



# Business Success Kit

FoxCitiesChamber.com  
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**FOX CITIES CHAMBER**

CONNECT | GROW | LEAD

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Our 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 YOUR BUSINESS THROUGH:

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



This Business Success Kit outlines the many ways your Chamber can help you **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.

President & CEO, Fox Cities Chamber

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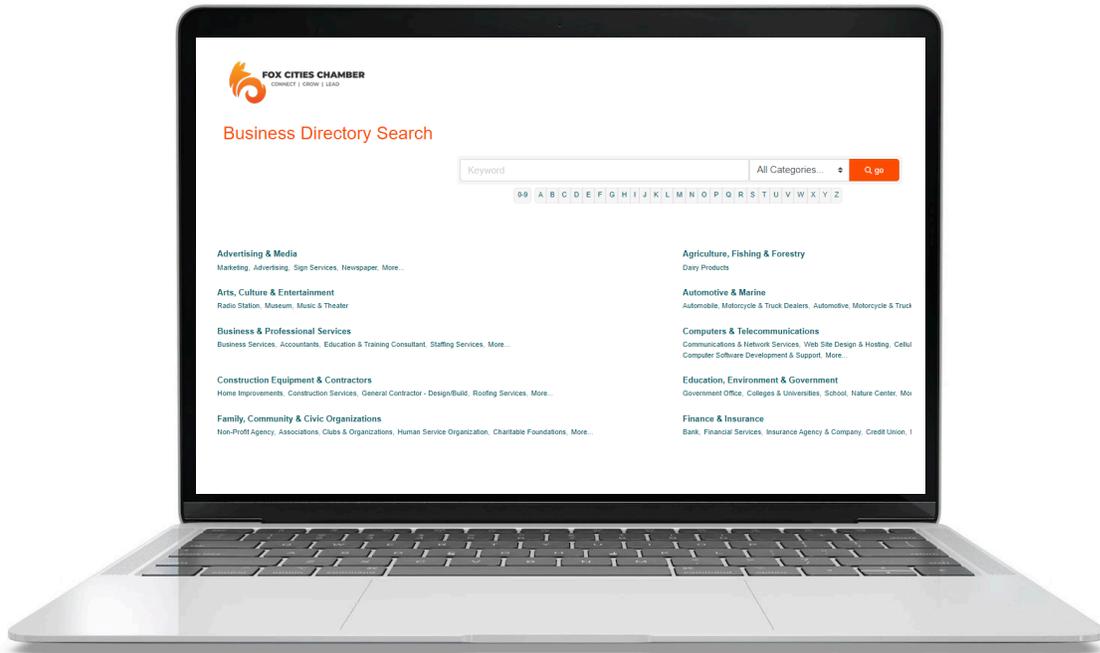
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# PROMOTE YOUR BUSINESS



## News Releases

Send us your news releases and we will post them on our Chamber web site as well as highlight them in our weekly newsletter, *Fox Cities Week*. **Email them to [marketing@foxcc.net](mailto:marketing@foxcc.net).**

## Online Member Directory

Create a profile with up-to-date information and photos so that other Chamber members can get in touch with you, and members of our community can connect with your business. The directory is often found in Google searches, so the more robust, the better.

## Chamber Events Calendar

Using your Chamber account, you can upload your company events to the Chamber online calendar!

## Display Your Marketing Materials

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

## Fox Cities Week

Our weekly digital newsletter reaches nearly 9,000 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@foxcc.net](mailto:marketing@foxcc.net) for more information.**

**Forgot your member account login?  
Email [receptionist@foxcc.net](mailto:receptionist@foxcc.net) for help.**



## Member Spotlights

Members at our Grow and Lead levels 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 and also be featured on the Chamber website, social media channels, and in our Chamber e-newsletter. **Email [marketing@foxcc.net](mailto:marketing@foxcc.net) for more information.**



## 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

Are you celebrating a milestone anniversary? This includes any business anniversary that ends in a 5 or 0. If so, let us know and we will help promote it! We also offer special marketing packages to increase your brand awareness.

## Ribbon Cuttings

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

## Member 2 Member deals

All Chamber members are welcome to offer a Member 2 Member deal. We only ask that the deal is unique to members of the Fox Cities Chamber. If interested in providing a special deal, or in seeing how you can support other members and save, visit our web site (under Members / Member Benefits and Resources).



# 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 [ebrotten@foxcc.net](mailto:ebrotten@foxcc.net) for details.**

## Morning Mingle

Join the Chamber for our monthly 'business before hours' networking opportunity, Morning Mingle! Enjoy coffee and a light breakfast at the Chamber offices while having the opportunity to meet other chamber members, network, and make new connections. Be sure to be there by 8:15 AM for self-introductions, and bring your business cards to exchange.

