

WHAT DO YOU GET WITH YOUR MEMBERSHIP IN THE
LOUDOUN COUNTY CHAMBER OF COMMERCE

ACCESS
MARKETING
LEADERSHIP
OPPORTUNITY
KNOWLEDGE



Be a Part of It

THE BUSINESS CASE FOR MEMBERSHIP

MEMBERSHIP IN THE LOUDOUN COUNTY CHAMBER OF COMMERCE IS AN INVESTMENT IN YOUR BUSINESS.

As a member of Northern Virginia's premier Chamber of Commerce, you earn exclusive rights to valuable relationships, business intelligence and leadership opportunities to gain a competitive advantage in today's market.

The key to gaining the full value of your investment in the Loudoun County Chamber of Commerce is **ENGAGEMENT**.

Through your active involvement in the Loudoun County Chamber, you gain these select advantages:

- **ACCESS**
TO LOUDOUN'S LEADERSHIP
- **MARKETING**
TO POSITION AND PROMOTE YOUR BUSINESS
- **LEADERSHIP**
ACTIVITY AND DEVELOPMENT
- **OPPORTUNITY**
TO BUILD YOUR BUSINESS THROUGH RELATIONSHIPS
- **KNOWLEDGE**
GIVE YOUR BUSINESS A COMPETITIVE ADVANTAGE





CHART YOUR COURSE TO CHAMBER SUCCESS

WHEN YOU BEGIN ANY JOURNEY, YOU ALWAYS NEED TO KNOW WHERE YOU WANT TO GO.

The same is true of your Loudoun County Chamber membership.

Knowing precisely what you hope to gain from your investment in the Loudoun County Chamber of Commerce will improve your chances of getting there.

As you read this Guide to Loudoun County Chamber of Commerce Membership, see that all of the Chamber's programs and services have been categorized based on your preferred destination:

LEADERSHIP

RELATIONSHIPS

MARKETING

KNOWLEDGE



Within all Loudoun County Chamber programs, services and initiatives, there exists valuable opportunities to develop the Leadership Skills that are key to your business success.

So chart your course and enjoy your journey toward successful membership in the Loudoun County Chamber of Commerce. And remember that along the way, the leadership and staff of the Loudoun County Chamber are always here to help ensure an enjoyable and profitable journey.



LEADERSHIP

GAIN ACCESS TO LOUDOUN'S BUSINESS AND COMMUNITY LEADERS

AS A LOUDOUN COUNTY CHAMBER MEMBER, YOU HAVE THE PRIVILEGE TO BE PART OF LOUDOUN COUNTY'S BUSINESS LEADERSHIP, WHICH PROVIDES VALUABLE ACCESS TO OTHER LEADERS FROM THE BUSINESS, GOVERNMENT AND NON-PROFIT COMMUNITIES.

That access will lead to new relationships that can help drive your business growth, while offering new opportunities to develop the leadership skills that will position you for even greater professional growth.

The **PolicyMaker Series** offers direct access to Loudoun's top leaders from every sector, while delivering valuable knowledge on the important issues that will impact your business. PolicyMaker sponsors also earn marketing exposure that reinforces their leadership position in Loudoun.

At the **Valor Awards**, the Loudoun business community honors the County's police, fire & rescue and sheriff personnel for their acts of heroism in the line of duty. As a Valor Awards sponsor, your business is instantly positioned as a leader before all who share your respect for these public safety heroes.

The **Leadership Luncheon Series** offers the exclusive chance to hear from our community's top business, sports and entertainment leaders, to learn about their personal journey to leadership.

Past Leadership Luncheon speakers include Washington Redskins Head Coach Mike Shanahan and media and hospitality businesswoman Sheila Johnson.

The **Small Business Awards** is all about leadership, as the Chamber recognizes the emerging small companies and entrepreneurs that are leading the way in job creation and economic development throughout our community.

Your role in developing the Chamber's pro-business **Public Policy Agenda** helps create an environment where every business can succeed, while helping you achieve the leadership profile that will drive your business and professional growth.



Follow the timeline—we've charted out a path for your first 90 days of Chamber membership to ensure you do not overlook any benefit or event available to you.

the first
90
days

Day 1, AM- Link the Chamber's Logo to Your Site*

Day 1, PM- Follow the Chamber on Facebook, Twitter, and LinkedIn to stay informed and connected.

**The average consumer is 63% more likely to do business with you if they recognize you are a chamber member.
-The Shapiro Group, Research Study*



Day 2- Add the next *After Hours Mixer* to your Calendar. You are our guest as a new member.

RELATIONSHIPS

BUILD YOUR BUSINESS IN THIS LUCRATIVE BUSINESS MARKET



YOU CAN'T GROW YOUR BUSINESS ALONE. THANKS TO THE STRENGTH AND DIVERSITY OF THE LOUDOUN COUNTY CHAMBER OF COMMERCE'S MEMBERSHIP, YOU WON'T HAVE TO. BECAUSE NO NORTHERN VIRGINIA CHAMBER OF COMMERCE OFFERS BETTER NETWORKING AND RELATIONSHIP-BUILDING PROGRAMS THAN THE LOUDOUN COUNTY CHAMBER.

