



Small Business Success Kit

FoxCitiesChamber.com
info@foxcitieschamber.com



FOX CITIES CHAMBER

CONNECT | GROW | LEAD



Small businesses are the backbone of our community, and the Chamber is proud to offer the tools, resources, and support you need to succeed.

WE SUPPORT SMALL BUSINESSES THROUGH:

- Events designed to connect small businesses in the Fox Cities to their peers and established business leaders
- Education and professional development offerings for small business owners and their employees.
- Partnerships with local, state, and national organizations that you can tap into,
- Public policy initiatives that advocate for small business interests,
- And more!

This Small Business Success Kit outlines the many ways your Chamber can help your business **connect, grow, and lead**. Know that we are always working for you! We've got your back ... our goal is for YOU to succeed, because when you succeed, the entire Fox Cities succeeds!

Feel free to reach out to any of our team members if you have any questions or need further assistance.

Becky Bartoszek

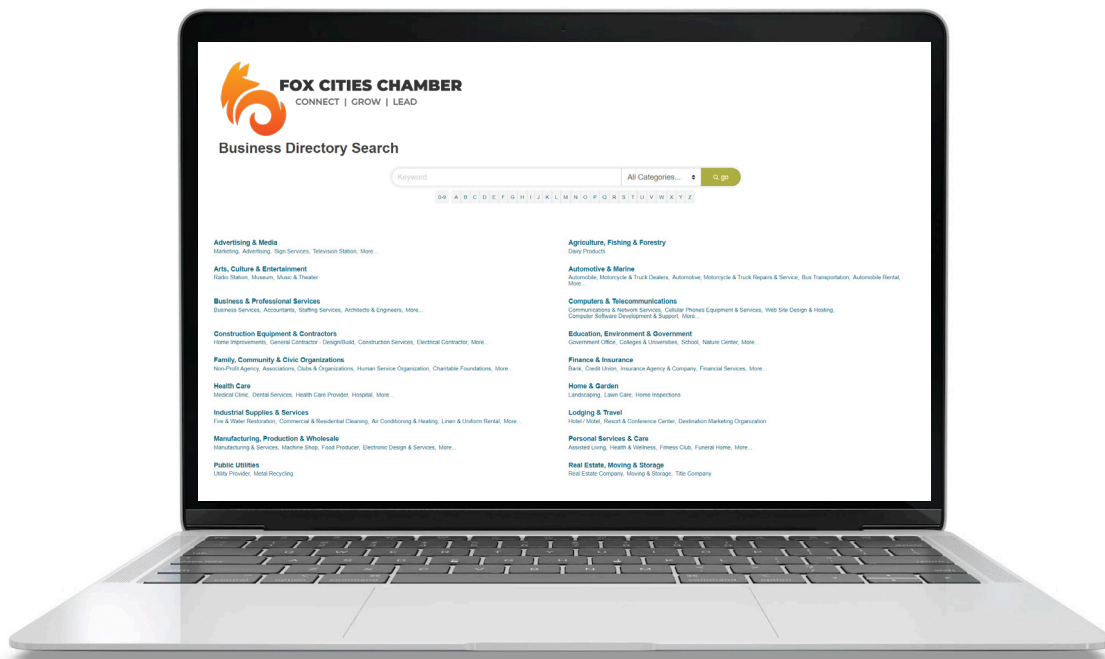
President & CEO
Fox Cities Chamber



TABLE OF CONTENTS

- **PROMOTE YOUR BUSINESS**
 - Online member directory
 - Send us your news releases
 - Display your marketing materials
 - Fox Cities Week newsletter ads
 - Member Spotlight
 - Sponsorships
 - Milestone celebrations
- **TALENT RECRUITMENT/ATTRACTION**
 - Job postings
 - Events
 - Employee Friendly Workplace certification
- **EDUCATION AND PROFESSIONAL DEVELOPMENT**
 - Discounted Fox Valley Technical College training
 - Grow with Google partnership
 - Leadership Fox Cities
 - Other seminars and webinars
- **US CHAMBER OF COMMERCE BENEFITS**
 - Digital learning platform
 - Publications subscriptions
 - FedEx discounts
 - Discounts on Met Life products
 - Attend virtual events free of charge
- **FREE BUSINESS CONSULTING**
 - SBDC
 - SCORE
 - FVTC
 - Business Retention & Expansion visits
- **NETWORKING**
 - Business After Hours
 - Events
 - Pulse Young Professionals
 - Committees
 - Network Builder
 - Ambassadors
 - Power Networking Groups
- **ADVOCACY**
- **OTHER**

PROMOTE YOUR BUSINESS



Online Member Directory

Create a profile with up-to-date information so that other Chamber members can get in touch with you and members of our community can connect with your business for goods and services. You may also use the Member Information Center to post your events to the Chamber website.

