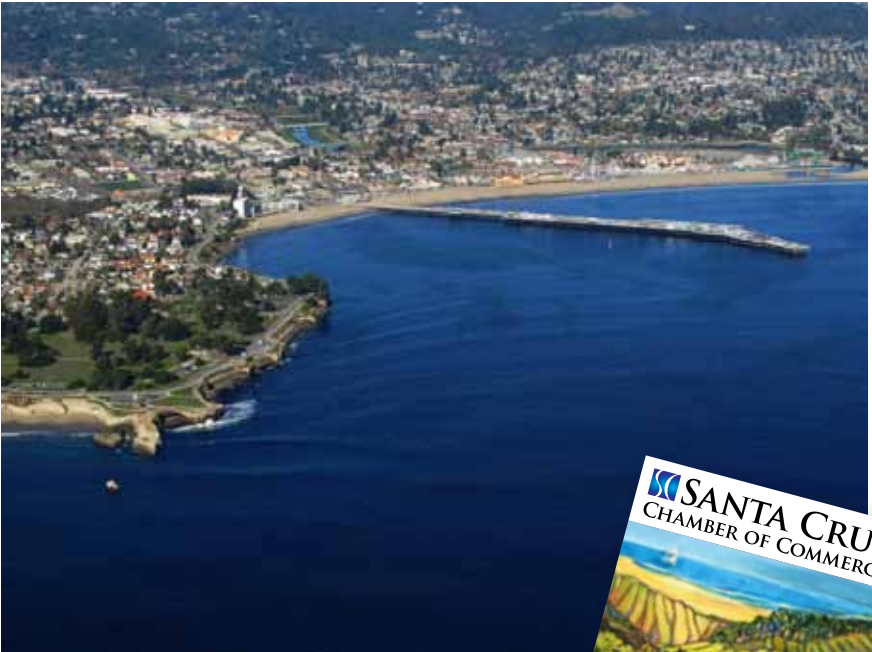


# MEMBER HANDBOOK

# SANTA CRUZ CHAMBER OF COMMERCE



**Promoting economic vitality and prosperity  
for Santa Cruz County since 1889**

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## WELCOME



Since 1889, the Santa Cruz Area Chamber of Commerce has worked to make Santa Cruz a better place to work, live, and visit. The Santa Cruz Chamber has members from a full range of professions, industries, and non-profit organizations, all committed to improving our local economy and community. The Chamber conducts social and business events where you can develop relationships, learn from other members, and stay connected to our local community. Becoming a member of the Santa Cruz Area Chamber of Commerce provides opportunities to give back to the community and raise your visibility and credibility in Santa Cruz County.

The Santa Cruz Chamber offers you the depth and breadth of support that you need to succeed: comprehensive, timely, local information and resources that you won't find anywhere else. We are the resource that Santa Cruz turns to for connecting, informing, and advancing the Santa Cruz County community.

### **Santa Cruz Area Chamber of Commerce**

725 Front Street, Suite 108

Santa Cruz, CA 95060

Phone: (831) 457-3713

Fax: (831) 423-1847

Email: [info@santacruzchamber.org](mailto:info@santacruzchamber.org)

**[www.SantaCruzChamber.org](http://www.SantaCruzChamber.org)**



To join the Chamber, download and complete a membership form from the Chamber website at **[www.SantaCruzChamber.org](http://www.SantaCruzChamber.org)**.

