

Joining the Northern Kentucky Chamber of Commerce

Membership Recruitment

As a voluntary, not-for-profit organization, the Northern Kentucky Chamber of Commerce is dependent on the dues investments it receives from business and professional firms for 70 percent of its operating budget. While most larger and long-established businesses are already members, many smaller and newer businesses are not.

New Members

The Total Resource Development concept grew out of the traditional membership campaign and recruiting new members remains a top priority. Since every business can benefit from membership in the Chamber, every non-member is a prospect.

Where to begin?

Check to see if the company is already a member by consulting the Northern Kentucky Chamber of Commerce Membership Directory, the Chamber's web site www.nkychamber.com, the Membership Roster that begins on page 131 or by calling Judy Joyce, Membership Dept. at 859-578-6394.

What it takes: A completed and signed application plus the new member's check or credit card information (Visa, Mastercard, American Express or Discover) is all it takes to enroll a new member.

How much should they pay?

Chamber investments are usually based on the company's number of employees. For most businesses, dues are \$330 (which includes one employee) plus \$10.00 per employee up to 100 employees and \$5.00 per employee starting at 101. Check application for some special categories. The Chamber's dues formula is found on the membership application and on **page 125** of this workbook. The \$30.00 administrative fee must be included in the total. Bringing new members in at the fair-share rate helps insure that all members carry their fair share of the load. And it helps you realize your campaign goals quicker.

Example 12 employees = \$330 + (11 x \$10) = \$440 + \$30 = \$470

Example 120 employees = \$330 + (99 x \$10) = \$1320 + (20 x \$5) =\$1420 + \$30 =\$1450

Completing the Membership Application

Your first step is to congratulate the new member on a wise business decision. Reinforce the perception you've created that the membership fee is an investment in their business, employees and community that will bring many returns. It is your responsibility to complete each new member application, get the new member's signature and payment. Be sure you print your name at the bottom of the form as the sponsor and get the company to list their business category. This is very important. The application cannot be processed without a category. Return the completed application with payment to your team captain.

Membership Application Checklist

- Complete **ALL** the information on the application form.
- Applications **MUST** have the **business category listing section filled out. Be sure to secure this information from the new member before finalizing the application by using the list of business categories on the sheet inserted in the front pocket.** The Chamber's database system will not accept the new member without a business category.
- List e-mail addresses for all member representatives. E-mail has become a primary way for the Chamber to stay in touch with our members. We do not sell e-mail addresses.
- Get the company's Web site address, so their Chamber business listing can be linked to their company's Web site.
- Get the applicant to write out a twenty word description of business-this will enhance the company's searchability via their online membership directory.
- Be sure that all new members pay their "fair share" dues based on the total number of employees and not just the number of people who may get involved. Part time employees count two for one.
- And remember your compensation as a team member is enhanced by the correct "fair share" formula.
- Print your name on the sponsor line with your company name or you will miss out on getting credit for the membership.**

Payment Methods:

Checks are made payable to the Northern Kentucky Chamber of Commerce. When using a credit card be sure to get the name that appears on the card, card number and expiration date. Chamber accepts Visa, MasterCard, American Express and Discover credit cards.

After a Membership is Sold

Once completed application and investment checks are received, several steps are taken to welcome and involve your new member.

1. A welcome letter from the Chamber President is sent, expressing our appreciation for their support including a New Member Value book with \$427.50 of discount vouchers for Chamber programs and advertising. (see pg. 29)
2. New members receive a new member packet personally delivered by a Chamber Ambassador. Packet includes the 2009 Membership Directory, Chamber map, membership plaque and decal designating them as a member-business owner who cares about the growth of the region and other pertinent information.
3. New members receive an invitation to the next member reception, "Getting the Most from Your Chamber Membership". They are invited at least three times during the year.
4. New members are placed on the Chamber's mailing list to receive the Business Journal, our monthly newsletter with a Calendar of Events.
5. New members have their business listed in the Business Journal.
6. All employees of a member company are Chamber members and can attend all programs and events at the member price and can serve on committees.
7. Complimentary one-year listing on the Chamber's web site, www.nkychamber.com with a free link to their home page and all other current information.
8. New members will be contacted after joining by the Chamber's Membership Involvement Coordinator.

