

# CHAMBER PILLARS OF SUCCESS



## ADVOCACY

Serve as the voice of the business community and maintain information flow for the Chamber Members regarding legislative issues and local issues possibly impacting their business.



## MARKETING

Identify new and innovative opportunities to help Members continue to grow their businesses and prosper.



## NETWORKING

Build social and business relationships, gain consistent exposure, and obtain active referrals and leads.



## TRAINING

Offer relevant, convenient, and cost-effective training opportunities to the owners and employees of Hernando County businesses.

# GET INVOLVED WITH YOUR CHAMBER

## Committees

*Volunteers are at the heart of the Chamber's success. Committees include:*

- **Advocacy Committee**
- **Marketing Committee**
- **Networking Committee**
- **Training Committee**
- **Ambassador Committee**
- **Special Events Committees**

*Each Chamber-hosted event is organized by a committee. Inquire about what events are currently in their planning stage to see how you can get involved.*

## MEMBER INFORMATION CENTER

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Every Member business receives access to our Member Information Center. Through this portal you have the ability to update your contact listing, perform business listing updates, post jobs, and Member-to-Member deals! Members who opt for an Enhanced Membership have the ability to upload collateral material such as photos and videos– basically turning your listing into a website within a website!

Once you become a Member, you will receive an email from our office with a link to your Member Information Center. Change your password, make any business listing updates you would like, and then bookmark the page for future engagement.

## NEWSLETTERS

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The Chamber sends out monthly newsletters that cover business tips and tricks on a wide variety of topics. Make sure you have CEO@hernandochamber.com listed in your e-mail contact list or check your spam folder to make sure you don't miss our monthly news!

# MEMBER REFERRAL PROGRAM

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Do you know a business that isn't yet part of the Greater Hernando County Chamber of Commerce? Help us grow by sharing how the Chamber supports you and why joining could benefit them, too!

A chamber of commerce with a diverse membership base offers an incredible variety of opportunities for everyone involved.

### *So... How does it work?*

1. Fill out the bottom section of this form and we will supply the business with a membership information folder.
2. Once the business signs up as a Member the Chamber will thank you with a special gift!

#### **YOUR INFORMATION**

Business Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_



*Return this completed form to the Chamber by emailing it to [info@hernandochamber.com](mailto:info@hernandochamber.com).*

#### **REFERRED BUSINESS INFORMATION**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

*Once the business has registered and paid their dues, you will be contacted by a staff member to choose your special gift.*

# CHAMBER EVENTS & PROGRAMS

## HERNANDO COUNTY DAY AT THE CAPITOL

The Chamber's annual two-day advocacy trip provides an opportunity to network with our Hernando County Legislative Delegation. The Chamber will host speakers who will cover important topics relevant to participants. Previous speakers have included representatives from the Florida Chamber, Visit Florida, the Office of Insurance Regulation, the Department of Business and Professional Regulation, and others!

## CHAMBER GOLF CLASSIC

Often referred to as "the must-attend golf event of the year," the Chamber provides a premier golfing experience. Whether you're an avid golfer or seeking a creative way to connect with Hernando County executives, this tournament offers a distinctive opportunity for participants of all skill levels and budgets.

## Recurring Chamber Events

- **B2B Networking Lunches** - *Weekly on Tuesdays*  
Business-to-Business lunches open to all businesses.
- **Brooksville Matters** - *Monthly on the First Wednesday*  
Hosted in partnership with Brooksville Main Street.
- **Chamber Monthly Membership Meeting + Breakfast**  
*Monthly on the Fourth Wednesday*  
Networking breakfast with business-relevant speakers.
- **Chamber Mixers** - *Monthly*  
Industry-specific mixers for networking in a relaxed environment.
- **Advancing Your Mission** - *Quarterly*  
No cost leadership and management training for nonprofits.

## CHAMBER PROGRAMS



### Chamber Education Training Association (CETA)

The Chamber's Education Training Association focuses on enhancing economic development in our region. CETA aims to support local businesses and Chamber Members through grants and scholarships for education, training, and workforce development.

## Leadership Hernando

A leadership program offering participants the chance to engage with public, private, and civic leaders. Since 1992, Leadership Hernando has inspired and empowered emerging community leaders through 12 full-day sessions from January to May.



