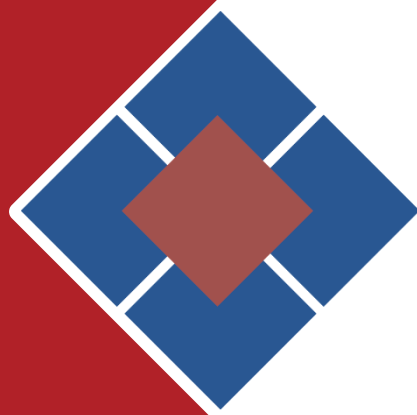


# Membership Investment Guide

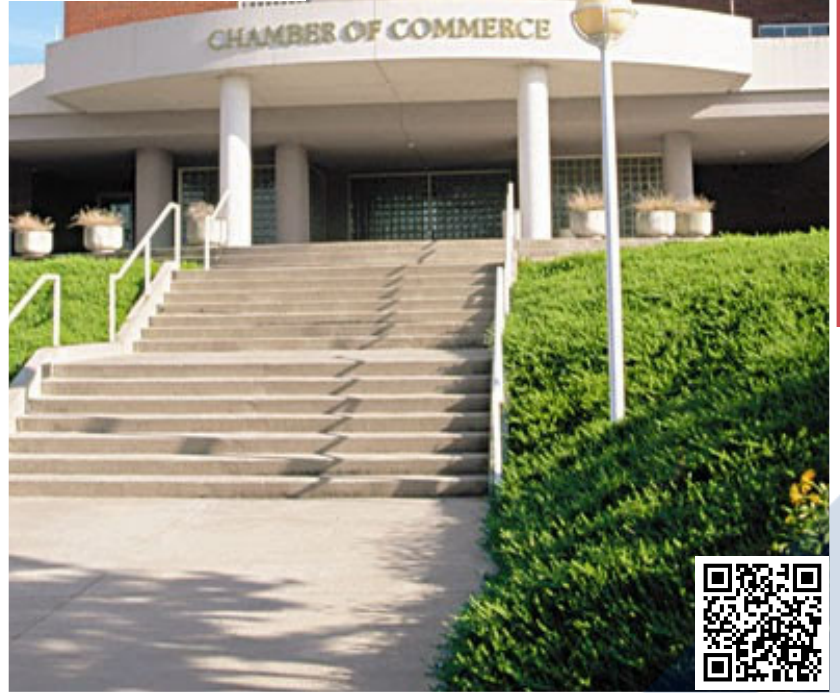
Fredericksburg Regional  
*CHAMBER OF COMMERCE*



**LEADERSHIP  
COLLABORATION  
GROWTH**

# AT THE CHAMBER, WE MEAN BUSINESS

When you invest in the Fredericksburg Regional Chamber, you invest in your success, as well as the success of the entire Fredericksburg region. Over 800 local businesses trust us to help their business grow and prosper. Our members include small and large businesses, nonprofits, government, and educational institutions. The Fredericksburg Regional Chamber is the hub of business in the fastest growing region in the Commonwealth.



*"you're a valued community partner  
and we are your advocate"*



Wendy Zelazny

## **MEET THE VICE PRESIDENT OF MEMBERSHIP**

Welcome to the best place in Virginia to grow your business! I'm passionate about the work we do in the business community and the relationships we've built. As a Chamber member, you're a valued community partner and we are your advocate. We will help you find the resources you need to be successful. I look forward to partnering with you, supporting your growth and celebrating your successes. As the leading convener of business in our region, we've built a community that is indeed "Chamber Strong!" Join us! Let's write your story together: a story of Leadership, Partnership, Innovation and Growth!

*Wendy*

## MESSAGE FROM THE PRESIDENT

Thank you for your interest in the Fredericksburg Regional Chamber! We appreciate you and your business for your desire to grow your organization while also connecting with your community.

Our professional staff is a lean team with a large program of work that supports our vibrant business economy. We'd love for you to join us! Together, we will build relationships and create competitive advantages for a healthy business environment.



