

Networking Opportunities

Chambers have numerous committees and serving on one of them provides numerous networking opportunities as well as professional leadership development. You can build your business while promoting developments of keen interest to local businesses and the community at large.

Chamber events and programs provide members with great opportunities to get to know new people and expand their prospect base. Chamber events are innovative and fun ways to help members meet potential customers, clients and vendors and generate new business leads.

The chamber's most fundamental mission is to generate more business activity for the community. The chamber initiates more business-to-business commerce and more opportunities for networking and connecting local professionals than is available through most other local organizations.



Board of Directors

President - Will Warwick

Vice President - Candice Gordon

Secretary - Corinne Taylor

Directors - Carolyn Huculak, Larae Pierson, Trisha Sewell, Jason Smith, Jodi Holmes, Garry Moore, Don Boos, and Ashley Jeunesse.

The Chamber is always looking for new ideas to provide an increased value to your membership. In order to do this we need input from our members as to direction, support and participation. You can contact the office or any of our Board Members with ideas, challenges, and support.

518 2nd Avenue West
Box 2248 Hanna, AB
T0J 1P0

Cell Phone: 403-854-4004
E-mail: info@hannachamber.ca
www.hannachamber.ca

Office Hours:
9:00 am to 3:00 pm
Tuesdays & Thursdays

Chamber Manager may be in meetings during this time so please leave a message.



Why should I join the Hanna Chamber?

What does the Hanna Chamber do?

How will the Chamber help my business?

What is in it for me?

If you have further questions or would like to become involved, just contact the office.



Some business owners might say their schedule is demanding enough at the moment, and the thought of adding one more activity to their busy calendar is unbearable. So why should they try to cram time into their already hectic schedules to join and actively participate in their local chamber of commerce?

Because membership in the local chamber offers numerous benefits and keeps business owners on top of important, ever-changing issues and trends within their community and local marketplace. Not only that, but research points out that consumers are more likely to do business with a company if it's a member of their local chamber of commerce.

According to a research study by The Shapiro Group, Inc. and Market Street Services, when consumers know that a small business is a member of their local chamber of commerce, they are 44 percent more likely to think favorably of it and 63 percent more likely to purchase goods or services from the company in the future.

If you still don't think you have time to join and participate in your local chamber of commerce, consider the following:

- Most consumers (59 percent) think that being active in the local chamber of commerce is an effective business strategy overall. It's 29 percent more effective, however, for communicating to consumers that a company uses good business practices and 26 percent more effective for communicating that a business is reputable.
- If a company shows that it's highly involved in its local chamber (e.g., sits on the chamber board), consumers are 12 percent more likely to think that its products stack up better against its competition.
- When a consumer thinks that a company's products stack up better against the competition because the company is highly involved in its local chamber of commerce, it is because he or she infers that the company is trustworthy, involved in the community and is an industry leader.

- When consumers know that a restaurant franchise is a member of the chamber of commerce, they are 40 percent more likely to eat at the franchise in the next few months.
- When consumers know that an insurance company is a member of the chamber of commerce, they are 43 percent more likely to consider buying insurance from it.

Hanna Chamber Initiatives

Business referrals – Often the office receives calls asking for a business name, anything from directions to recommendations. The Chamber refers these inquires to member businesses.

Chamber Buck Program – This is a gift certificate that is redeemable at any of our Gold and Silver Member businesses. This is the largest way to promote shopping local, on average we sell \$12,000 a year. These can be used as gifts, prizes, employee recognition, "cash" donations to local service groups/clubs. They never expire and a record is kept should one need to be replaced.

Newsletter – The office currently puts a quarterly newsletter together to share information received from many sources on different topics, anything from Government initiatives to local business events. This includes any promotions/events you are running. Often this newsletter comes more frequently but maybe less formal.

Promoting Members – Tourist map has all our members categorized and the tourist businesses are located on the map of Hanna and has their business information. You can advertise your business for FREE by sending your events/promotions to the office to be included in our newsletter. Other Chamber's charge up to \$200 per ad.

Discounts - The Hanna Chamber provides discounts on tickets and events to members. Also there is a huge selection of discount programs available to you through your membership. The Alberta Chamber has collaborated numerous programs that every member can utilize as well as the Canadian Chamber has several programs as well. To get the most recent list and for additional information please check out our website www.hannachamber.ca and click on the "Benefits" tab. You can scroll down and click the links to see which programs are available.

Website Listing – Included in your membership is your business information and website link on our website. You can also advertise your employment opportunities for FREE, just send all the details to the office. Other Chamber's charge up to \$100 per listing.

Business Awards - Held during small business week, this is a great opportunity to show appreciation for our local businesses.

Lunch 'n' Learn - Different topics and speakers tailored for small businesses. Third Tuesday from 12pm to 1pm of each month, lunch provided.

Advertising - We currently have billboard signs available at the entrance to town. We also have billboards installed out on the Highway and are looking at expanding. Discounts are available for current members.

Boss's Party – Christmas party for our members to allow them and their staff to have a celebration they may not normally be able to with their size. Great networking opportunity.

Light up Parade – Encourage businesses to have late night shopping for the holiday season with a parade and Santa. Takes place the first Friday of December.

Advocacy – Support local business through all levels of government and federal organizations.

Chamber Group Insurance – Provincially pooled benefit program for any business with under 50 employees.

Alberta Chamber of Commerce – The Hanna Chamber pays a membership fee on your behalf. When you hear anything they are doing you are a part of that because of your Hanna membership. They lobby the federal and provincial governments through their policies and strength of voice. Alberta Chambers now have more votes than Ontario because we are the only province that has every Alberta Chamber member as a Canadian Chamber member. They also provide numerous discount programs to help save your bottom line.

www.abchamber.ca

Canadian Chamber – Hanna Chamber pays membership fees on your behalf to the Canadian Chamber as well. They too lobby the governments for the better of the majority of businesses. They too also provide some discount programs to save you money on things every business needs.

www.chamber.ca