- One free admission to Eggs 'N Issues \$20.00 value
- One free admission to Chance to Meet \$15.00 value
- One free admission to Water Cooler Talks \$15.00 value
- One year complimentary Chamber website listing \$20.00 value
- Two free admissions to Business After Hours \$20.00 value
- 50% off Government Forum \$17.50 value
- \$75 off Leading Businesses. Leading Communities. \$75.00 value
- \$30 off one year membership to a Business Referral Network (BRN) = annual first year membership \$90.00 \$30.00 value
- ICN6 Cable TV Show- save \$75.00 \$75.00 value
- \$100 off a full page ad or insert in the Chamber's monthly Business Journal \$100.00 value
- 50% off a ¼ page Business Journal ad \$90.00 value
- \$25 off ad in Chamber's annual Economic Forecast and Community Profile \$25.00 value
\$427.50 value

All new Chamber members will receive their Value Book with their Welcome to the Chamber letter.

Member renewals from previous campaigns are a VERY IMPORTANT to the success of Taking Care of Business 2009. Over \$500,000 in campaign related membership revenue from 1998-2008 is part of the Chamber's 2009 budget.

Since many members who join the Northern Kentucky Chamber of Commerce are based on the relationship they have with their sponsor, the Total Resource Development campaign enables volunteers to renew memberships they sold in prior years. These renewals create an annual "book of business" for returning team members each year.

If you participated in the campaign last year, you will receive information to enable you to renew the memberships you sold. Ideally, you should send a renewal invoice provided by the Chamber with a return envelope back to you to ensure incentive credit. Turn the renewal in with your weekly production to your team captain. Credit will be given when the Chamber receives check or credit card for renewal amount.

Renewal invoices are automatically sent to these campaign renewals two months prior to their renewal date and will continue to receive renewals invoices until they pay and/or cancel. Many campaign renewals will come directly to the Chamber and team members will receive the credit.

Your membership renewals will be counted in the campaign as long as you or someone from your company is actively involved in the campaign. If you or your company no longer participates in the campaign the renewals will then either be assigned to another team member or counted under "the campaign" with no one getting direct credit.

Renewals are required to pay their fair share based on the Chamber's current dues schedule.

Often companies increase their number of employees during the year. Calculate renewals on a company's current employee number. Part-time employees are calculated two for one.

***Any negotiated investment must have prior approval from Janice Cushman,
Senior Vice-President, Member Services & Community Relations,
before renewal contract can be accepted.***

If you are new to the campaign, renewals are something to look forward to next year. Regardless, the only membership accounts you can renew are those assigned to you.

When you join the Northern Kentucky Chamber of Commerce Chamber you will get these great benefits.

Business Interaction (Networking)

- Behind the Scenes
- Small Business Celebration Luncheon
- New member reception, "Getting the Most from Your Chamber Membership"
- Eggs 'N Issues, Government Forums, Water Cooler Talks, A Chance to Meet
- Committee and Task Force Involvement
- Business Referral Networks
- HR Group 100
- Executive Roundtables

Business Promotion

- Three complimentary listings in the annual Membership Directory.
- Business listing on Chamber's web site; www.nkychamber.com.
- Twenty word business description to increase ways to be searched online.
- New Member listing in the Business Journal monthly newspaper.
- Sponsorship and advertising opportunities for business-to-business marketing.
- Membership plaque and decal.

Cost Saving Benefits

- Special rates on healthcare, dental and group life through Humana.
- Big savings on office supplies with Office Depot.
- New Member Value Booklet (\$427.50 value)
- Mailing Labels/Membership Roster/Referrals.
- Certificate of Origin seal to lease for export documents.

Business & Community Advocacy

- Dedicated volunteers monitor business issues and make pro-business policy decisions.
- The Chamber employs a full-time staff lobbyist who works on behalf of our members.
- Forums allow you to voice concerns on transportation, education, taxation, business regulations and the environment.
- Legislative agendas are presented directly to key decision-makers on the local, state and national level.

Workforce Solutions

Workforce Development Collaborative, finding and retaining qualified workers is a primary concern of business in Northern Kentucky. The Chamber partners with education, business and the community to find solutions. Members can post job openings at no charge on www.JOBS-NKY.com

Community Leadership Development

Chamber strives to provide leadership training to individuals who have a desire to play a leadership role in the community. Programs include Leadership Northern Kentucky, Regional Youth Leadership and Mid-Level Management trainings.