**Susan Spears**  
*President & CEO*

### MEET THE CEO

- ◆ Executive Director of Leadership Fredericksburg
- ◆ Right Path Profiles Instructor
- ◆ Host of the Leader2Leader Podcast
- ◆ Executive Leadership Coach

*Listen to my  
Leader2Leader podcast!*



**We  
Are  
Business**



# MEET THE BOARD



## Your Board of Directors



**Kevin Dillard**  
*Chairman*  
LifeCare Medical Transports



**Michelle Caldwell-Thompson**  
*Vice Chair*  
CTI Real Estate



**Shawn Sloan**  
*Treasurer*  
The Media Partners, LLC



**Susan Spears, IOM**  
*President & CEO*  
Fredericksburg Regional Chamber of Commerce



**Eric Fletcher**  
*Immediate Past Chair*  
Mary Washington Healthcare



**Brian Baker**  
*Director*  
UMW Center for Economic Development



**Rev. Dr. Raymond Bell**  
*Director*  
Mount Hope Baptist Church



**Janel Donohue**  
*Director*  
Rappahannock United Way



**Joel Griffin**  
*Director*  
Gwyneth's Gift



**Janet Gullickson**  
*Director*  
Germanna Community College



**Margaret Hardy**  
*Legal Counsel*  
Sands Anderson PC



**John Hewa**  
*Director*  
Rappahannock Electric Cooperative



**Stacy Horne**  
*Director*  
Horne Real Estate Investments



**Martha Hutzel**  
*Director*  
Central Rappahannock Regional Library



**Stephen Kingsley**  
*Director*  
Truist



**Ginni Matern**  
*Director*  
Matern Staffing



**Tyrone Logan**  
*Director*  
Obsidian Solutions Group



**Linda Rivera**  
*Director*  
Hilldrup Moving & Storage



**Ryan VanderWist**  
*Director*  
SimVentions



**Bill Vakos**  
*Director*  
VAKOS Companies



**Lisa Williams**  
*Director*  
Topside Federal Credit Union



# CONNECTIONS

## CHAMBER INCUBATOR

A free monthly networking event for new members and professionals seeking mastery in relationship and introduction building skills. Led by experienced Chamber members and focusing on a different topic every month, this is a safe space to learn, grow and practice your skills.

## CHAMBER'S NETWORK OF ENTERPRISING WOMEN

Network and build relationships at quarterly events designed to inspire and empower women at all levels in the workplace.

## NEXT GEN BUSINESS LEADERS

Get involved in networking opportunities, professional development, and civic outreach with other young professionals in the region.

## NETWORK AT NIGHT

Develop relationships with other business professionals during this evening networking event in a relaxed atmosphere.

## ANNUAL AWARDS AND GALA

This year's largest celebration! Celebrate the regions business and leadership accomplishments with annual awards that include dinner and dancing.

## LEADSHARE

Bi-weekly networking meetings designed to help members generate and share business leads and warm referrals. Grow your network and sales organically, by building strong relationships with a diverse cross-section of the business community. Share best practices, marketing and branding tips, and resources. Groups are non-compete with one seat per industry.

## BUSINESS CONNECT

Connect with fellow Chamber members at this monthly lunch. This series provides you the opportunity to network and hear from local business owners as guest speakers.

*Gala*



**INVESTING IN THE CHAMBER IS AN INVESTMENT IN YOUR BUSINESS. DRIVE YOUR BUSINESS GROWTH WITH ACCESS TO VISIBILITY, MARKETING, NETWORKING AND LEADERSHIP.**

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# VISIBILITY

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## **CELEBRATE BUSINESS MILESTONES & ANNIVERSARIES WITH THE CHAMBER**

Recognize your business achievements with ribbon cuttings, groundbreakings and more, on a Facebook premier video feature. You will be joined by a member of our Board of Directors, Chamber members and local elected officials.

