

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

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.



Newsletter Publicity

The Chamber's 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, the annual golf tournament, mixers, seminars and more. Promote your business in the Visitor Center by displaying your brochure or business card.

Truckee Donner Chamber of Commerce

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



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.

Media Partners Advertising Programs



Sierra Sun:

Upon joining the Chamber, new members receive a Business Builder 4-week advertising package from the local newspaper, the Sierra Sun (\$470 value). Renewing Chamber members will receive a Special Advertising Package of two free ads with new paid ads (\$235 value). Details of both packages available.

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Moonshine Ink:

The Chamber Chums Advertising Package is available to new and renewing members from Moonshine Ink, the region's independent community-based monthly newspaper (\$200 value). Details available.



KTKE:

New members receive two weeks of advertising for free (two live 30-second commercials per day for two weeks). Renewing Chamber members will receive a Special Advertising Package of two months of advertising for the price of one (\$720 value). Details available.

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 three weeks 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 sixth year in January 2009. 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.