

# Urbandale Chamber of Commerce



**Membership  
Application  
2010**

**U n i q u e**

**D y n a m i c**

**R e s o u r c e f u l**

The Urbandale Chamber of Commerce continues to play a key role in making good things happen in Urbandale by exerting leadership in decisions that affect the area.

More than 630 businesses are part of Urbandale's largest coalition of businesses. While many members are large corporations, more than 85 percent of our members have fewer than 20 employees.

The Urbandale Chamber of Commerce is a private, not-for-profit business membership association. It is an action organization, designed to meet business and community needs. Whether it's through economic development, networking events, business information, advertising opportunities...member companies capitalize on contacts and resources provided by the Urbandale Chamber of Commerce.

## O u r M i s s i o n

The Urbandale Chamber of Commerce is a business organization that serves its membership and business community by uniquely promoting economic development, business growth, and high quality of life.

## How the Urbandale Chamber of Commerce can help you

Besides serving as an advocate for Urbandale Chamber member businesses and providing an environment to promote business through a variety of networking opportunities, Urbandale Chamber of Commerce members receive great value through a variety of membership benefits listed with this informational piece. Here are a few words from current members on how the Chamber has helped their business:



*"I have belonged to many professional organizations through the years and I believe the Urbandale Chamber of Commerce is probably my favorite. Not because I have gotten more business or new clients, both of which have happened, I might add, -- it's simply the way the members make you feel with their energy, spirit, and connectedness. The Urbandale Chamber of Commerce makes you feel like you belong, that you matter, and that you are a part of a community that is very, very special. I am honored to say that I am a member of The Urbandale Chamber of Commerce."*

- **Billie Sucher, MS, CTMS, CTSB, JCTC & CCM** - Career Transition Consultant & Author, *Between Jobs: Recover, Rethink, Rebuild*



*"Our membership in the Urbandale Chamber has helped Baker Electric, Inc. in many ways. The listing in the directory and on the website has helped us market our services to new potential clients, and the referral service offered by the Chamber has provided many business leads. The educational seminars offered along with the social and networking events are an added benefit and allows us to build, maintain, and strengthen business relationships in the community."*

- **John Irving, Baker Electric**



*"I would not be where I am today without the Urbandale Chamber of Commerce. My year as President in the organization was definitely one of the highlights of my professional career. I am proud to be a long-standing member of the Chamber and the best advice I can give any business professional is to join and get involved. You get out of the Chamber what you put into it."*

- **Brad Zaun, R&R Realty Group**



2009 Ribbon Cutting celebration for Homemakers Furniture's expansion. Above: Honorable Mayor Robert Andeweg, Mershman Family, Nebraska Furniture Mart Executives, 2009 Chamber President Craig Light, 2009 Ambassador Chair Susan Bonnicksen and Warren Buffett, CEO Berkshire Hathaway Inc.

# Urbandale Chamber Benefits

## Immediate Return on your Investment - New Members receive: *Chamber membership AND a promotional package worth \$4,500*

- ~ Opportunity to **address 80-100 area business professionals** at a membership luncheon\**Valid until Dec. 31,2010.*
- ~ Promotion as a new member in the Chamber e-newsletter sent to 1600+ business professionals
- ~ Promotion as a new member in the Urbandale Des Moines Register
- ~ Promotion as a new member on a **On-Media cable commercial** run for an entire month.  
(Average of \$4,000 worth of airtime)
- ~ Receive **\$100 worth of FREE advertising** in the Urbandale Des Moines Register.  
(A local advertising representative will contact you about this benefit.)

### Promotional Benefits:

*In a National study by The Schapiro Group, consumers are 63% more likely to buy from Chamber members.*