Community Enrichment

Many new ideas and initiatives get their start at the Chamber-Examples: Tri-County Economic Development Corporation, Forward Quest, the N. KY Convention Center and Vision 2015, The Chamber's dynamic vision and volunteer leadership continue to enhance and guide the growth of this community.

Benefits

- Business promotion and interaction,
- Business & community advocacy,
- Workforce & education solutions,
- Cost saving benefits,
- Community leadership and
- Community enrichment.

Business Contacts

Meet the decision-makers of member firms at networking functions such as Government Forums, monthly Eggs 'N Issues, Behind the Scenes, Chance to Meet, Water Cooler Talks and new member reception, Getting the Most from Your Chamber Membership. Over 7,200 members and representatives are invited to these meetings where business contacts are made in an informal atmosphere.

Advertising that Works (Business promotion)

Promote your business to more than 7,200 prospects with a free listing in the Chamber's membership directory. Members may also advertise in the monthly newsletter—Business Journal. Many other advertising opportunities are available to members only. Sponsorship opportunities at Chamber events increase member exposure.

Business & Community Advocacy

The Chamber is the advocate for small and large businesses in Northern Kentucky. It monitors and evaluates local, state, and federal government activity, and supports or opposes legislative actions that could impact the business community. Regular contact with elected officials helps make government more responsive to the needs of business. The Chamber employs a full-time staff lobbyist.

Current Business News

Concise information about current Chamber projects and how your investment is being used to help your business is contained in the Northern Kentucky Business Journal, the Chamber's web site, www.nkychamber.com, e-mail, Chamber FLASH and other regular mailings to members.

Business Referrals

The Chamber responds to hundreds of inquiries per month about specific services available in Northern Kentucky. We only refer Chamber member companies. The Chamber worldwide website receives thousands of hits promoting member companies.

Community Enrichment

Your investment provides increased employment opportunities, improved education, pro-business legislation and continued improvement of the quality of life for Northern Kentucky and the region.

All employees of Chamber member businesses can attend these events.

Getting the Most from Your Chamber Membership

A free program held six times a year to give members an overview of the programs and services of the Chamber. Designed especially for new members, new employees at member companies and members who want to revitalize their membership.

Eggs 'N Issues

A monthly breakfast program (every third Tuesday) at various locations with 125+ attendees. This program features a different topic and keynote speaker each month addressing Northern Kentucky issues. A buffet breakfast starts at 7:15 a.m. and ends promptly at 8:45 a.m.

Government Forum

A monthly luncheon program featuring area Congressmen and Government officials who speak to 75-125 members keeping them up to date about congressional issues that affect N.KY.

Executive Roundtables

Each table is a regional network of eight-ten business executives who meet monthly.

Golf Outings

Annual 18 hole outing draws 250+ avid golfers in August. Women's Golf Outing held in May and the Chamber Challenge a nine hole outing is held in October.

Behind the Scene

Hosted by area businesses eight times a year with opportunity for business tabletop displays. Usually 100 members attend this fun-filled event from 5:00- 7:00 p.m. offering a great opportunity for networking.

Business Education Seminars/Water Cooler Talks

Educational discussion programs with practical information on current business topics.

NKITA

Northern Kentucky International Trade Association informs and educates members as to the procedures and benefits of international trade.

Business Referral Networks

Program designed to provide Chamber members with exclusive leads. Groups are limited to one person per industry/profession and meet twice a month.

Annual Dinner

The Chamber's annual dinner held every September attracts 1000+ attendees. The gavel of leadership is passed from the current Chair to the newly elected Chair.

Chance to Meet

Members have a "Chance to Meet" purchasing officials of leading Northern Kentucky businesses. Participants learn what is required to do business with these companies.

Job Fairs

Professional recruiting conferences for Northern Kentucky employers

HR 100

Interactive meetings for human resource professional to exchange ideas and discuss proven strategies for workforce recruitment and retention.

BEST Partnerships

Business Education Success Teams are partnerships with local schools and business that advance career development and a positive work ethic.

To capitalize on the quality and depth of business leadership in Northern Kentucky, the Chamber established the Board of Advisors to provide an additional level of membership offering a continued source of leadership and financial resources.