Send Us Your News Releases

Send us your news releases and we will post them on our Chamber web site. Select releases will also be highlighted in our weekly newsletter. Email them to marketing@foxcitieschamber.com.

Display Your Marketing Materials

Drop off your company brochures and we will proudly display them in the Chamber lobby.

Fox Cities Week Newsletter Ads

Our weekly digital newsletter reaches more than 7,000 members of the Fox Cities Business community. It's a great opportunity to target a B2B audience. Additionally, the Grow and Lead membership levels receive free advertising credit annually. Email marketing@foxcitieschamber.com for more information.



Member Spotlight

Members at the Grow and Lead level receive a free member spotlight. Upon request, Grow members can submit a written Member Spotlight (300 words) to be featured on the Chamber website, in our Chamber e-newsletter, and in an issue of The Business News.

Lead members can choose from either a written or video member spotlight, to be featured on the Chamber website, social media channels, and in our Chamber e-newsletter.



Sponsorships

Partner with your Chamber and celebrate our shared values. Whatever your business goals or size, the Chamber can help you find a sponsorship opportunity that positions your brand as a community advocate.

Milestone Celebrations

Members at the Connect level and above have the opportunity to host one ribbon cutting, grand opening, or other milestone celebration each year. There is a fee for Connect Free members.



TALENT RETENTION/ATTRACTION



Job Postings

Reach a larger audience for your job postings. Members at the Connect level and above can submit their job postings through their Chamber Master account, where they will be uploaded to our web site. Select job openings are also highlighted in our newsletter each week.

Events

Talent retention and attraction is a major focus at the Chamber, and we hold several events to help with your workforce needs: Smart Girls Rock, Fox Cities Days, and Future Fox Cities Career Expo. Visit our events page online to learn how you can get involved.



Employee Friendly Workplace Certification

Get a competitive advantage in talent retention and attraction by applying to become certified as an Employee Friendly Workplace. This designation encourages the adoption of employee friendly workplace practices and policies to help employers enhance work/life balance and improve employee engagement.



EDUCATION & PROFESSIONAL DEVELOPMENT

Discounted Fox Valley Technical College Training

We are collaborating with Fox Valley Technical College to offer small business seminars and training at a reduced rate for Chamber members. Visit our events page online to view the current opportunities.



Grow with Google Partnership

The Fox Cities Chamber has partnered with Grow with Google to offer the tools, resources, and training that helps small businesses adapt, grow, and better serve the community – many at no cost. Together we can help you make the most of the opportunities created by technology. Learn how to stand out online, reach more customers, and work more efficiently using Google tools and programs. Learn more at www.FoxCitiesChamber.com.

Leadership Fox Cities

Leadership Fox Cities is a 9-month, community-based, hands-on learning experience for budding and aspiring Fox Cities leaders. Individuals who apply and are accepted to the program will learn about social issues, leadership strategies, and volunteerism, as well as participate in a hands-on group project. The experience culminates with a formal graduation event and induction into the Leadership Fox Cities Alumni Association.



Other Seminars & Webinars

We offer many other educational opportunities for members, including our Public Policy series, Pulse Young Professional seminars/workshops, and Grow with Google webinars. View our Events page online for an up-to-date calendar.

US CHAMBER OF COMMERCE BENEFITS

As a member of the Fox Cities Chamber, you have access to several small business benefits offered through the US Chamber of Commerce:

- Digital learning platform
- Publications subscriptions
- FedEx discounts
- Discounts on Met Life products
- Attend virtual events free of charge

If you are interested in joining the US Chamber to receive their small business benefits, email us at info@foxcitieschamber.com