The Chamber maintains a community events calendar that allows any organization in Hernando County to share their events. Select the "Community Events Calendar" tab at [HernandoChamber.com](https://www.HernandoChamber.com)

# AMBASSADOR PROGRAM

## WHO ARE CHAMBER AMBASSADORS?

Chamber Ambassadors are a highly valued group of volunteers whose primary focus is on fostering connections within the Chamber community. These individuals play a pivotal role in celebrating business milestones, supporting Chamber events, engaging Members, and promoting Chamber services. Ambassadors are often the first point of contact for new and existing Members, serving as a friendly face that embodies the spirit of the Chamber. They are not only passionate about the Chamber's mission but are committed to building strong relationships within the business community.

## Ambassadors' Roles and Responsibilities

- Attend Ribbon Cutting Ceremonies
- Hospitality and Member Engagement
- Networking Support
- Promotion of Chamber Initiatives
- Mentorship for New Members
- Member Referrals and Outreach

## Ambassador Characteristics

*An ideal Ambassador is someone who embodies the following qualities:*

- A friendly and approachable demeanor that makes others feel at ease
- Confidence in engaging with new and existing Chamber Members
- A positive and professional image that reflects well on both the Chamber and their own business
- The ability to create a welcoming environment at events
- A strong sense of community and a willingness to volunteer their time and expertise
- Enthusiasm for fostering business relationships and promoting Chamber membership to others

## Benefits of Becoming an Ambassador

*Serving as a Chamber Ambassador comes with numerous professional and personal benefits, including:*

- In-depth knowledge of Chamber initiatives, programs, and activities
- Enhanced visibility for your business through active participation and recognition in Chamber publications and social media channels
- Increased opportunities to build a network of business connections and potential clients
- The opportunity to play a role in recognizing and celebrating the success of local businesses
- Enjoyment of a supportive, fun environment while giving back to the business community
- Public recognition on the Chamber's website and at Chamber events, positioning you and your business as leaders in the community

*Being an Ambassador is an invaluable way to stay connected, increase your business's visibility, and contribute to the growth of the Hernando County business community. If you're interested in becoming an Ambassador, please email [membership@hernandochamber.com](mailto:membership@hernandochamber.com).*



[hernandochamber.com/ambassadors](http://hernandochamber.com/ambassadors)

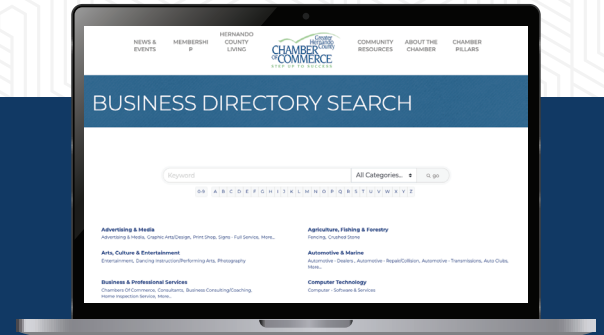
# MEMBER ENGAGEMENT & BENEFITS

## BENEFITS OF MEMBERSHIP

The Chamber is your resource. Active Members see the most benefit - there's plenty of ways to get involved. It takes a village to start and maintain a business — *Let us help!*

### Membership Perks

- **Ribbon Cutting Ceremonies**  
Offered to new Member businesses to spark community interest.
- **Membership Meetings and Lunches**  
Consistent events to make connections.
- **Chamber Newsletter**  
Keeps Members updated on events, business tips, and ways to get involved
- **The Power of Referral**  
When the Chamber receives inquiries about services, we promote our Members first!
- **Connecting and Networking**  
Brainstorm and learn from others with shared experiences and who have been where you are. Connect with other small businesses similar in size and industry to yours.



[business.hernandochamber.com/list](https://business.hernandochamber.com/list)

### Do business with Chamber Members

Before shopping or using local services, browse the Membership Directory to see who is a member and consider using them first.

Scan Code  for Directory



## WHAT IT MEANS TO BE A MEMBER

- Be a part of a community dedicated to supporting local businesses
- Foster economic growth
- Build valuable connections

**The best way to promote your business is to engage with community members.**

Participating in Chamber-hosted events such as Ribbon Cutting Ceremonies is a great way to congratulate other businesses and neighbors and engage in each other's success. Monthly Membership Meetings and Networking Lunches are terrific opportunities to connect with local business owners and connect on what matters.