The Board of Advisors presents an opportunity to recognize firms who contribute significantly to the strength and well being of the Chamber and its programs. Chambers have found that members are most attracted to the Board of Advisors because it permits them to stay involved in the Chamber and informed about major community issues and provides access to the top leadership of the Chamber and the community. The CEO or designated representative of all firms whose annual dues investment totals \$2,500 is designated as a member of the Board of Advisors.

Since Board of Advisor membership is open to companies who invest their fair share or a minimum of \$2,500 whichever is greater, the opportunity to serve on the Board of Advisors stimulates new and existing firms to invest at a higher level than they might otherwise do. This should stimulate new and existing firms to increase their membership investment on a voluntary basis. A new member can come on at the Board of Advisor level by paying \$2,500 in dues.

The benefits of membership include:

- An invitation to attend three Board of Directors' meetings each year and the well attended past chairs and current Board of Directors' annual Christmas luncheon.
- Company's name listed on a brass plaque hung in the Chamber's lobby.
- Photo of the company's Board of Advisor representative in the August edition of the Chamber's Business Journal.
- Recognition of the company in Chamber publications.
- Advance information on important issues, special invitations to business announcements and receptions.
- An opportunity to participate in the Chamber's annual legislative trip to Washington, D. C.
- A special listing with photos in the Chamber's annual Membership Directory.
- An enhanced highlighted Web site membership listing and access to much more.
- Special quarterly networking events.
- Annual luncheon with an area's top business leader.

Current members of the Board of Advisors are listed on page 36-38. The form to enroll a member in the Board of Advisors is found on page 39.

Before contacting a prospect about joining the Board of Advisors, call **Janice Cushman, Senior Vice-President, Member Services & Community Relations** at 859-578-6381, to determine the additional dues investment required to qualify.

Northern Kentucky Chamber of Commerce's Board of Advisors

Leadership is the key to the development of dynamic cities and organizations. In order to capitalize on the depth and breadth of the leadership talent in our community, the Northern Kentucky Chamber of Commerce has established a Board of Advisors to support and augment its Board of Directors. We believe a Board of Advisors greatly benefits our Chamber in the following ways:

- **Leadership wealth.** Because there are a limited number of seats on the Board of Directors, the great wealth of leadership talent in our community is not being adequately tapped by the Chamber. Enhances the image of the Northern Kentucky Chamber, as the region's most important leadership organization.
- **Leadership continuity.** Because the Board of Directors turns over regularly as a result of term limitations, the Board of Advisors will provide retiring directors of major investors an opportunity to maintain a level of involvement and knowledge of what is going on at the Chamber. Provides leadership continuity for an organization whose leadership is, by design, constantly changing.
- **Leadership pool.** Brings more top CEO's into the leadership of the Chamber. Members of the Board of Advisors because of their involvement and financial stake in the Chamber represent an excellent source for potential new directors.
- **Leadership support.** Chamber policy and programs will be greatly strengthened because a broader base of business leadership will be involved and better informed about the Chamber.
- **Leadership integration.** Provides a way for new corporate CEOs to be integrated into the civic leadership structure immediately. In a mobile society it is possible for talented business executives to come and go before they get involved in the chamber and community. Most new executives are eager for this opportunity.
- **Leadership investment.** Since membership is open to those firms who invest their fair share or a minimum of \$2,500 whichever is greater, the opportunity to serve on the Board of Advisors stimulates new and existing firms to invest at a higher level than they might otherwise do. This should stimulate new and existing firms to increase their membership investment on a voluntary basis. Members who currently pay \$2,500 or more qualify to be on to the Board of Advisors.
- **Leadership recognition.** The Board of Advisors presents an opportunity to recognize those firms who contribute significantly to the strength and well being of the Chamber and its programs. Chambers have found that members are most attracted to the Board of Advisors because it permits them to stay involved in the Chamber and informed about major community issues
- **The benefits of membership** include attendance at three Board of Directors' meetings each year and the well attended past chairs and current Board of Directors' annual Christmas luncheon. Company's name listed on a brass plaque hung in the Chamber's lobby. Recognition in Chamber publications. Advance information on important issues, special invitations to business announcements and receptions. An opportunity to participate in the Chamber's annual legislative trip to Washington, D. C. A special listing with photos in the Chamber's annual Membership Directory. An enhanced highlighted Web site listing and access to much more.