- ~ **Referrals!** Only Chamber members are referred by staff. The Chamber averages 2000 referrals per year.
- ~ Web-Based **Request For Proposal (RFP) Program.** Only members receive proposals through the Chamber's RFP program on [www.uniquelyurbandale.com](http://www.uniquelyurbandale.com).
- ~ **UDollars!** Only Chamber members can redeem Chamber UDollar gift checks.
- ~ Listing in the Chamber's printed **membership directory**, distributed to member businesses, new and prospective businesses, and residents.
- ~ **Ribbon Cuttings** for a grand opening, anniversary, expansion, remodel, etc.
- ~ Listing on the community web site **[www.uniquelyurbandale.com](http://www.uniquelyurbandale.com)**. Only members are listed in the Urbandale Area Business directory.
- ~ Opportunity to be a part of the Chamber's **shop local program** on [www.uniquelyurbandale.com](http://www.uniquelyurbandale.com).
- ~ Opportunity to **post job openings** on the [www.uniquelyurbandale.com](http://www.uniquelyurbandale.com) web site.
- ~ Affordable **advertising opportunities** available only to Chamber members.
- ~ Opportunity to purchase **mailing labels** for your direct mail pieces.
- ~ **Sponsorship opportunities!** Improve your business' visibility by sponsoring one or more Chamber events such as a Membership Luncheon, Annual Dinner, Golf Outings, A.M. Exchange, Morning Mingle, Sample Urbandale, Legislative coffee, Business After Hours, Educators Reception, and more.
- ~ **Membership decals.** Chamber decals communicate to your customers and employees you are a good corporate citizen and an important part of the Urbandale business community.
- ~ Post and use **Member 2 Member discounts** on [www.uniquelyurbandale.com](http://www.uniquelyurbandale.com).

### Networking/Involvement

*People do business with those they know, like, and trust.*

*The Chamber is a vehicle used to form business relationships to increase the bottom line!*

- ~ **NEW!** Meet, Click, Connect with the Chamber's new **Mingle Sticks** - an innovative tool to help members connect with others using technology and reduce the number of lost business cards!
- ~ Make new contacts during **monthly events**, such as the AM Exchange, Morning Mingle, Membership Luncheon, Membership 101, Business After Hours event and/or the Regional Business After Hours
- ~ Connect with fellow members at **annual events** such as the Annual Dinner, the Wild Wild West Golf Outing, Sample Urbandale...An Iowa Wine Event, Educators Reception, & more.
- ~ Opportunity for all employees of a member business to participate in a variety of committees formed throughout the year so stronger business relationships can be formed.

# Urbandale Chamber Benefits

## Communication

*Consumers are 51% more likely to be highly aware of a Chamber member business and 57% more likely to think positively of its local reputation - Schapiro Study*

- ~ All employees may receive **weekly e-mailed newsletters** from the Chamber on issues impacting business.
- ~ Primary contacts receive access to the Chamber's **members only section** of [www.uniquelyurbandale.com](http://www.uniquelyurbandale.com).
- ~ Connect through the Chamber's social media outlets for even more updates through **Twitter** and **Facebook**.
- ~ Instantly get answers to questions using the **Chamber's instant chat** feature on [www.uniquelyurbandale.com](http://www.uniquelyurbandale.com).
- ~ Receive scam alerts the Chamber is made aware of to protect your business.

## Advocacy

*The Chamber is the Voice of Business.*

- ~ Stay abreast of city, county, state and federal government actions. The Chamber **advocates for business** on community, state and federal issues that directly impact the business community.
- ~ Benefit from the Chamber's role as the collective **voice of business** when addressing the impact potential legislation will have on doing business in Urbandale.
- ~ The opportunity to join the Government Committee to **move forward important business issues**.
- ~ Participate in the monthly **forums** during the Legislative session that brings state, county, city and school board officials together to discuss how issues are impacting each level of public service.
- ~ Learn about how Urbandale candidates view issues on the Chamber's advocacy area of the web site.

## Business Services

*The Chamber is your partner*

- ~ Be a part of the **regional marketing effort** with the Greater Des Moines Partnership. As a Chamber member, you benefit from the extensive programs the Partnership participates in throughout the state, country, and world. See next page for additional information.
- ~ Attend low-cost **educational sessions** on a variety of issues employees can take advantage of.
- ~ Schedule a one-on-one **business counseling** session to assist your business. In addition, the Chamber will help find other resources needed to assist with any business need.
- ~ Save time on **research**. The Chamber has a variety of data available including demographics, statistics, business trends, cost of living and more available 24-7 on-line through the members only area.
- ~ Benefit from the Urbandale Development Association's partnership with the Chamber. Together with the City of Urbandale, this group promotes **economic development** within the community.
- ~ Save time gaining proposals from other companies on projects by utilizing the Chamber's Request for Proposal feature on [www.uniquelyurbandale.com](http://www.uniquelyurbandale.com). One click will send a RFP out to all Chamber member businesses who can service your need.