## **SPONSORSHIP**

Sponsorship of Chamber events is the perfect tool to put your company front and center before hundreds of businesses from the region.

## **PROMOTION**

Share your company's social media posts, events, press releases, specials/hot deals, and job openings to the Chamber website. They will be published in the weekly e-newsletter. Display your brochures and business cards in the Chamber lobby.

**PUT YOUR BUSINESS IN FRONT OF THE REGION**

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# LEADERSHIP

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## **LEADERSHIP FREDERICKSBURG**

Advance your leadership skills in this highly selective, nine-month course offering leadership training and direct access to the region's top leaders of every sector.

## **DISTILL IT**

Network with our top industry leaders as they share opportunities as well as the challenges their businesses are experiencing.

## **COMMITTEES**

Represent the interests of the business community and regional transportation before the local, state and federal government with the Legislative Affairs Committee.

## **MEMBER MEETINGS**

Members build relationships while hearing from guest speakers about topics impacting local business. These meetings always give the Chamber the opportunity to celebrate YOU, the membership.

## **LEADERSHIP EVENTS**

Opportunities for members to attend professional development workshops, summits, and other activities that are typically led by Leadership Fredericksburg faculty and/or alumni members.

*Distill It*



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# ACCESS

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## **LEGISLATIVE BREAKFAST**

Sit down with local and elected officials and policy experts at this premier legislative advocacy event to discuss the biggest issues and policies affecting our region.

## **FIRST RESPONDERS APPRECIATION BREAKFAST**

Honor and thank our dedicated First Responders for the service they provide our region.

## **CYBERSECURITY SUMMIT**

Bringing together leaders on the front lines of the cyber battle. Hear from state, DoD and operational-level experts on the latest challenges in cyberbersecurity as well as practical tips for protecting the data and physical assets most important to you.

## **OUR MILITARY, OUR MEMBERS**

This event will give a comprehensive overview of the accomplishments and needs of our local military bases and how the community can help and contribute to local military success.

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# WORKFORCE

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## **WORKFORCE NOW**

Promote and support workforce readiness and development while collaborating with area experts for seminars, expos, and workshops.

## **HIRING SERIES**

Chamber Workforce NOW Committee is here to help with your hiring needs! This series of lunch time meetings covers non-traditional hiring, how to be an attractive employer, success with interns and more!

## **INTERN EXPO**

A vendor event for area secondary and college students that highlights local internships and provides students the ability to interact with future employers.

*First Responders  
Appreciation*



# ONCE YOU'RE A MEMBER

1

Place your member logo on your door and add the Chamber's Logo to your website.

2

Create a password and log into ChamberMaster. Add representatives to receive the weekly e-newsletter and develop your company's summary.

3

Share your social media post, upcoming events, press releases, Member to Member or Hot Deals with us.

4

Review upcoming Chamber events on the calendar and check out a LeadShare or attend an industry-specific event.

5

Use the 'Members Only' section of the website and download your referral report to gauge the online exposure you've received through being a member after only 90 days.

6

Look back through your membership benefits for your tiered level to make sure you are using your benefits to the full advantage.



# VISIONARIES



Mary Washington Healthcare



Spotsylvania Regional  
Medical Center  
HCA<sup>Va</sup>



Atlantic  
Union Bank



University of  
Mary Washington

ATLANTIC  
BUILDERS



CIP Finishes  
a Milde Company  
Turn-Key Commercial Hardware



Community Bank  
of the Chesapeake



fxbg technology

Goodwill  
RAPPAHANNOCK 

 Infinity  
Technologies



McAvinney  
Employee Benefit Services <sup>LLC</sup>

 PBMares <sup>SM</sup>  
CPAs and Consultants

 Quarles  
Quarles is Quality.



RAPPAHANNOCK  
ELECTRIC COOPERATIVE  
RELIABLE • AFFORDABLE • FOCUSED ON YOU

THE  
**media**  
PARTNERS   
Client Focused. Results Driven.



