

Your Business and the Chamber

Businesses that join the Chamber discover that there's no bigger return on their investment than the referrals, marketing opportunities, information and resources available through membership in the Truckee Donner Chamber of Commerce.

We are dedicated to providing our members with business support and education to help them grow and to improve the community's economic vitality and quality of life. The Chamber offers a host of programs and services designed to help business of all sizes grow and prosper.

Benefits of Membership Include:

Exposure and Publicity for your Business



Internet Exposure

The Chamber's Website www.truckee.com is an outstanding opportunity to promote your business, products or services to visitors, the business community and those considering relocation.



Business Directory & Relocation Guide

This extremely useful, comprehensive annual guide includes vital information that directs people where to do business – with our members. The guide is distributed to every home and business in Truckee, and is also provided to people launching businesses in Truckee or considering relocation.



Truckee Visitors Guide

Chamber members receive a discount on advertising in this annual vacation planning guide that is the primary fulfillment piece for the Truckee Donner Chamber of Commerce, promoting Truckee to visitors throughout the west. This attractive magazine-quality publication provides consumers information about lodging, dining, shopping, recreation, scenic beauty, and more that define the amazing authentic experience they can have in Truckee.



Newsletter Publicity

The Chamber's bi-monthly newsletter, Truckee Tracks, keeps members and influential contacts in the town, county and state informed about Chamber activities and programs. This informative newsletter features business highlights and valuable information assisting the business community.



Advertising Opportunities

Send your message with an ad or flyer inserted in Truckee Tracks, or an ad in the annual Business Directory. Sponsorship opportunities are available throughout the year at Chamber-sponsored special events such as the Donner Party Hike, 4th of July Parade, mixers, seminars and more. Promote your business in the California Welcome Center by displaying your brochure or business card.



Direct Mail

The Chamber maintains a database of members, giving you access to a prime audience of business prospects. You may request lists on labels, electronically (e-mail) or as a printed list for direct mail purposes. In addition, the Chamber offers the use of our bulk mail permit to save additional dollars on postage.



Broadcast E-mail

Our broadcast e-mail program is a timely and cost-efficient service to communicate with the members.



Referrals

Members of the Chamber are our number one priority. Members are referred first to the thousands of requests each year from visitors, businesses, and residents seeking products and services.



Annual Business Expo

This annual trade show gives businesses large and small the opportunity to display your services or products to hundreds of business associates. This forum is an excellent way to gain exposure, new customers and contacts.



Special Events Assistance

The Chamber is available to assist in promoting business-related events such as grand openings, ribbon cuttings, and groundbreakings.



Credibility

What's the easiest thing you can do to establish credibility with a customer? Customers like to do business with firms that have a stake in the community that supports them. Proudly displaying your Truckee Donner Chamber of Commerce Membership Certificate lets everyone know you have a serious commitment to business and you care about your community.

Truckee Donner Chamber of Commerce

10065 Donner Pass Road, Truckee, CA 96161 • (530) 587-8808 • fax (530) 587-2439 • www.truckee.com

Media Partners Advertising Programs

To help promote your business, the Chamber has partnered with our local media outlets to provide our members with substantial discounts on advertising totaling over \$1,600. Packages vary for new and renewing members.

Media outlets offering Chamber member discounts include:

- Sierra Sun
- Moonshine Ink
- Truckee Tahoe Radio 101.5 FM
- Tahoe TV

Business Assistance



Long-Distance Telephone Savings

Rubicon Technology will review Chamber members' phone bills and create an analysis highlighting savings that could be realized with long distance and toll-free service from Rubicon.



Business Resources

The Chamber collects demographic, community and event information, as well as local publications and maps for tourists, residents, and businesses. Members also can purchase California Chamber of Commerce products that “help business do business better” such as California Employer Posters, Workers' Comp Pamphlets, and more.

Developing Business Contacts



Mixers

Every month a Chamber member business hosts an after-hours open house at their business, inviting attendees to a first-hand view of their business and products. This is one of the best networking events in the Truckee/Tahoe region. Exchange business cards, make contacts, and promote your business.



Special Events

Special events such as the Chamber's annual awards and installation of officers' dinner, golf tournament and annual Business Expo, bring members together for both business and pleasure.

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Committees, Boards and Task Forces

Participation in committees or task forces offers members additional opportunities to become involved and to meet business people sharing similar interests.

Business/Personal Development



Seminars, Workshops and Luncheons

During the year the Chamber of Commerce presents or co-sponsors seminars or workshops on topics that are important to the business community.



North Lake Tahoe-Truckee Leadership Program

This exciting regional Leadership Program begins its eighth year in January 2011. The five month program enables the area's emerging leaders to build their leadership skills, while becoming familiar with critical issues facing the Truckee Tahoe region.

Representation and Governmental Advocacy



Representation for Business

The Chamber represents business interests on local, state and national issues. In addition, the Chamber's membership in the California Chamber of Commerce expands our advocacy and buys you the information and lobbying strength of this powerful organization.