# Partnership Regional Member Benefits

Whatever you do, do more of it in Des Moines

**As a member of the Urbandale Chamber of Commerce, you will automatically receive full membership in the Greater Des Moines Partnership.**

- ~ Regional Member and Investor Directory
- ~ One Voice Newsletter -- This monthly communication is distributed in partnership with the Business Record and is also available online to share information about regional initiatives and events. The Partnership's weekly e-mail newsletter reaches over 13,000 business people.
- ~ MEMBER SAVINGS Mailing Labels that includes 4400+ member businesses.
- ~ MarketSource -- This tool allows Partnership investors/members to create an in-depth business profile within the Partnership's site that is accessed by thousands searching for local goods and services. Your company can provide detailed information on product offerings and even include promotional materials for downloading.
- ~ Relocation Prospect List-- Purchase a list of recent location inquiries made to the Partnership about the metro area.
- ~ MEMBER SAVINGS Small to Big Business Forum-- A forum held annually to get small business sellers and big-business buyers in the same room, meeting face to face and building profitable relationships.
- ~ MEMBER SAVINGS Regional Business After Hours-- Business to business networking events open to chamber members across Central Iowa held at a different business and community each time.

## **WORKFORCE TOOLS**

- ~ Jobs/Resume Database and Matching -- An online tool for investor/member organizations to post available jobs that can be accessed by job seekers who can also post resumes on the system.
- ~ Relocation Packets -- These packets contain community information and are available for member companies for recruiting candidates from outside the region.
- ~ Customized Workforce Recruitment Assistance-- A wide range of personalized services including executive community orientation services, ambassadorial services for diverse candidates, trailing spouse/partner placement & more is here for your recruitment needs.
- ~ 'Do More In The City' Intern program-- A series of networking events designed to engage summer interns with business & community leaders, young professionals and other interns while incorporating exposure to many of the quality of life amenities and professional development opportunities in the region.

## **REGIONAL PUBLIC POLICY EFFORTS**

- ~ Policy Development/Lobbying-- The Partnership works at the federal, state and local levels to advance policies that contribute to a positive business climate for the region.
- ~ MEMBER SAVINGS Washington, D.C. Trip -- The annual advocacy trip to the nation's Capitol takes 200 business, civic, and community leaders from the region to secure federal funding for projects and initiatives specific to Greater Des Moines.

## **PARTNERSHIP PARTICIPATION**

- ~ Councils and Committees -- Connecting with other investors/members on topics about which you are passionate is one of the Partnership's greatest offerings -- you can be part of any number of councils and committees working on issues like: government policy, workforce attraction, affinity programs, education, health and wellness, and more.
- ~ MEMBER SAVINGS Share Your View-- A monthly round-table discussion about the economic and community issues facing Partnership member companies. This event has been the catalyst for a variety of Partnership initiatives and new programs, and will continue to provide a forum for discussion of the issues important to your business success.

## **BUSINESS TOOLS**

- ~ Buy Into the Circle-- A community effort to build awareness about the importance of buying local. Shifting business purchases back into the Greater Des Moines region encourages economic stability, strengthens local relationships and creates jobs.
- ~ International Trade-- Assist Iowa companies in developing or expanding international markets for their products and/or services.
- ~ Diversity Initiatives-- Providing programs, resources, and consultation that foster inclusive work places and community.
- ~ MEMBER SAVINGS Regional Calendar of Events-- Events of affiliate chambers and business groups posted on the web site.
- ~ MEMBER SAVINGS Education/Professional Development-- Periodic events exploring timely business issues by industry experts.

## **BUSINESS AWARD AND RECOGNITION**

- ~ Celebrate Business Awards and Economic Impact Awards-- Presented annually to promote the betterment of the Greater Des Moines business community by publicly recognizing innovative and enduring business initiatives.
- ~ MEMBER SAVINGS Diversity Award-- Recognizes businesses in Greater Des Moines that strive to create opportunity and embrace a workplace culture that includes diversity from the foundation up.
- ~ MEMBER SAVINGS Young Professionals Connection's "Amy Jennings YP of the Year" Award-- This award is given annually to a young professional who demonstrates the mission of YPC through leadership in professional development, civic, charitable and social endeavors in Greater Des Moines.