The Board of Advisors is as the name implies is an advisory body. It does not set policy for the Chamber and in no way infringes on the authority of the elected Board of Directors. Rather it provides a means for involving the organization's leading investors who are often not adequately represented on the Board of Directors.

2009 Northern Kentucky Chamber of Commerce Board of Advisors

The following companies are members of the Board of Advisors of the Northern Kentucky Chamber of Commerce where they provide significant leadership and financial resources to advance the chamber's program in the 21st Century.

Adams, Stepner, Woltermann & Dusing	Michael Sketch
Advantage Bank	David Caldwell
Arvin/Meritor Automotive, Inc.	Joe Mejaly
Aristech Acrylics LLC	David Knowles
Arthritis Foundation	Barbara Perez
Ashland Inc.	Julie Hopkins
The Bank of Kentucky	Kathleen Haines
Barnes, Dennig & Co., LTD	David Phelps
Bensons Inc.	Jenny Burns
Boone County Fiscal Court	Gary W. Moore
Bowlin Group	Blevins Bowlin
Business Benefits, Inc.	Jim Beatrice
Business Courier	Doug Bolton
C-Forward	Brent Cooper
Castellini Company	William M. Schuler
Catholic Health Initiatives	Mitch Melfi
CENGAGE Learning Publisher Services	Gary Bentle
Central Bank	Matthew Eilers
Cincinnati Bell	Mark Romito
Cincinnati Bell Yellow Pages	Douglas Meyers
Cincinnati Children's Hospital	Melissa Saladonis
Cincinnati Machine	William Weier
The Cincinnati Reds	Brad Blettner
Cincinnati/N. KY International Airport	TBA
Citi	Crystal Gibson
Citizens Bank of N.KY	David Van Horne
Chase	Brian Bradley
J.D. Cloud & Company	Clifton "Skip" Looney
Columbia Sussex Corporation	William Yung
Comair	Timothy Zeis
Commonwealth Hotels, Inc.	Dan Fay
Corporex Companies, Inc.	Thomas Banta
City of Covington	Kathie Hickey
Covington Independent Public Schools	Lynda Jackson
Crawford Insurance	Michael Crawford
Creation Museum of Answers in Genesis	Mark Looy
Dental Care Plus, Inc.	Anthony A. Cook
Delta Air Lines, Inc.	TBA
Derringer Company	Jack Maybury
DesignGroup	Doug Spies
Deters, Benzinger & Lavelle	James A. Dressman, III
Dinsmore & Shol	Michael Newman
John A. Dovich & Associates	John Dovich
The Drees Company	David Drees
DRS Technologies	Larry Ezell
Duke Energy	Rhonda Whitaker
EGC Construction Company	Shad Sletto
Eggleston Associates	Johnny Eggleston
Everest Group	Jeffrey Wolf
Ernst & Rabe	Lee Stanley
Federal Home Loan Bank of Cincinnati	David Hehman
Fidelity Investments	Lisa Ciccia
Fifth Third Bank	Kimberly Halbauer
Fire Grill, LLC	John Rathman

