes
Contests
Awards
Breakfast
Lunch**

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Contact Information

SOMERSET PULASKI COUNTY Chamber of Commerce

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*Create in me a clean heart, O God;
and renew a right spirit within me.*

Psalm 51:10

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