**For more information on Partnership programs and initiatives, contact (515) 286-4950 or visit [www.desmoinesmetro.com](http://www.desmoinesmetro.com)**

# The Voice for Business

The Urbandale Chamber of Commerce represents more than 625 businesses that make an investment in the community. Membership benefits include visibility for you and your business, networking opportunities, advocacy and training. The Chamber serves as the front door for Urbandale. Information about your business is provided to visitors and those looking to relocate to the area. Your membership is vital to the success of our business community.

## We invite you to join the Urbandale Chamber!

### 2010 Urbandale Chamber Board of Directors



President  
**Dr. Melissa Billings**  
Vision Park Family  
Eye Care



Vice President  
**Juli Applegate**  
Waste Management



Treasurer  
**Al Kaduce**  
Haines, Kaduce, Schmid  
& Macklin, P.C.



Director at Large  
**Susan Bonnicksen**  
Superior Printing  
Promotions



Past-President  
**Craig Light**  
Investments &  
Insurance



**Matt Korell**  
Triplett Office  
Essentials



**Becky DeVries**  
Midland Credit Union



**Mark Anderson**  
Anderson Properties



**Craig Rueschhoff**  
R&R Realty



**Karen Goldsworth**  
Strauss Security Solutions



**Sandy Taylor**  
Plaza Florist  
& Gifts



*Urbandale Chamber of Commerce*  
2900 Justin Dr. Ste. L., Urbandale, IA 50322  
Ph: 515-331-6855 Fax: 515-331-2987  
[www.uniquelyurbandale.com](http://www.uniquelyurbandale.com)



**Part One...**

**GENERAL COMPANY INFORMATION**

Business Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Main Phone: \_\_\_\_\_ Main Fax: \_\_\_\_\_  
Company Web Site: \_\_\_\_\_ NAICS code (if known) \_\_\_\_\_  
# of Employees: (Full-Time/Part-Time/includes owners) \_\_\_\_\_ FT \_\_\_\_\_ PT Year Established in Area: \_\_\_\_\_

**Part Two...**

**CONTACTS**

Members are afforded a certain number of Primary contacts based upon the number of employees a company has, however All employees can attend events as a member and/or receive information via email at no add'l charge (see next page). Primary contacts receive mailings, a member ID and password to the web site and have their name associated with the business in the directories and on the web site. Additional Primary contacts may be obtained for an additional \$50 per person per year.

**PRIMARY CONTACT:**

Name: \_\_\_\_\_ Position/Title: \_\_\_\_\_  
E-mail address: \_\_\_\_\_ Direct Telephone Number: \_\_\_\_\_

*One contact may be listed as a primary, billing and/or referral rep. The primary contact will be listed in the Greater Des Moines Partnership Directory. If the membership includes more than one Primary Contact, please indicate below.*

**ADDITIONAL CONTACTS:**

Name: \_\_\_\_\_ Position/Title: \_\_\_\_\_  
E-mail address: \_\_\_\_\_ Direct Telephone Number: \_\_\_\_\_

Name: \_\_\_\_\_ Position/Title: \_\_\_\_\_  
E-mail address: \_\_\_\_\_ Direct Telephone Number: \_\_\_\_\_

Name: \_\_\_\_\_ Position/Title: \_\_\_\_\_  
E-mail address: \_\_\_\_\_ Direct Telephone Number: \_\_\_\_\_

Name: \_\_\_\_\_ Position/Title: \_\_\_\_\_  
E-mail address: \_\_\_\_\_ Direct Telephone Number: \_\_\_\_\_

Name: \_\_\_\_\_ Position/Title: \_\_\_\_\_  
E-mail address: \_\_\_\_\_ Direct Telephone Number: \_\_\_\_\_

Name: \_\_\_\_\_ Position/Title: \_\_\_\_\_  
E-mail address: \_\_\_\_\_ Direct Telephone Number: \_\_\_\_\_

**Part Three...**

**TYPE OF BUSINESS**

Member businesses are categorized in the printed membership directory and on the web site. A complete list of categories offered can be obtained from the Chamber staff or on [www.uniquelyurbandale.com](http://www.uniquelyurbandale.com). Please provide **one main** and any additional categorical listings (if applicable) your business should be listed under. **ONLY** your MAIN category will be printed in the membership directories, however, members are listed in as many categories as applicable on the web site. Members joining as individuals will be listed under the individual member category in the printed directory.