## WHO'S WHO AT THE CHAMBER

### 2012 Executive Committee

President	Jess Brown	Santa Cruz County Farm Bureau
Past President	Patrice Edwards	Times Publishing Group
Past President	Charles Eadie	Hamilton Swift Land Management
President-Elect	Brian King	Cabrillo College
VP Community Affairs	Donna Blitzer	University of California, Santa Cruz
VP Finance	Eric Summers	Comerica Bank
VP Marketing	Kirsti Scott	Scott Design Inc
VP Membership	Duf Fischer	Chamber Consultant/Past President

### 2012 Board of Directors

Board Member	Janene Adema	Bay Federal Credit Union
Board Member	Emily Bernard	Dell Williams Jewelers
Board Member	Mary Gourlay	Barry Swenson Builder
Board Member	David Heald	Santa Cruz County Bank
Board Member	Tom Honig	Freelance Journalist
Board Member	Bonnie Lipscomb	Santa Cruz Redevelopment Agency
Board Member	Chris Maffia	Santa Cruz County Bank
Board Member	Mark Mesiti-Miller	Mesiti-Miller Engineering
Board Member	Anne Mitchell	Anne Mitchell, CPA
Board Member	Martina O'Sullivan	Dominican Hospital
Board Member	Suni Patel	Super 8
Board Member	Tess Piazza	Chase Bank
Board Member	Tonée Picard	Bay Federal Credit Union
Board Member	Karl Rice	Redtree Properties
Board Member	Lynn Robinson	Santa Cruz City Council
Board Member	Adele Talmadge	Talmadge Construction
Board Member	Ted Whiting III	Santa Cruz Seaside Company

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## CREATING A STRONGER SANTA CRUZ NAME

The Santa Cruz Chamber helps local companies grow their businesses by helping to create a strong local economy and make our community a great place to do business, to live, and to visit. The Chamber is committed to building a stronger Santa Cruz through



**NAME: Networking, Advocacy, Marketing, and Education.**

### Networking

The Santa Cruz Chamber provides an opportunity for members to share information about their products and services with their peers and benefit from ideas that have helped others grow. The Chamber hosts more than a dozen events every month, including Monthly Networking Mixers, Member Luncheons, Women in Business events, and Chamber Committee meetings.

### Advocacy

The Santa Cruz Chamber works year-round to ensure local elected officials and other decision makers are educated on the impact their actions have on the local community. The Chamber's Breakfast Briefings on local and state issues, Election Forums, participation in Economic Development discussions, and Polls on Local and State initiatives help our members and local lawmakers understand issues from a business and community point of view.

### Marketing

The Chamber markets our members and their organizations to the Santa Cruz community through Ribbon Cuttings and Grand Openings, the Online Business Directory, Website and Email Advertising, the Annual Santa Cruz Business Fair, and Sponsorship of events.

### Education

The Chamber creates events to help members build business skills and their careers. Our Workshops and Seminars feature experts that keep members on top of current business and lifestyle trends, teach businesspeople how to take advantage of the latest technologies, and share research and findings from local surveys and studies.

We welcome you to attend a Chamber event to meet our members and see whether Chamber membership is a good fit for you and your organization.

## NETWORK WITH COLLEAGUES AND CUSTOMERS

### Year-round events with the Santa Cruz Chamber

The Santa Cruz Chamber provides opportunities to meet people, make contacts, exchange ideas and interact with others. All Chamber events are open to both members and non-members. There is a charge for most events, which is discounted for members. We welcome you to join us to make connections, meet new business people, learn ways to improve your career and business, and become informed about the activities going on in our local community. Women in Business events are organized by the Women in Business committee but everyone is invited, including men.



### Networking Opportunities

• **Monthly Networking Mixers:** Networking mixers are a great way to learn about local businesses and organizations, meet prospective clients, and build relationships with business people from small, mid-size, and large Santa Cruz companies. Wine, soft drinks, and light appetizers are usually served.

• **Women in Business Networking Luncheons:** These quarterly luncheons are a great opportunity to hear a presentation and connect with other women. The December holiday luncheon features networking, a speaker, presentation of Student of the Quarter, and a raffle to benefit our scholarship fund.



• **Women in Business Caffeineighted Meetings:** Women in Business hosts this small-meeting networking series the first Thursday of each month. Caffeineighted is limited to 35 participants and the sessions also include introductions and conversation. A light breakfast is served.