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Board of Advisors cont'd

First Financial Bank	Thomas Saelinger
First Security Trust Bank	William Beitler
Frost Brown Todd	Lawson Walker
Gallatin Steel	Don Daily
Gap, Inc.	Kevin Kuntz
GBBN Architects	Kimberly D. Patton
General Cable	Chuck Peters
GSI Commerce, Inc.	Robert Kinzig
Graydon, Head	Paul Alley
Greenebaum Doll & McDonald	Suzanne Land
Grubb & Ellis/West Shell Commercial	Fred Macke
Halma Holdings	John Campbell
Paul Hemmer Companies	Paul Hemmer, Jr.
Hennegan Company	Dennis Purcell
Heritage Bank	Lee Scheben
Holland Roofing Group	Donna Thornton
Horan Associates	Gregory L. Hoernschemeyer
Jim Huff Realty	Jim Huff
Humana of Ohio	Larry Savage
Huntington Bank	Mark Reitzes
Integra Bank	Carol Jackson
Insight Communications	Brian Gregory
IPSCO (Kentucky), Inc.	David Diederich
R.A. Jones & Co. Inc.	Kevin Cheek
Keating, Muething & Klekamp	Lisa Wintersheimer-Michel
Kenton County Fiscal Court	Ralph Drees
Kentucky Enquirer	Dennis Hetzel
Kerry Toyota	Timothy Sparks
Key Bank	Denise Sigmon
Kohrs Lonnemann Heil Engineers	Jeffrey Millard
Knochelmann Plumbing, Heating & Air Conditioning	Kris A. Knochelmann
The Kroger Company	Jason Fowee
Lee Hecht Harrison	Lisa Wade
Lexus RiverCenter	Lisa Bernstein
Mazak Corporation	Brian J. Papke
McLane Foodservice Distribution	Kevin Joiner
Mountjoy & Bressler	Jerome G. Bressler, Jr.
Mubea, Inc.	Michael Lubbers
National City	Marianne Schmidt-Hurtt
NOR-COM, Inc.	Ellen Smith
North American Stainless	Pat Graf
Northern Kentucky Community Action Commission	Florence Tandy
Northern Kentucky Convention Center	Gretchen Landrum
Northern Kentucky Convention & Visitors Bureau	Thomas Carradonio
Northern Kentucky University	John Beehler
Northern Kentucky Water District	Joseph Koester
Office Depot	Jeff Frazier
Ohio Casualty	Robert Fehrenbach
Owen Electric Cooperative, Inc.	Mark Stallons
Park National Bank	John Nienaber, Jr.
Pernod Ricards USA	TBA
Pilot Air Services	Michael C. Schwartz
PNC Bank, Northern Kentucky Division	S. Kay Gieger
Pomeroy IT Solutions	Kristi Nelson
Porter Wright Morris & Arthur	R. Jeffery Schlosser
Radius Construction	Mathew Tobler
Receptions Banquet & Conference Ctr.-South	Jeffrey Schachleiter

2009 Northern Kentucky Chamber of Commerce

Board of Advisors cont'd

Remke Markets		Eric Rabe
Republic Bank		Steve Brunson
Jeff Ruby Culinary Entertainment		Jeff Ruby
Sanitation District No. 1		Jeffery Eger
Schiff Kreidler-Shell		Chad Bilz
Schwan's Global Supply Chain, Inc.		Randy Ingolia
Strauss & Troy		John Domasko
B.L. Spille Construction, Inc.	T	Tony Huser
St. Elizabeth Medical Center		John Wenderfer
Sterling Ventures, LLC		Alex Boone
Taft Stettinius & Hollister		James Parsons
TANK		Andrew Aiello
Toyota Boshuka America		Warner Allen
Toyota Motor Engineering Manufacturing, NA		Helen M. Carroll
Toyota Motor Sales USA, Inc.		Ken Elliott
Louis Trauth Dairy		Gary Sparks
Turfway Park		Robert Elliston
United Capital Solutions		Joseph Novello
U.S. Bank		Daniel Groneck
UPS		Steve Lilly
Vector Construction		Patrick Raverty
Verst Group Logistics		Paul Verst
Von Lehman & Company, Inc.		Dale Silver
Wachovia		Steven L. Frank
Wal-Mart-Florence		John Turner
Wild Flavors		Kevin Gavin
Winegardner & Hammons, Inc.		William A. Coughlin
Wood Heron & Evans		John Davis
ZF Steering Systems		James DeMoisey
Zalla Companies		David Heidrich

Board of Advisors Application

Northern Kentucky Chamber of Commerce
300 Buttermilk Pike, Suite 330, P. O. Box 17416, Ft. Mitchell KY 41017-0416
Contact: Janice Cushman, 859 578-6381 Fax 859 578-8802

Member

Company _____

Authorized Representative _____

Title or Position in Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

BOA Company Representative's e-mail _____

***Business Description in 25 words or less** _____

Investment Amount

Minimum Annual Dues for Board of Advisors	2,500.00*
<i>Less Current Dues Paid</i>	\$ _____
Amount Required for Board of Advisors..	\$ _____
Credit Card# _____	Exp. Date _____
Name on card (must be complete) _____	

Sponsored By

Volunteer's Name _____

Team _____ Date _____

Approved By

Company Representative _____

Member authorizes Chamber to increase the member's annual investment to \$2,500.