Main Category: \_\_\_\_\_ Add'l Categories: \_\_\_\_\_  
\_\_\_\_\_

**What is the primary reason for joining:** \_\_\_\_\_

**How did you hear about the Chamber:** \_\_\_\_\_

**3 WAYS TO INVEST!**

The Urbandale Chamber offers three membership levels - traditional, gold and platinum. Both the gold and platinum membership levels carry additional benefits above the traditional membership level - listed below.

**Platinum Membership Investment - Annual \$1,500 investment**

Platinum level members receive the following benefits in addition to traditional membership benefits:

- ~ Business name in every e-newsletter
- ~ One blast email (\$295 value).
- ~ Bolded Listing in the 2010 Buyers Guide.
- ~ 25 words of text with on-line business listing.
- ~ Platinum Member indication on www.uniquelyurbandale.com.
- ~ One "Platinum Member" name badge. Additional name badges may be purchased at cost \$16.00.
- ~ Public thank you at the 2010 Annual dinner in 2011.
- ~ Exclusive invitation to the annual Past-Presidents Council.

**Gold Membership Investment:**

Gold level investments are based upon full-time employees and carry the same number of primary contacts as indicated with a traditional membership investment:

- ~ 25 words of text with on-line business listing.
- ~ Listed in one Chamber newsletter as a Gold Member.
- ~ Bolded business name in the 2010 Buyers Guide.
- ~ Gold member indication on www.uniquelyurbandale.com.
- ~ One "Gold Member" name badge. Additional Gold member badges may be purchased at a cost of \$16.00.

1-4 Employees	\$294	50-99 Employees:	\$570
5-9 Employees	\$312	100 - 249 Employees:	\$774
10-25 Employees	\$372	249+ Employees	\$1194
26-49 Employees	\$450		
Individuals	\$180 - <b>NO BUSINESS AFFILIATION</b>		

**Traditional Membership Investment:**

1-4 Employees	\$245	includes 1 primary contact
5-9 Employees	\$260	includes 1 primary contact
10-25 Employees	\$310	includes 2 primary contacts
26-49 Employees	\$375	includes 3 primary contacts
50-99 Employees	\$475	includes 5 primary contacts
100-249 Employees	\$645	includes 7 primary contacts
250+	\$995	includes 10 primary contacts
Individuals	\$150	<b>NO BUSINESS AFFILIATION</b>

**Membership is based on a calendar year from January to December**

OFFICE USE ONLY

**I/We agree to invest in the future of our community, according to the approved investment schedule of the Chamber Board of Directors. Membership dues are payable annually on a continuous basis unless cancelled in writing. I/We agree to accept UDollars while members in good standing.**

**Your investment is 99% tax deductible from federal & state income taxes as a necessary business expense, but not as a charitable contribution**

**INVESTMENT COMMITMENT**

1.) Number of Employees: (Full & Part-Time) FT: \_\_\_\_\_ PT: \_\_\_\_\_ (includes owners) DATE: \_\_\_\_\_

2.) I would like to be a \_\_\_ Traditional \_\_\_ Gold \_\_\_ Platinum Member

3.) \_\_\_ My check is enclosed \_\_\_ **\*\*Invoice Me\*\*** \_\_\_ Charge my credit card (MC/Visa)

Name on Card: \_\_\_\_\_ (see below)

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

Address: *\*Where credit card statements are sent*

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ 3 digit code on the back: \_\_\_\_\_

Signature: \_\_\_\_\_

**\*\* Membership will not activate until payment is received in full\*\***

2010 Investment: \_\_\_\_\_

Add'l Primary Contacts: \_\_\_\_\_

Mingle Sticks \_\_\_ @ \$20 = \_\_\_\_\_

**Administrative Fee: \$25.00**  
*(One time fee)*

**TOTAL DUE: \_\_\_\_\_**

**Mail to:**  
Urbandale Chamber of Commerce  
2900 Justin Drive, Suite L., Urbandale, IA 50322

**Fax to: 515-331-2987**