• **Breakfast Briefings:** Join us for these workshops or presentations on issues that affect business in Santa Cruz. A continental breakfast is served.

• **Quarterly membership luncheons:** Our quarterly member meetings feature experts that keep members on top of current business trends in locally, regionally, and nationally. Chamber member breakfast and luncheon meetings are an opportunity to come together for conversation about community, economics, and key local issues.

## NETWORK WITH COLLEAGUES AND CUSTOMERS

### Annual Events

• **Annual Meeting:** The Annual Luncheon features a speaker on a timely subject, as well as the introduction of the Chamber's board and officers, acknowledgment of retiring board members, appreciation of sponsors and volunteers, and a report on the state of the Chamber.



• **Santa Cruz Business Fair:** The Santa Cruz Business Fair is Santa Cruz's largest business event and premier opportunity to connect businesses, organizations, and the Santa Cruz County community face-to-face. More than 100 businesses, nonprofit organizations, and food and beverage vendors introduce their products and services to the more than 1,000 attendees at this popular annual event.

• **Women's Leadership Forum:** This one-day conference, includes outstanding speakers, networking opportunities, lunch, and a hands-on working sessions.

• **Recognition Dinner:** The Chamber's Annual Community Recognition Dinner brings business and community leaders together to celebrate the work and honor the Woman of the Year, Man of the Year, Organization of the Year, and Business of the Year at this elegant event.



### Member Site Events

• **Ribbon Cutting/Grand Opening Ceremonies:** Chamber Ribbon cuttings are a great way to connect with other Santa Cruzans and support local organizations getting a start or new beginning right here in Santa Cruz County. The Santa Cruz Chamber is happy to celebrate your grand opening or re-opening with a ribbon-cutting ceremony.

### Chamber Ambassador Program

The Chamber Ambassadors are a team of Chamber members who volunteer to engage with new members, Chamber event participants, and the Santa Cruz Community on behalf of the Chamber. Ambassadors meet once a month and attend 50% of all Chamber events. The greatest return for being an Ambassador is the development of a rich network of business friends and acquaintances that will pay returns for years to come. In addition Ambassadors earn public recognition as well as the credits against the cost of Chamber events.



## ADVOCACY ON ISSUES THAT AFFECT THE COUNTY

The Santa Cruz Chamber offers many ways for member businesses to influence public policies that affect business and community life throughout Santa Cruz County. The Community Affairs Committee works to identify issues affecting our community and develops forums and programs to examine and act on those issues at the local and state level.

**ADVOCACY**  
Influence policy in the  
city, county, and state

The Community Affairs Committee meets monthly to review local, county, state and national legislation which directly or indirectly impacts our Chamber members, business community, and the community as a whole. Whether it is an individual Chamber member-business or an entire industry, legislation which positively or negatively impacts either is a major concern of the Santa Cruz Area Chamber of Commerce.

- **Effective Communications:** The Chamber provides mechanisms for efficient and effective communication within the economic community and with policy makers and the electorate. Communications focus on positive economic development, building efficient markets, shared understanding of policy decisions and economic forces creating a positive working atmosphere.
- **Decision-Maker Networks:** The Chamber works with business, government, and community leaders to strengthen ties within the community through events, communities of interest, and online networks.
- **Policy:** The Chamber influences public and private policies affecting community economics in its areas of interest, including transportation, housing, water, education, economic development, and health care. The Chamber monitors proposed policies and their application, representing its constituents in supporting or resisting those policies having significant impact on community economics.