## Events

Each month we hold numerous events 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, or scan the QR code at right for upcoming events.**



## PULSE Young Professionals

Our PULSE group builds a powerful network of young professionals who are capable of connecting, inspiring, and leading community members and businesses within the Fox Cities. In addition to offering networking opportunities, PULSE opens doors to future leadership opportunities for its members. Best of all, PULSE membership is free. If you are a young professional looking to learn and connect, **apply on our web site to be a member.**

## Chamber Committees

Your Chamber has several opportunities to support the Chamber and meet other members:

- Leadership Fox Cities Steering Committee
- Leadership Fox Cities Alumni Association Committee
- Ambassadors
- Emerging Talent Task Force
- AI Summit Task Force
- Appleton's Oktoberfest and License to Cruise
- Future Fox Cities Career Expo
- PULSE Young Professionals Network Steering Committee

**Drop us a line at [info@foxcc.net](mailto:info@foxcc.net) and we'll get you more information.**



### **Network Builder**

New networking opportunities can be delivered to your inbox. Get to know other Fox Cities Chamber members with 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. **Visit our web site for more information and to sign up.**

### **Ambassadors**

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

**Contact [ebrotten@foxcc.net](mailto:ebrotten@foxcc.net) for more information.**



# EDUCATION & PROFESSIONAL DEVELOPMENT

## Discounted Fox Valley Technical College Training

We collaborate with Fox Valley Technical College to offer small business seminars and training at a reduced rate for Chamber members. Offerings vary from marketing, social media, and talent to sales management. [Visit our events page online to view the current opportunities.](#)



## Grow Seminar Series

The Fox Cities Chamber partners with our members to offer a quarterly seminar series. The series allows our local business experts to share their knowledge and experience with other members and the business community.

[Keep an eye on our online events calendar for more details!](#)

## Grow with Google Partnership

The Fox Cities Chamber partners with Google to offer tools and resources that help small businesses adapt, grow, and better serve the community. Learn how to stand out online, reach more customers, and work more efficiently using “Grow with Google” tools and programs, found on our web site.

Grow with **Google**

PARTNER

## Leadership Development

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. LEADERSHIP FOX CITIES 2.0 is available as the next step for graduates. LEADER LAB is another unique leadership development opportunity that involves both online and in-person training, with the goal of bridging organizational culture and leadership. [Visit our website \(under Leadership & Networking\) for details.](#)

## Other Seminars & Webinars

We offer ongoing educational opportunities for members, including our PULSE Young Professional seminars/workshops and Dale Carnegie training. [View our events page online for an up-to-date calendar.](#)

# TALENT RETENTION/ATTRACTION



## Economic Development Initiatives

Fox Cities Chamber Regional Partnership is the economic development division of the Chamber. We are committed to key initiatives that support talent retention and attraction and help businesses locate and expand in the Fox Cities Region. The Regional Partnership is supported by public and private sector partners from around the region. **Scan the QR code at right to learn more about this initiative.**



## Champion of Young Professionals

Chamber members have an opportunity to support young professionals within the Fox Cities by being designated as a Champion of Young Professionals. A program of our PULSE Young Professionals, any Fox Cities company can apply to be classified as a YP champion and pledge to provide support and a positive work environment for YPs within their organization. **Visit our PULSE page online to apply.**

## 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.

## Online Job Postings

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

## Career Expo, Smart Girls Rock!

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



# 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 as needed. No matter what stage you are at in starting or growing your for-profit business, their small business experts are here for you.

## SCORE

We partner 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. **Contact SCORE online at [score.org/foxvalley](https://score.org/foxvalley)**

## FVTC

We also partner with Fox Valley Technical College, who can meet with small businesses to hold "Smart Conversation Sessions." **To schedule an appointment, contact Bill Ritcey at 920-819-5546 or email [ritcey@fvtc.edu](mailto:ritcey@fvtc.edu).**

## Business Retention & Expansion Visits

The Business Retention & Expansion (BR&E) program is a FREE service to employers in the Fox Cities region, offering an on-site consultation with our economic development team 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 [jherkowski@foxcc.net](mailto:jherkowski@foxcc.net) for details.**

# 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 goal is to advocate for businesses at the local, state, and national level; as well as keep you informed on issues critical to your business.

# RESOURCES

## Member Decal & Chamber Logo

A member decal has been provided to you; display it with pride at your business. You can also download our digital logo to use, to share you are a Chamber member.

## Discounted Health Insurance

The Fox Cities Chamber partners with Network Health to offer health insurance for companies at a significant savings. Talk to your insurance broker for details or learn more on our web site.

## 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 (at no extra charge) to receive their small business benefits, email us at [info@foxcc.net](mailto:info@foxcc.net).**

## The Business News Subscription

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

## Use of Chamber Media & Meeting Rooms

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

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

## Notary & Other Business Resources

We offer all members complimentary notary services and verification stamping on certificates of origin. Stop by our offices for assistance.



# Maximize your Chamber Membership

In column A check all the reasons why you joined the Chamber. In column B, check the top priorities for your business. By looking at the areas that align you can prioritize the many ways to maximize your Chamber membership and where to start.

Category	A: WHY JOINED CHAMBER	B: AREAS OF GROWTH	How the Chamber can help
To promote your business	<input type="checkbox"/>	<input type="checkbox"/>	
Networking	<input type="checkbox"/>	<input type="checkbox"/>	
Education & Professional Development	<input type="checkbox"/>	<input type="checkbox"/>	
Talent recruitment / attraction	<input type="checkbox"/>	<input type="checkbox"/>	
Business consulting/guidance	<input type="checkbox"/>	<input type="checkbox"/>	
Advocacy – to have a voice	<input type="checkbox"/>	<input type="checkbox"/>	
Access to business resources	<input type="checkbox"/>	<input type="checkbox"/>	