FREE BUSINESS CONSULTING

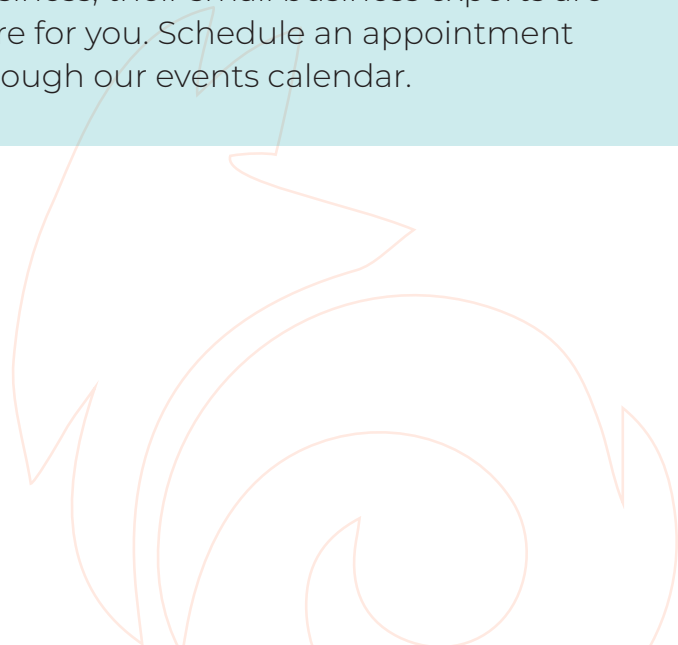


SBDC

It's easier than ever to access the pros from the Small Business Development Center (SBDC), as consultants are at the Fox Cities Chamber office on a regular basis. No matter what stage you are at in starting or growing your for-profit business, their small business experts are here for you. Schedule an appointment through our events calendar.

SCORE Free Small Business Consultation

We are partnering with Fox Cities SCORE to provide free and confidential mentoring at our Chamber offices, for entrepreneurs and small businesses working to start or grow a business. Watch for more information!



FVTC Free Small Business Consultation

We are also partnering with Fox Valley Technical College to come on site at the Chamber on a regular basis to offer weekly, "Smart Conversation Sessions" for Chamber members and small business owners. More details to come!



Business Retention & Expansion Visits

The Business Retention & Expansion (BR&E) program is a FREE service to employers in the Fox Cities region. Its purpose is to:

- Identify needs, challenges and opportunities within your business and
- Connect you with tangible solutions that remove barriers to growth and are critical to your long-term success

Let us help you in the areas of workforce, real estate, regulatory relief, marketing, financing, and other key issues and "growing pains." Email ebrotten@foxcitieschamber.com for details.

NETWORKING



Business After Hours

Business After Hours is one of our most popular events at the Chamber. Each month a different member hosts an informal after-hours event. Bring your business cards and connect with professionals across varying industries. Interested in hosting? Contact jwickersham@foxcitieschamber.com

Events

Each month we hold numerous events that align with our mission to promote employers and economic development, while serving as a catalyst to further improve the quality of life in our region. Visit our events calendar online for specifics.



PULSE Young Professionals

Our PULSE Young Professionals build a powerful network of young professionals who are capable of connecting, inspiring, and leading community members and businesses within the Fox Cities. If you are a young professional looking to learn and connect, apply on our web site to be a member.

Committees

Your Chamber has several opportunities to volunteer! Drop us a line at info@foxcitieschamber.com and we'll connect you with the right person for more information on current committee openings:

- Leadership Fox Cities Steering Committee
- Leadership Fox Cities Alumni Association Committee
- Ambassadors
- Public Policy Council
- Employee Friendly Workplace Advisory Board
- Appleton's Octoberfest Committee and Event Volunteers
- Future Fox Cities Career Expo Event Volunteers
- Pulse Young Professionals Network



Network Builder

New networking opportunities will soon be delivered to your inbox. Get to know other Fox Cities Chamber members with our newest networking opportunity, Fox Cities Chamber Network Builder. Once you

are signed up for Network Builder, you'll receive custom email introductions connecting you to other members of Fox Cities Chamber. Network Builder will be launching in mid-September; watch for the announcement and more details.

Ambassadors

The Ambassadors are a dedicated group of business volunteers who serve as the public relations arm for the Chamber. They attend Chamber events, ribbon cuttings, member events and contact members on a regular basis. They advocate for the Chamber and provide an exceptional member experience for the Chamber's members. The ambassador team meets monthly.

Contact Jim Wickersham at jwickersham@foxcitieschamber.com for more information.



Power Networking Groups

Expand your Fox Cities network by joining a Fox Cities Chamber Power Networking Group. Simply submit our online form to express your interest and we will match you with a group that connects you with other professionals from outside of your industry.

ADVOCACY

The Fox Cities Chamber works to promote and cultivate a thriving business climate while protecting and advancing the interests of not just its members, but the community as a whole.

Our Vice President of Government Affairs is your liaison and small business advocate at the local, state, and national level. [For more information email jturke@foxcitieschamber.com.](mailto:jturke@foxcitieschamber.com)

OTHER



The Business News Subscription

All Chamber members receive a complimentary subscription to The Business News for their organization.

Meeting Rooms

Members at the Connect Level and above may reserve the Chamber's meeting rooms and conference spaces in downtown Appleton at no cost, subject to availability. There is a fee for Connect Free members.

Media Room

The Chamber has a media room available for member use, for your photo and video needs. There is no charge to members at the Connect level and above. Connect Free members will have a fee.

Notary

We offer all members complimentary notary services and verification stamping on certificates of origin.