## ADVOCACY ON ISSUES THAT AFFECT THE COUNTY



- **Implementation:** The Chamber identifies areas for policy initiatives, evaluates and makes recommendations regarding policy proposals, formulates recommendations regarding those policies, and disseminates those recommendations.
- **Entrepreneurship:** The Chamber initiates and collaborates with others to encourage technology transfer, the commercialization of new technologies, and the nurturing of local entrepreneurship
- **Information Access:** The Chamber collaborates with media, policy makers, and larger businesses on issues affecting business, government, nonprofits, and the residents of Santa Cruz.
- **Santa Cruz Brand:** The Chamber leads a local effort to improve and extend the brand recognition of the community and its principal industries both among residents and the suppliers, customers, investors, and industry peers through California, the U.S. and the world.
- **Capital Attraction and Formation:** The Chamber collaborates with the university, local governments, local investors, and others interested in the investment of capital in Santa Cruz to facilitate such investments.
- **Worker attraction and retention:** The Chamber collaborates with public and private organizations to attract, develop, and retain a strong, diverse, and skilled labor force in Santa Cruz.

Please contact the Chamber if you would like to get involved with the Community Affairs Committee or have a particular public policy need or interest.

## MARKETING OPPORTUNITIES

New Chamber members automatically receive free marketing through their listing and referrals from the Business Directory, free online coupons, ribbon cuttings and grand opening ceremonies, free press releases and event listings, member decals and member logos for print and web (ZIP), and discounts on Constant Contact email marketing. You can read more about these free benefits on the Member Benefits page.

**M**ARKETING  
Grow your visibility  
in the community

The Santa Cruz Area Chamber of Commerce also offers several low- to mid-cost marketing opportunities for its members, including print marketing through the Chamber newsletter, a mail list for direct mail campaigns, participation in the annual Santa Cruz Business Fair, and sponsorship of Chamber events throughout the year. The Chamber's media connects you with business decision-makers throughout Santa Cruz County.

For information on advertising on the Chamber website or in the Chamber weekly eNews blast, see the Online Advertising page. For information on celebrating your grand opening or re-opening with a ribbon-cutting ceremony, see the Ribbon Cutting Ceremonies page. For information on hosting a networking mixer at your location, see the Networking Mixers page.

We hope that you will take advantage of these marketing opportunities offered by the Chamber.

### Marketing Opportunities through the Santa Cruz Chamber:



**Chamber Bi-Monthly Newsletter Inserts:** The Chamber's newsletter is mailed to more than 700 Chamber members and community leaders in Santa Cruz County. The newsletter includes news stories, listings of new members and renewing members, and information on upcoming events. The Chamber offers the affordable Chamber newsletter flyer insert program, an 8-1/2 x 11 page that you provide and that the Chamber inserts into the monthly newsletter.



**Mailing List:** If you would like to do your own direct mailing, you can buy a list of Chamber members for one-time use. This is a spreadsheet with all member organization names, addresses, phone numbers, main contacts, and number of employees. Besides creating mailing labels, the spreadsheet enables you to make personalized letters and create targeted mailings. Note: We do not sell our email list.

## MARKETING OPPORTUNITIES



**Business Fair:** The Santa Cruz Business Fair is Santa Cruz's premier opportunity to connect businesses, organizations, and the Santa Cruz County community face-to-face. The Fair's three-hour format at the Coconut Grove gives Santa Cruzans a chance to learn about local businesses, nonprofit organizations, and individuals. Sponsorships, booths, and tables are available at a number of different levels. Please call 831-457-3713 or email [info@santacruzchamber.org](mailto:info@santacruzchamber.org) for information on booths and sponsorship opportunities.



**Women In Business Luncheons:** There are four Women in Business luncheons each year. Sponsorships of Chamber events provide members opportunities to connect with their target audience: women in business, community leaders, retailers, and marketing and advertising buyers, to name a few.



**Annual Recognition Dinner:** This annual event recognizes the best in our community on Friday with our Man of the Year, Woman of the Year, Business of the Year, and Organization of the Year awards. The Community Recognition Dinner and Auction features cocktails and dinner, silent and live auction, and the awards ceremony. It is an evening of glamour and community spirit.