At our **Business Showcase Breakfast**, an average of 130-150 attendees crowd this monthly speed networking event, while the **After Hours Mixers** offers busy professionals the chance to develop relationships with other business leaders in a relaxing atmosphere.

The **Women in Business Alliance** is Loudoun's leading network of female business leaders who come together for mentoring and information sharing, while developing special relationships to address their unique challenges.

For nearly three decades, the **Annual Golf Classic** is Loudoun's premier business golf event, where you can entertain key clients and partners on one of Loudoun County's premier golf courses, while reaching other senior executives who share your passion for golf.

The **Non-Profit Initiative** allows nonprofit executives and their volunteer leaders to network with their peers, learn best practices from non-profit experts while enjoying exclusive access to Loudoun's business leadership.

Committees are where the best Chamber relationships develop. Join a committee that best serves your personal or professional objectives and you'll enjoy building relationships with other members as you create the programs that are so important to the Chamber's success.

LeadShare is a simple, yet effective concept: join a group of other Chamber members, each exclusively representing their industry, and help each succeed by sharing business leads to new customers. The Loudoun Chamber has 10 thriving LeadShare Groups in every corner of the county.

Day 3- Verify your information on LoudounChamber.org, and develop your company's summary on the website.

Week 3- Set up a meeting with your new member ambassador to develop a strategy on how to most benefit from your Membership.

Week 4- Take advantage of the free opportunities to promote your business in the *Enews* and through our *Member-to-Member Discounts* on the web.

Week 2- Attend a networking event, and set a goal of making 2 "One-on-Ones" with new contacts made at the event.

MORE>

MARKETING

REACH THE LUCRATIVE LOUDOUN BUSINESS MARKET



LOUDOUN COUNTY IS A COMPETITIVE ENVIRONMENT, WITH MANY GREAT COMPANIES, SO GAINING TARGETED AND COST-EFFECTIVE MARKETING EXPOSURE FOR YOUR BUSINESS IS VITAL.

From sponsorships to advertising, trade shows to our online business directory, the Loudoun County Chamber can help your company cut through the clutter to reach your target audience.

The **MarketPlace** trade show is the Chamber's most effective, low-priced opportunity for businesses of every size and industry to reach Loudoun's affluent commercial and consumer markets. The **B-2-BizOps Forum** is Loudoun's only forum for companies looking to specifically target opportunities with government agencies and larger companies.

Our **Job Fair** event is where Loudoun's largest employers find the right talent that they need to succeed, while the **Technology Forum** offers area IT firms the opportunity to market their cutting-edge

products and services to the Loudoun business market.

Advertising: From print to electronic—on a daily, weekly, monthly or annual schedule—no organization can deliver your company's message to the Loudoun business market like the Loudoun County Chamber.

Our bi-monthly **bizCONNECT** is delivered to over 1,100 Chamber members, while the weekly **eNews** reaches twice as many subscribers with information on our events, committees and area businesses. Other great advertising opportunities are available through the popular www.loudounchamber.org web site and in the annual **Membership Directory**.

Month 2- Visit a *LeadShare* group, if you haven't already.

Week 8- Check out the Chamber committees

Week 6- Attend a *Grow Your Business Seminar* at the Chamber Office

KNOWLEDGE

ACCESS TO THE REGION'S KNOWLEDGE CAPITAL



KNOWLEDGE IS POWER, AND THE LOUDOUN COUNTY CHAMBER OFFERS MANY POWERFUL PROGRAMS THAT OFFER OUR MEMBERS A COMPETITIVE ADVANTAGE.

While knowledge is the centerpiece of our **PolicyMaker Series**, **Leadership Luncheons**, **Women in Business Alliance** events, and the **B2BizOps** and the **Technology Forums**, many other Loudoun County Chamber programs are specifically designed to deliver “bottom line enhancing” information.

The **Green Business Committee** was created to help Loudoun companies gain access to the information and resources to implement specifically environmentally sustainable business practices that improve energy efficiency, lessen environmental impact, enhance efficiency while also saving money.

The **Virtual Realty Tour** provides Northern Virginia's top real estate professionals real-time knowledge on the Loudoun commercial real estate market, supplemented by critical economic and political insight that informs their perspective on the direction of this important economic sector.



Month 3- Show off your products or service through one of the many low cost sponsorships and display tables at a Chamber event.

Week 12- Use the “Member's Only” section of LoudounChamber.org and download your referral report to gauge the online exposure you receive through being a member after only 90 days.

Week 10- Attend a *PolicyMaker Series* event and expose your business to a greater number of community leaders and opportunity for involvement.

the
first

90
days



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