

**Geneva Area Chamber of Commerce**  
**Valuable Member Benefits**  
[www.genevany.com](http://www.genevany.com)

## Networking

### ★ *Advocate for Business:*

The Chamber is the voice of the business community in local, county, and state issues, representing the business community in problem solving, promoting economic development and regional tourism.

### ★ *Business Before/After Hours:*

Held monthly at different Chamber member businesses these networking events have become a strong resource for making contact with both current and prospective clients. New Chamber members are introduced and hosts are given the opportunity to showcase their products and/or services. Admission is \$5 for members and \$10 for non-members.

### ★ *Morning Mingle:*

Organized by our Chamber Ambassadors, these networking events are planned once per quarter at different member businesses. This event focuses on introducing new or potential members to the Chamber.

### ★ *Chamber Connection:*

The Chamber's monthly e-newsletter "Chamber Connection" is emailed to over 500 area business professionals. It features Chamber information and event updates, business and legislative issues and Chamber member news.

### ★ *Councils & Committees:*

Members have the opportunity to serve on our active and dynamic committees and councils that cover a wide range of interests such as Government Relations, Tourism, Membership Development and the Ambassadors Club.

### ★ *Special Programs & Events:*

Join us and get involved in a variety of events; Annual Dinner/Business of the Year, Athena, Business Before/After Hours, Citizen of the Year, Chamber Cup Golf Tournament, Finger Lakes Leadership, Customer Service Training, Legislative Events and more!

### ★ *Mailing Labels & Electronic Member List:*

A complete set of printed labels for direct mailings to Chamber members, over 500 businesses/organizations, is available to members for \$40 (\$25 for non-profits). An electronic list is available to members for \$50 (\$25 for non-profits).

## Marketing

### ★ *www.genevany.com:*

Redesigned in 2009 the Chamber website is your best resource for information on the Geneva area. Chamber members can easily be found in our membership directory, by keyword or category. Opportunities to enhance the listing of our members on our website are

done by ChamberMaster, a software program dedicated to chamber organizations that produces results. Included with these web opportunities are:

#### ➔ *Hot Deals, Job Posting, Lodging Modules*

The Chamber website allows for you to post Hot Deals which allows you to drive traffic into your business or move slow moving merchandise. You may also post jobs to fill positions in your business for no additional cost to members. Lodging members have the opportunity to post the number of rooms that are available on a monthly, weekly or daily basis. To learn how to do this, simply call and ask for your login and password and you have complete control over your listing, Hot Deals, Job Postings and more.

### ★ *Business Referral Service:*

Each month hundreds of referrals and information is given to leisure and business travelers, those interested in relocating to the Geneva area, the business community and the general population (potential customers). Only members are referred to these inquiries!

### ★ *Community Profile & Membership Guide:*

Updated and distributed every other year, this publication provides detailed information about Geneva as well as a full listing of our Chamber members. Members receive two listings (alphabetically by company name and by classified category), providing high visibility to potential customers. Advertising is also available.

### ★ *Geneva Visitor's Guide*

The Geneva Chamber is responsible for marketing our community to increase numbers of visitors to our area. As part of this effort, the Chamber publishes and distributes 35,000 brochures targeted to bring tourism dollars to the area and especially to Chamber member businesses listed in this guide. The full-color "Geneva Visitor's Guide" is a comprehensive "things to do and see" digest which includes area maps, detailed listings for accommodations, wineries, retail stores, attractions, etc. Advertising is also available.

### ★ *Direct E-Mail Advertising:*

Chamber members can place an e-flyer in the online Chamber newsletter, "Chamber Connection", which is distributed to more than 500 of their best prospects in the area for \$25. The Chamber has the best mailing list in town! Reserve your spot in a future issue to promote your product or service. New members get one e-flyer, free upon joining!

### ★ *Membership Sponsorships:*

High visibility and advertising value are offered to members who sponsor a Chamber event or program such as Business After Hours, Chamber Cup Golf Tournament, and the Annual Dinner, just to name a few.

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## Marketing continued...

### ★ *Chamber/Visitor Center Display Area & Kiosks:*

Chamber members can promote their business/organization using the Visitor Center display area for **FREE**. This space provides advertising exposure to thousands of people who come into the Visitor Center each year. The Chamber Visitor Center is open seven days a week from Memorial Day until the end of October.

## Insurance

### ★ *Group Insurance:*

The Geneva Area Chamber of Commerce has formed a partnership with Anderson-VanHorne (AVH) and KAFL Benefit Resources. This collaboration was formed to provide health insurance to our chamber members. Please call the Health Insurance Hotline at 315-787-0210 for any health insurance related inquiries. This phone number will send you to an auto-attendant and connect you to Jen Sally, Group Benefits Administrator, and the principal contact for all chamber benefit inquiries.

## Business Resources & Other Benefits

### ★ *Resource Center:*

Resources are available at the Chamber including categorical business listing of members, tourism directions, maps, phone books and more. The Chamber staff can direct you to the right place.

### ★ *Counseling:*

SCORE "Counselors to America's Small Business" is a nonprofit association dedicated to educating entrepreneurs and the formation, growth and success of small business nationwide. SCORE is a resource partner with the U.S. Small Business Administration. By setting up an appointment through the Chamber, you can receive free, professional, one-on-one advice from a retired and active business executive.

### ★ *Tax Deductible:*

Membership dues investments are **100%** tax deductible as an ordinary and necessary business expense.

## The Geneva Area Chamber of Commerce advocates for its members:

*We take on pertinent legislative and political issues to serve you better.*

*We collaborate with the City/Town of Geneva and Economic Development offices of Geneva and Ontario County to promote economic opportunities.*

## The Geneva Area Chamber of Commerce provides...

*Networking Opportunities  
Marketing Opportunities  
Group Insurance  
Business Resources  
Business Referrals*

## Take advantage of your membership! Make it count!

*Attend a Business After/Before Hours to network with other business people.*

*Provide brochures or business cards to the Chamber for placement in our Visitor's Center.*

*Request a supply of our Visitor Guides or Membership Directories to distribute to your clients and visitors.*

*Schedule a month to host a Business Before/After Hours bringing 50 or more people right to your business location.*

*If you are a new member, schedule your FREE e-flyer in the "Chamber Connection" newsletter worth \$25.*

*Conduct business with other Chamber members first; refer to the Membership Guide or the online directory at [www.genevany.com](http://www.genevany.com).*

*Obtain your member login information to utilize our web-based data system, with Job Postings, Hot Deals, and Lodging Module.*

## Chamber Staff

*Spike Herzig, Interim President & CEO  
Jessica McGuigan, Program Manager  
Shannon Combs, Public Relations & Membership Manager  
Rachael Smith, Visitor Center Coordinator*

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