**Women in Business Leadership Forum:** This annual, day-long event at the Coconut Grove in September features influential speakers, panel discussions, and hands-on activities. A hallmark of the Leadership Forum is the interconnection of business women in the Santa Cruz Community. The Forum provides a working session that structures a networking conversation for participants.



**Showcase your knowledge at a Chamber event:** Do you have a skill or knowledge about growing a successful business or helping Santa Cruz prosper that you would like to share with the community? Contact the Chamber about presenting at a Chamber workshop or event.

## MARKETING OPPORTUNITIES

### Online Advertising Opportunities through the Chamber

Your Santa Cruz Chamber membership provides valuable opportunities for you to connect with Santa Cruz residents and local business decision-makers, as well as those throughout California and around the world. Advertising on the Chamber's website and in Chamber emails let you get your targeted message to people interested in working, living, and visiting Santa Cruz.

The Chamber's website is one of the Chamber's best referral tools, available 24 hours a day, 365 days a year. The website is viewed by more than 7,500 visitors each month. Pricing is competitive and includes tools to help you track your web traffic, including impressions and clicks. The Chamber website is also winner of several web design awards. The site received an Outstanding Achievement Interactive Media Award, an Award of Distinction Communicator Award, a Silver Davey Award, and a Bronze Horizon Interactive Award.



The Chamber's weekly newsletter is emailed to more than 2,500 people who have signed up to receive news from the Chamber and its members. Advertising rates are extremely competitive and your message reaches a targeted local audience.

If your company is looking for advertising opportunities that will be seen by people working, living, and playing in Santa Cruz County, the Chamber of Commerce website and Chamber newsletters are ideal.

### Other advertising opportunities

include Additional Business Listings, Enhanced Business Listing, Business Directory Banner Ad, Chamber Website Banner Ad, Home Page Banner Ad, Weekly E-News Blast, Advertising on the digital screen in the trolley.

For prices on marketing, advertising, and sponsorships, please see the Chamber website at [SantaCruzChamber.org](http://SantaCruzChamber.org).



## EDUCATIONAL PROGRAMS

At a time in which the rate of change in the knowledge and skills of business is accelerating, the Chamber has dedicated a significant proportion of its resources and energy to Business Learning Programs. These programs present new ideas, offer encouragement, provide access to local data, present new ideas, and give participants a baseline for



evaluating their current assumptions. These programs are short – most are an hour or less – and offered in variety of formats – breakfast briefings, Women in Business Caffeineighted programs, workshops, luncheon speeches, and discussions.

Some business learning events, consider the impacts of macro economic and political forces on our local economic environment. Others provide access to uniquely local information such as the Chamber's Annual Survey of Business Conditions programs for realtors, property owners, and retailers. Others offer personal counsel on issues like burnout and gender roles or technical, marketing, or business management skills.

2011 educational presentations included Beginning Conversations About Elder Transitions, Boomers Into Business, Breaking The Boys Club Code, Cultural Community Building, Customer-Finding, Feng Shui, Future of Redevelopment, Future of Santa Cruz Industry Clusters, Gender Roles, Getting Facebook Business Pages Up To Speed, Lessons In Community Vitality From Austin, Local Entrepreneurship, Local Economic Development, Online Learning For The 21st Century, Optimizing Government Adaptation To Recovery, Overview of The Retail Market Analysis, Participating In An Innovative Economy, Recession Impacts On Public Education, Recovering From Burnout, Reputation Management, Support Aging Parents, Team Building, The New World of Travel, and Top Online Business Tools.



## WOMEN IN BUSINESS

The Santa Cruz Chamber Women In Business community is dedicated to helping women thrive professionally and personally. Its education programs and supportive network create opportunities for women to work together to increase local economic vitality and improve the quality of life in Santa Cruz County. Focused on women's issues and needs, the Women in Business Committee plans, organizes, coordinates, and implements the Chamber's highly successful quarterly Women in Business luncheons as well as the annual Women's Leadership Forum and monthly Caffeineighted events. These events are filled with exceptional networking opportunities and provides the attendees an opportunity to hear insightful, relevant speakers.



