

Who We Are:

The Twin Lakes Area Chamber & Business Association is people.....people just like you who realize that together we can accomplish what no one can do individually.

Officially, we are a private, non-profit corporation which unites businesses, professionals and individuals. We are a unique central agency interested in creating a healthy environment in which to conduct business and assisting its members and community by enhancing economic, civic and cultural interests in Twin Lakes and the surrounding area.

The Chamber is made up of a Board of Directors, a membership of more than 125 businesses in and around Twin Lakes, an Office Administrator and an Events Coordinator. Committees of volunteers assist with the planning and execution of each major event the Chamber sponsors. We support and promote chamber member events as well.

Our Mission:

Our primary purpose is to:

- Advance the economic, industrial, professional, cultural and civic welfare of the business and general population of the Village of Twin Lakes and the surrounding areas
- Encourage the growth of existing industries and businesses while giving all proper assistance to any new firms or individuals seeking to locate or vacation in the Twin Lakes area
- Support all those activities believed to be beneficial to the community and area and to oppose those that might be detrimental
- Promote the welfare of all area businesses and citizens following always those policies intended to accomplish the greatest good for the greater number
- Convene periodically as a membership in a social gathering to discuss, convey and enact new ideas for the good of the Chamber

Membership:

The Twin Lakes Area Chamber & Business Association, Inc. is a voluntary organization of the business community. This is not a civic club, charitable organization, or department of city government. We are first and foremost, a membership organization. Our only significant resources are the time, skills and financial support of our members. The scope and effectiveness of your Chamber & Business Association is limited only by the commitment of our leaders and members.

Benefits:

Direct benefits to members include:

- **Providing Tools to Boost Profits** - business directories, seminars, Business Expos, and leads.
- **Making Your Voice Heard** - in the decisions that affect your business.
- **Improving the Quality of Life** - conserving our natural resources, improving education, working for adequate housing, recreation and other important community needs.
- **Gaining Strength of Members** - by having individual members commit and become involved in any one of the many sponsored community events support is gained for the entire membership.
- **Gaining Increased Business Credibility** - through your customers' assurance that you are a reputable business working to make the Twin Lakes area a better place to live and work. This will continue to happen when you also try to do business with other members first, and you refer interested people to other member's businesses.

We inform our Members - through the monthly newsletter, special interest bulletins, educational seminars and timely mailings on subjects vital to your area of interest.

Our Services:

Our Chamber office provides a number of services not only to businesses in the area but also to individuals and organizations. The Chamber office also serves as a visitors bureau for those who visit the Twin Lakes area for fishing and snowmobiling in the winter, skiing, swimming, vacationing and nearby tourist attractions in the summer, and scenery all year long.

The Chamber & Business Association realizes the importance of every business, regardless of size, to the economic well-being of Twin Lakes and the surrounding areas. It is committed to strengthening services to member businesses through a variety of programs developed solely for Twin Lakes and surrounding area business community.

Advertising is a sure way to share your information with the community. The chamber office offers many ways in which to do this:

- **Displays** – Business Card and brochure display are available in the Chamber office.
- **Friday Facts** - Published weekly, includes articles on timely business topics and membership updates.
- **Visitor/Relocation Information Packets** - Informal packets are sent throughout the year to individuals who call or write indicating an interest in visiting or relocating to the Twin Lakes area. Members may include brochures in this packet, particularly those who want to target tourist trade. This is a great way of taking advantage of the organization working for you!
- **Mailing Labels** – We can provide Member mailing labels for a nominal fee.

- **Business Directory** - Free alphabetical and categorical listing in the Twin Lakes Area Information Guide and on the website directory.
- **E-Cast-Directed** e-mail to Members.
- **Member Referrals** - When inquiries regarding businesses or professions in the Twin Lakes area are received, ONLY Members are referred.
- **Brochures** - Twin Lakes Area Information Guides are available for all members to display in their place of business for visitors.
- **Educational Seminars** - Helping to create a strong, well-educated workforce.
- **Networking** - Help in getting your name out to your fellow members. We want to do business with you!

Community Projects/Events:

The Chamber sponsors six major community events each year:

- **Business Expo:** We begin with a Business Expo in March. The event is offered to Chamber Members first for a minimal fee and is then opened to potential new members and then to the public.
- **Tax Day Reverse Raffle:** Held in April at the Twin Lakes Country Club, beginning with a Brat and Burger buffet followed by the raffle. Grand prize drawing of \$8,000.00. This event raises funds for the Libertyfest fireworks display.
- **Libertyfest:** July 4th celebration with fireworks, dancing, food, bands and entertainment.
- **Golf Outing:** Held in August at the Twin Lakes Country Club and is one of our major fundraisers.
- **Costume Ball:** Held in November, this is a combination event with dinner, silent and loud auction to support our Scholarship Fund.
- **Trees on Parade & Holiday Shopping:** Held in December, this event will open the holiday season in Twin Lakes. A Holiday Parade has been added to this event.

In addition, we sponsor a garage sale weekend, and holiday party to raise funds for the Local Food Pantry, Sharing Center, local families needing assistance, and the Scholarship program.

Join the Chamber & Business Association:

The Twin Lakes Area Chamber & Business Association has proven itself to be an effective volunteer, non-profit organization committed to helping solve today's business and community problems. You, as a business person, professional person or individual, have a stake in this area and you can best safeguard your interests by working with others through this organization. The Chamber & Business Association promotes an environment that can maximize your business potential and profitability.

At the Chamber we don't just talk about the future... we help shape it and we believe you want to help shape the future of Twin Lakes and the surrounding area also. That's why we need you and you need us.

The Twin Lakes Area Chamber & Business Association, Inc. will work with you to help you grow & succeed. We invite and challenge you to join with us in developing our community. Let's work together to make it the best it can be! Membership in this organization is an investment in the Twin Lakes area future, one that's sure to grow.

**Twin Lakes Area Chamber & Business Association, Inc.
2010 Membership Levels**

<u>Student Membership</u> Available to high school or college students.	\$25.00	Includes: Monthly dinner meeting invitation Weekly electronic newsletter
<u>Personal Membership</u> Available to individuals who want to be part of the chamber and are not business owners.	\$75.00	Includes: Monthly dinner meeting invitation Weekly electronic newsletter
<u>Non-Profit Membership</u> Available to organizations such as schools, churches, government offices.	\$100.00	Includes: Website listing Yearly membership plaque Business Expo One vote per membership Weekly electronic newsletter Opportunity to run for Board or Officer Link to your website and email
<u>Business Membership</u> Available to business owners.	\$200.00	Includes: Website listing Yearly membership plaque Business Expo One vote per membership Weekly electronic newsletter Opportunity to run for Board or Officer Link to your website and email

Standard Website Listing: This listing is free to all Non-Profit and Business Memberships. It includes your business name, address, phone, web address, email address, owner and/or representative, 2 categories under which you can be listed, hours of operation, the year you became a chamber member, and a maximum 75 character tag line.

Extended Website Listing: For an additional fee of \$25.00 you can have all of the above information **PLUS** a photo of your business (landscape only 100 X 150 pixels) which you can provide or we can take for you, and a maximum 700 character* description of your business.

*Please note that characters include letters, punctuation, and spaces.