

## Contact Info

### OFFICERS

**Brenda Szabo, Board President**  
URMC/Jones Memorial Hospital

**Spencer Peavey, 1st Vice President**  
Alfred State College

**Lorie Ebert, 2nd Vice President**  
Salon Visage

**Raymie Auman, Treasurer**  
Arthur J. Gallagher

### DIRECTORS

**Eric Mikols, David A Howe Library**

**Kaitlin Ghostley, Wellsville Country Club**

**John Booth, ID Booth**

**Briana Calcote, First Citizens Community Bank**

**Taylor Pearson, Trend Addictions**

**Larry Weinbauer, Better Days**

**Nick Davis, Genesee Valley Media**

**Kylee Grant, Steuben Trust Co., Inc.**

---

### Check us out on social media:

#### Web:

[www.wellsvilleareachamber.com](http://www.wellsvilleareachamber.com)

#### Facebook

[www.facebook.com/WellsvilleAreaChamber/](http://www.facebook.com/WellsvilleAreaChamber/)

#### Twitter

coming soon...



## 2019-20 Membership Campaign



114 North Main Street  
Wellsville, New York 14895

## 12 Reasons to be a Chamber Member...

- 1) **Keep up to date on trends. Receive e-mail updates & Chamber Newsletters...** the use of Mail Chimp has been a great addition to on-demand information sharing. We hope its an asset to you! In 2019, WACOC will relaunch it's monthly newsletter. Topics will include local interest items, info about national initiatives, and things you need to know as a business owner.
- 2) **This just in...** As the Chamber's fiscal year ended, the reports started to roll. The **Chamber Gift Certificate Program** put nearly **\$39,000** in local restaurants and shops in '18-19. That figure doesn't include certificates that have yet to be redeemed. Sales are sales and participation is FREE. Sign up today!!!
- 3) **Benefit from referrals. Increase the chances of customer contact...** WACOC receives a significant volume of e-mails and telephone calls inquiring about local businesses and services. Referrals are provided to Chamber members.
- 4) **Networking, relationship-building, problem-solving...** Plans are still being formulated for a new and improved *Business After Hours* offering. A recent survey asked about opportunities and needs. We're studying those responses now. Watch for more info..
- 5) **Free Publicity...** WACOC is expanding its social media presence geometrically in 2019. The highlight businesses referenced in the newsletter will also be shared on the web page and with our large Facebook following. It's the wave of the future. Make sure your business rides along.
- 6) **Integrate yourself in the community...** Your support for Chamber initiatives is recognized by our citizens. Chamber membership makes contacts, contacts that matter.
- 7) **Save \$\$\$ on marketing...** WACOC's web presence and social media platforms reach over 1,500 people every time we post. WE share information that matters. Join us!
- 8) **Be part of a bigger voice to government...** *Times they are a changin'* and you need to be part of an organized effort that protects Wellsville-area merchants. WACOC advocacy opens doors!
- 9) **Benefit from the credibility that chamber membership implies...** Chambers of Commerce have long been accepted as the backbone of a community's business environment. That sticker on your window means a lot to most people.
- 10) **Increase visibility in the community both on-line and off-line...** The front windows at 114 North Main are an excellent location to showcase your special events, sales, and opportunities.
- 11) **Participate in on-going training and education...** Do you want to launch your own social media platform, but don't know how? Did changes to tax laws help or hurt your business. Look to us for the information you need.
- 12) **Benefit from Chamber programming that puts customers in your shop...** Our recent *Wine Walk* put over 235 people in Wellsville businesses on a cold Saturday afternoon. Many businesses had great sales. Others were able to introduce themselves to customers that didn't previously know they existed.