### **Santa Cruz Area Chamber of Commerce Women in Business Scholarship**

Women in Business invites women to apply for four scholarships that are awarded to Santa Cruz residents planning to attend a college or university. Two scholarships of \$1,000 each are awarded to women pursuing a



business career: one scholarship is awarded to a high school senior and one to a woman entering or re-entering a college or university after a five-year break. Two Cathy Schlumbrecht Cruzin' Courses Scholarships of \$1,000 are awarded to women for study in any discipline.

## NEW MEMBER BENEFITS



### **New Chamber members automatically receive the following benefits:**

- New member profile** in the printed Santa Cruz Chamber newsletter with your photo or logo, 100-word business description, and contact information
- Referrals** from the online Business Directory. Your listing includes your contact information, your photo or logo, 100-word business description, a link to your website, search keywords, a map link. You have access to detailed web statistics about displays of your listing, click throughs, banner clicks to track your web referrals.
- Ability to add coupons** to your listing to attract new business for free
- Ribbon cutting** for a grand opening, reopening, remodel, or anniversary
- Free pass** to any Chamber networking mixer
- The opportunity** to post your business news and events on the Chamber website for free. Read our Press Release FAQs.
- Reduced pricing** on chamber events and services, web advertising, event sponsorships, mailing lists, and advertising inserts in our newsletter
- Decals to display** at your business. If you need more decals, please contact [membership@santacruzchamber.org](mailto:membership@santacruzchamber.org) or call the Chamber at 831-457-3713.
- Constant Contact Email Marketing Discounts.** Begin your free trial or if you already have a Constant Contact account and would like your discount, please send an email to [chamberprogram@constantcontact.com](mailto:chamberprogram@constantcontact.com) with your user name telling them you are a member of the Santa Cruz Area Chamber of Commerce.
- Member logos** to use on your website & printed materials (Download member logos for print and web.

**Please contact the Chamber to take advantage of these opportunities.**

## GETTING THE MOST FROM YOUR MEMBERSHIP



Joining or renewing your membership in the Santa Cruz Chamber is just the first step in growing your business. To get the most from your membership investment, make sure you take advantage of everything membership offers.

### Today

- Join the Chamber online or by completing the form in this handbook
- Sign up for the Chamber enews to keep up with events and business news\*
- Join the Santa Cruz Area Chamber of Commerce LinkedIn Group\*
- Like the Chamber Facebook page\*
- Join the Chamber Meetup group\*
- Follow @SantaCruzBiz or @WIBSantaCruz on Twitter\*
- Watch the Chamber's YouTube Channel\*
- Download the Santa Cruz Chamber Member Handbook\*

## GETTING THE MOST FROM YOUR MEMBERSHIP

### In the first month

- Email your logo and a 100-word business description to membership@santacruzchamber.org for inclusion in the Online Business Directory\*
- Display your free decal. Need more? Let us know!\*
- Attend a Chamber mixer using your free mixer pass\*
- Attend a Chamber event such as a luncheon, workshop, or briefing.
- Add a free coupon to your directory listing\*
- Advertise on the Chamber's website or in the enews
- Schedule a ribbon cutting\*
- Consider hosting a mixer at your location
- Add the Chamber Member logo to your website & printed materials\*

### In the second month

- Join a committee that interests you\*
- Sponsor or donate to an event
- Include a flyer in the Chamber's newsletter
- Purchase a mailing list for your own direct mail campaign
- Start your free trial of Constant Contact\*

### In the first year

- Share your Business News on the Chamber website\*
- Attend the Chamber Annual Meeting in January
- Attend the Annual Recognition Dinner in the fall
- Exhibit at the Santa Cruz Business Fair

### \*Free benefit

**For links to get the most of your membership, visit <http://bit.ly/scgetstarted>**







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