



Top Returns on Your Investment with the Corning Area Chamber of Commerce

- www.CorningNY.com
- **Government Affairs – The POWER of many voices with government/legislative issues, business & community issues, etc. ... an advocacy partner!**
- **Information Center of Corning ... providing excellent business exposure and signage**
- **Member Business Referral Program, relocation packets & area tours**
- **Networking Opportunities through such events as: Business After Hours, Annual Dinner, Golf Outing, Committees/Work Groups**
- **Educational/Information and Leadership Programs included in your Membership investment**
- **Marketing, Promotional, Business Exposure & Exclusive Sponsorship Opportunities**
- **Ambassador Program**
- **Corning Visitor Guide**

www.CorningNY.com

- The #1 rated Google & Yahoo site for information in the Corning area
- Being linked on the Chamber's website reciprocally increases ratings of business' website
- Worldwide exposure with additional promotional/advertising opportunities

Government Affairs

- Access to local, state & regional resources to help businesses in New York State (United States Chamber of Commerce, Business Council of NYS, Chamber Alliance of NYS ... Three Rivers Development, Painted Post Board of Trade, Gaffer District, Steuben County Conference & Visitors Bureau, etc)
- Chamber serves as advocacy liaison for businesses ... taking feedback, concerns and issues to appropriate partners for consideration; filtering and distribution of key business information

The Information Center of Corning

- Over 50,000 people (residents, tourists and visitors) are helped each year
- Provides key area information through in-person, telephone & e-referrals, brochures, rack cards and signage ... Information Center Staff tracks all referrals & sends quarterly reports to Members through our Member Business Referral Program ("tangible proof")
- The Area Tours Program is unique to the Corning Chamber and is a service to businesses and companies interested in showcasing the advantages of this area to prospective employees ... a great benefit, particularly for the larger area employers ... Tours can be specially designed to meet the needs of each tour request

Networking Opportunities

- Through Chamber events such as monthly **Business After Hours**, **Annual Dinner** and **Golf Outing**, participants have networking opportunities with Chamber Members, community leaders, and the Chamber Board of Directors
- New Members are introduced at their first Business After Hours and given the opportunity to speak about their business
- Members are encouraged to become more actively involved by participating in various **Chamber work groups & advisory councils** ... great resume building as well as business building!

Educational/Information Programs

- 2008 **Keuka College Educational Program Series** offers a variety of pertinent, Member-recommended "hot" topics throughout the year (included in your Membership value) ... topics include such areas as E-Marketing, Networking, Customer Service, Fund-Raising and Human Resources
- The Corning Steuben Leadership Program is an innovative experiential training initiative committed to developing key leadership characteristics and brings together the experiences and teachings of distinguished leaders and speakers to develop skill sets, enhance knowledge and affect positive lifelong behavior changes in future community leaders.

Marketing, Promotional, Business Exposure & Exclusive Sponsorship Opportunities

- The Chamber distributes a weekly e-newsletter (The Chamber Weekly) to over 600 subscribers, as well as a bi-weekly Member News and Events Update listserv, frequent announcements, & a mailed, professionally printed hard-copy newsletter called "Eye to Eye", which all provide excellent advertising and marketing opportunities for Members
- Exclusive Members only events and programs provide excellent high visibility exposure opportunities ... including table top displays

Ambassador Program

- Mentoring program implemented to provide Members with access and the resources of seasoned, experienced Chamber Member volunteers
- Ambassadors serve as representatives at all Chamber functions, as well as assisting Members with introductions at networking events and understanding Chamber benefits
- The Ambassadors are always available to help Members with questions, issues, resources and information

Corning Visitor Guide

- A foldout map and brochure that serves as a guide to the area for visitors and relocators
- In 2008 – 165,000 brochures will be distributed throughout the region, state and country