# Membership Matrix & Related Services

| 2019-20 Member Benefits   | <b>NEW</b><br>Friends of the Chamber &<br>Non/Not for-Profit Groups<br>\$75 | <b>NEW</b><br>Basic Access<br>\$200 | <b>NEW</b><br>Chamber Supporter<br>\$500 | <b>NEW</b><br>Chamber Champion<br>\$1,000 | <b>NEW</b><br>Chamber Corporate*<br>Sponsor<br>\$1,500 |
|---|---|-------------------------------------|--|---|--|
| Admission Chamber Networking Events                               | *   | *                                   | *  | *   | *  |
| Daily, Weekly, & Monthly Chamber Updates                          | *   | *                                   | *  | *   | *  |
| Inclusion in Chamber Community Master Events Calendar             | *   | *                                   | *  | *   | *  |
| One Month Free Display Window Access (Limited Availability)       | *   | *                                   | *  | *   | *  |
| On-Line, Telephone, and Walk-In Chamber Referrals                 | *   | *                                   | *  | *   | *  |
| Access to Chamber Health Insurance Provider                       |   | *                                   | *  | *   | *  |
| Government Advocacy on Business-Related Concerns                  |   | *                                   | *  | *   | *  |
| Host a <i>Business After Hours</i> event (Limited Availability)   |   | *                                   | *  | *   | *  |
| On-Line Chamber Directory Listing with business address & phone   |   | *                                   | *  | *   | *  |
| Participation in <i>Chamber Gift Certificate</i> redemption       |   | *                                   | *  | *   | *  |
| Participation in Chamber Governance & Decision-Making             |   | *                                   | *  | *   | *  |
| Special Event, Ribbon Cuttings, & Grand Opening Celebrations      |   | *                                   | *  | *   | *  |
| \$200 in FREE promotion - <i>Business Broadcast Media Support</i> |   |                                     | *  | *   | *  |
| Event and Sale Promotion via Chamber Electronic & Social Media    |   |                                     | *  | *   | *  |
| Free Position Vacancy Announcements - Chamber Web Page            |   |                                     | *  | *   | *  |
| On-Line Chamber Directory Listing with Social Media link          |   |                                     | *  | *   | *  |
| Three free, two hour rentals - Chamber Conference Room            |   |                                     | *  | *   | *  |
| Cart Sponsorship Annual Chamber Golf Tournament                   |   |                                     |  | *   | *  |
| Free Notary Service during Chamber Hours                          |   |                                     |  | *   | *  |
| Corporate Spotlight in Chamber Social Media                       |   |                                     |  | *   | *  |
| Two Free Tickets - Annual Awards Ceremony                         |   |                                     |  | *   | *  |
| Two Free Tickets - Chamber Wine Walk                              |   |                                     |  | *   | *  |
| Four Free Tickets - Chamber Golf Tournament & Clambake            |   |                                     |  | *   | *  |
| Unlimited access - Chamber's USPS Marketing Mail Service          |   |                                     |  | *   | *  |
| Free Certificates of Origin for International Commerce            |   |                                     |  | *   | *  |
| Organization of the Month designation - Chamber Social Media      |   |                                     |  | *   | *  |
| Two Free Tickets - Evening Under the Stars                        |   |                                     |  | *   | *  |

\*Corporate membership required of for-profit organizations with 300 or more employees.

## Membership Category Highlights

2019 is a year of change and renewed emphasis on what you need to succeed in business. WACOC is not making any assumptions, rather you will see increased our outreach to you, asking periodically what you need and what you think.

The matrix at the left reflect some adjustments made after talks that have already occurred. First, the creation of a new membership category for *Friends of the Chamber & Non/Not for-Profit Organizations*. These groups are the backbone of our community and WACOC wishes to highlight their service. After last year's adjustments, we heard many of you express frustration with the basic membership excluding *Business After Hours* and the very successful *Gift Certificate Program*. Well, they're back!

The Supporter-level adds new outreach services that include our exciting new *Business Broadcast Media Support*. Look for an insert in this packet that more fully explains *BBMS*. In addition, renewed emphasis will be evident utilizing some very popular Chamber Social Media outlets.

Champions have access to all of the services noted, plus free *Notary Public* and a very special *Corporate Spotlight* in our various promotional outlets.

Finally, our Corporate Sponsors can benefit from reduced pricing mail mass-marketing services and special recognition at Chamber events.

That's just a few reasons why membership is perfect for you and your business, because remember, it's a...