Sands  
Anderson

The Free Lance-Star  
fredericksburg  .com

Topside  
Federal Credit Union



  
TRUIST


  
VIRGINIA  
PARTNERS  
BANK

By choosing to be part of our Visionary Sponsorship Program, your business helps to fund regional development initiatives that the Chamber endorses, such as defense, tourism, transportation, education, workforce development and technology.

# PREMIER

\$6,500 INVESTMENT

- ◆ Receive 5 letters of introduction from Chamber CEO to members of your choice and annual presentation to Board of Directors (15 minutes).
- ◆ Premier Event Package for 2 and recognition as a Visionary Member at all signature events and programs (4,000 attendees annually)
- ◆ Recognition as Visionary Member in any print or digital materials distributed by the Chamber.
- ◆ Recognition as Visionary Member with a permanent plaque in the Chamber lobby.
- ◆ Recognition on Chamber website as Visionary Member with company logo and profile linking back to your website.
- ◆ Annual rotating banner advertisement on homepage and footer of every Chamber website page.
- ◆ Up to 4 locations or categories in our online business directory.



\$35,00	PINNACLE
\$18,500	PRESIDENTIAL
\$11,500	CORNERSTONE
\$6,500	PREMIER
\$3,000	ELITE
\$1,500	INNOVATOR
\$800	CHOICE
\$425	CLASSIC

PLUS ALL BENEFITS OF ELITE, INNOVATOR, CHOICE AND CLASSIC LEVELS ON THE FOLLOWING PAGES.


Lobby Installation



# ELITE

## \$3,000 INVESTMENT

- ◆ Annual rotating banner advertisement on an internal page of Chamber website selected in consultation with Chamber.
- ◆ Company name displayed on lobby plaque in Chamber office.
- ◆ 4 tickets to each Member Meeting (or an event of equal value).
- ◆ 3 annual tickets to an Advocacy event (or an event of equal value).
- ◆ Access to all VIP receptions at events.
- ◆ Up to 4 half days of Chamber conference room usage.
- ◆ Host an Instagram story takeover for a day highlighting your business with advance promotion on social media.



\$35,00	PINNACLE
\$18,500	PRESIDENTIAL
\$11,500	CORNERSTONE
\$6,500	PREMIER
\$3,000	ELITE
\$1,500	INNOVATOR
\$800	CHOICE
\$425	CLASSIC

PLUS ALL BENEFITS OF INNOVATOR, CHOICE AND CLASSIC LEVELS ON THE FOLLOWING PAGES.

Instagram



# INNOVATOR

\$1,500 INVESTMENT

- ◆ 6 month rotating banner advertisement on an internal page of Chamber website selected in consultation with the Chamber.
- ◆ 1 VIP event: attend exclusive Annual Breakfast with the Board of Directors.
- ◆ 2 tickets to each Member Meeting.
- ◆ Up to 3 locations or categories in online business directory.
- ◆ Up to 3 half days of Chamber conference room usage.

\$35,00	PINNACLE
\$18,500	PRESIDENTIAL
\$11,500	CORNERSTONE
\$6,500	PREMIER
\$3,000	ELITE
\$1,500	<b>INNOVATOR</b>
\$800	CHOICE
\$425	CLASSIC

**PLUS ALL BENEFITS OF CHOICE AND CLASSIC LEVELS ON THE FOLLOWING PAGES.**

*\*Not available to companies of 75 employees or more*

VIP Cocktail





# CHOICE

## \$800 INVESTMENT

- ◆ Celebrate business milestones (ribbon cuttings, groundbreakings, anniversaries) with the support of the Chamber with a Facebook Premier Video and social media promotion.
- ◆ 3 month rotating banner advertisement on an internal page of Chamber website selected in consultation with the Chamber.
- ◆ Unlimited postings of your company's press releases and events to Chamber website.
- ◆ Enhanced presence and logo in online business directory.
- ◆ Up to 2 locations or categories in online business directory.
- ◆ Up to 2 half days of Chamber conference room usage.
- ◆ Option to host a Network at Nite.