# ABOUT THE CHAMBER



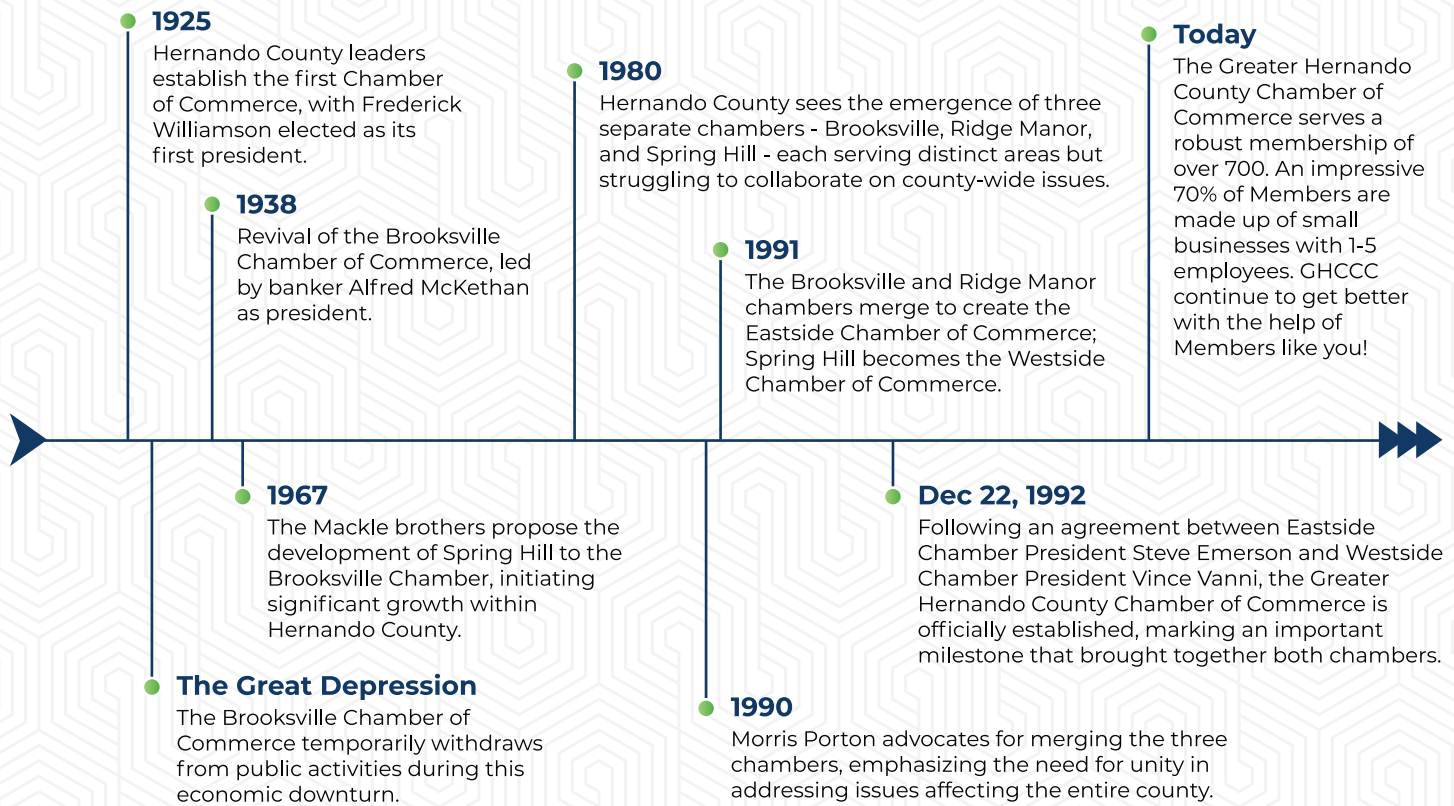
## OUR VISION

To build a vibrant, healthy, and prosperous community through business leadership.

## WHAT IS A CHAMBER OF COMMERCE?

A chamber of commerce is a local organization that supports and promotes the interests of businesses in a community. It serves as a networking hub for business owners and professionals, offering resources like networking events, advocacy, training, and information on economic development. Chambers work to improve the local business climate, attract new businesses, and engage the community. They also provide marketing support and represent their members' collective interests to government and other entities.

## HISTORY OF THE GREATER HERNANDO COUNTY CHAMBER OF COMMERCE



## Follow Us on Social Media!



Hernando County Chamber



@hernandocochamber



Hernando County Chamber

## Chamber Partners

