

LOOK NO FURTHER



Welcome to your Russell Chamber of Commerce

P.O. Box 218
Russell, Ontario K4R 1C8
www.russellcoc.com

WHO ARE WE?

The Russell Chamber of Commerce is a group of approximately 50 business owners and/or operators who conduct business in the Russell Community. Our mandate is to promote, develop and protect business interests in a free enterprise environment and to communicate to local residents what businesses and services are offered locally.

WHY JOIN THE CHAMBER?

The Chamber is a group of volunteer business people, like yourself, who are looking for ways to promote their business to area residents. The Chamber provides an excellent means to meet and to network with fellow business people. In Addition, by supporting the Chamber of Commerce, you are helping to strengthen economic growth in our community, which of course is a good thing for your business and our village as a whole.

Advantages to membership include:

- ▶ terrific business to business networking opportunities
- ▶ group marketing programs only available to members
- ▶ community leadership opportunities
- ▶ group insurance package (access to inexpensive disability, business overhead, life insurance)
- ▶ reduction on Visa/Mastercard rates available through the Toronto-Dominion Bank
- ▶ keeping yourself informed on any changes affecting the local business community
- ▶ Chamber Member Discounts with participating businesses



A wise Investment for your business and your community

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MARKETING PROJECTS FOR MEMBERS

Business card boards

We promote local chamber businesses by allowing the public easy access to member contacts through a business card display board and pick up central, mounted in several locations through town.

Business Directory

We proudly publish and distribute a directory of Russell's Businesses and Services, which is a valuable resource to Russell's residents and a good marketing tool for local business. This directory is updated on a bi-annual basis. It is distributed at local events, to local Realtors, by mass mailing and through Chamber members.

In addition to this inclusive book, we also distribute up-to-date pamphlets of the current member directory at several times throughout the year, at local events and through Chamber members.

Russell Trade Show

A bi-annual professional Trade show sees Russell Businesses exhibited to the more than 3,500 attendees. This is a great way to announce a new business, promote an established one or generate valuable leads for business development.

russellcoc.com

The Russell Chamber of Commerce's website garners great excitement and enthusiasm from our community. It is also a terrific place to present your business to the increasing online community. All chamber members are automatically listed on the site, and links created to get viewers from your listing to your existing company web page. If you do not have an existing web page, one can be created for you, at a nominal charge.

The website's 'Shop Local' section also includes an area to communicate special deals to our community. Thus, if any member business has a promotion, or special savings program to let our site surfers know about, they may contact jo macarthur and request it be added to the site.

Russell COC contacts- Business card directory book

As a member of the Chamber, you are awarded your very own business card directory folder, stuffed with all member's cards. This is your personal referral tool, to encourage the use of fellow chamber members' businesses. We encourage you to carryt his around at all times, an ensure it stays stocked with cards.

COMMUNITY PROJECTS

- ▶ Russell Santa Claus Parade
- ▶ "Christmas Lights" contest
- ▶ Christmas Street decoration in the village core

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MEMBERSHIP COMMITMENT

- ▶ Attending at least 75% of meetings. Currently, we hold quarterly meetings, in several different formats i.e. breakfast, wine & cheese.
- ▶ Our annual fee is \$65.70 which includes membership in the Ontario and Canadian Chambers of Commerce as well as being affiliated with the Eastern Ontario Chamber of Commerce.
- ▶ We ask that each of our members belong to an active committee of the Chamber. Committees meet as required but usually a maximum of once a month depending on the timing of an event.

COMMITTEES

Membership

Promotes membership in the chamber by visiting and encouraging businesses in Russell to participate.

Special Events:

Organizes events i.e. Santa Claus Parade, Russell Trade Show and Christmas lights competition

Marketing:

Manages many key projects, including: Business Directory, Business Card Boards, Shop Local Incentives...etc..

Municipal

Works with township on current issues affecting local business.