\$35,00	PINNACLE
\$18,500	PRESIDENTIAL
\$11,500	CORNERSTONE
\$6,500	PREMIER
\$3,000	ELITE
\$1,500	INNOVATOR
\$800	<b>CHOICE</b>
\$425	CLASSIC

**PLUS ALL BENEFITS OF CLASSIC LEVEL ON THE FOLLOWING PAGE.**

*\*Not available to companies of 50 employees or more*

Chamber Ribbon Cuttings



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# CLASSIC

## \$425 INVESTMENT

- ◆ Ability to join a Chamber Committee and a LeadShare group.
- ◆ Up to 15 postings of your company's press releases and events to the Chamber website.
- ◆ Unlimited postings of "Hot Deals" and job openings to Chamber website.
- ◆ Display brochures and business cards in the Chamber's lobby.
- ◆ Sponsor Chamber programs and events.
- ◆ Subscription to weekly e-newsletter and opportunity to advertise on the Chamber website and e-newsletter
- ◆ Member pricing at all Chamber events and for Leadership Fredericksburg tuition upon acceptance into program.
- ◆ Ability to purchase mailing labels for membership.
- ◆ Unlimited Certificate of Origin.
- ◆ Access to Chamber conference room rental (projector, screen, and AV included) subject to availability.
- ◆ Chamber logo window decal, desk sign and use of Chamber logo on website and marketing materials.

*\*Not available to companies of 25 employees or more*

Advertise on our website!



# CHAMBER MEMBERSHIP

## AT A GLANCE



	CLASSIC	CHOICE	INNOVATOR	ELITE	PREMIER \$6,500
	\$425	\$800	\$1,500	\$3,000	
Chamber logo window decal + use of Chamber logo	✓	✓	✓	✓	✓
Unlimited Certificate of Origin and Notary processing	✓	✓	✓	✓	✓
Access to Chamber conference room rental	✓	✓	✓	✓	✓
Ability to purchase mailing labels for membership	✓	✓	✓	✓	✓
Subscription to weekly e-newsletter and opportunity to advertise on the Chamber website and e-newsletter	✓	✓	✓	✓	✓
Ability to sponsor & host Chamber program/events	✓	✓	✓	✓	✓
Display brochures & business cards in Chamber lobby	✓	✓	✓	✓	✓
Unlimited posting of Hot Deals & jobs to website	✓	✓	✓	✓	✓
Posting of press releases & events to website	15	unlimited	unlimited	unlimited	unlimited
Ability to join a Chamber Committee and LeadShare	✓	✓	✓	✓	✓
Discounted rate to host a Network at Nite		✓	✓	✓	✓
Chamber Conference Room Usage		2 half days	3 half days	4 half days	4 half days
Locations or Categories in Business Directory		up to 2	up to 3	up to 3	up to 4
Tickets to Member Meetings		2 at anniversary	2 tickets to each	4 tickets to each	4 tickets to each
Rotating banner ad on an internal page of website		3 months	6 months	annual	via home page ad
Enhanced presence + logo in online business directory		✓	✓	✓	✓
Celebrate business milestones with the support of Chamber		✓	✓	✓	✓
Attend exclusive Annual Breakfast with Board of Directors			✓	✓	✓
Access to VIP receptions at events				✓	✓
3 Annual tickets to all Community Conversations				✓	✓
Host an Instagram Story takeover				✓	✓
Annual rotating banner advertisement on every website page				✓	✓
Recognition on Chamber website as Visionary Member with company logo and profile linking back to your website					✓
Recognition as Visionary Member on a permanent plaque in Chamber office					✓
Premier Event Package for 2 and recognition as a Visionary Member at all signature events and programs					✓
	annual	annual	annual	annual	annual



## Connect with us!

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*President & CEO*

susan@fxbgchamber.org

**Carley Walker**

*Vice President of Programs & Events*

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**Wendy Zelazny**

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