

# Message from the President

Welcome to Clarksville, VA.

Small town America on the beautiful and bountiful BUGGS Island/KERR Lake. It is a honor to be your Chamber President for 2017. The Chamber was blessed with over 200 Members in 2016 and our goal is to increase that in 2017. This year will mark the 40th anniversary of LakeFest, one of the a Top 20 Destinations Events for the Southeast.

Sheila Cuykendall, the Executive Director, for Clarksville Lake Country Chamber of Commerce has already started planning on making 2017 LakeFest the Biggest & Best ever. Just wait until you see the Fireworks Show.

I invite the newest area businesses and any others that have not joined "YOUR" Chamber to learn the MANY benefits of being a member of our GREAT Chamber.

The Chamber eUpdate Newsletter that's E-Published twice a month announcing special sales, upcoming events and is a way to spread your companies name & product.....Free (after membership dues are paid, I don't guess anything is Free). The eUpdate is sent to all members and many others which can be a LARGE value-added benefit of being a Member.

As you can see, I am EXCITED about being a Member of YOUR Chamber. I look forward to continued contact with our current Members and the opportunity of meeting NEW Members. Come join us, YOU will be glad you did.

Sincerely,  
Bruce

Bruce Woerner, 2017 President  
Clarksville Lake Country Chamber of Commerce

Joining the Chamber allows you to gain information and opportunities that will have a positive impact on your business!  
Invest in your community. . .

**JOIN**  
the Chamber Today!

**"Together, we are making 'Lake Country' a wonderful place to live and do business!"**

According to a recent survey conducted by the Atlanta based Schapiro Group of more than 2,000 adults--  
**"Customers are more likely to use a business if it is a member of a Local Chamber of Commerce. Also, the study found chamber members are perceived positively in areas such as overall favorability, consumer awareness, and the likelihood for future patronage."**

**Our Mission Statement:**  
**"Enhance small-town atmosphere while promoting economic growth without compromising our natural resources."**



**Clarksville Lake Country**  
CHAMBER OF COMMERCE

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# 2017 BENEFITS

of  
**YOUR MEMBERSHIP**  
to the

**CLARKSVILLE  
LAKE COUNTRY  
CHAMBER OF COMMERCE**

be **"ROOTED"**  
**IN COMMUNITY**  
Let's Grow together

If you feel rooted in your home and family, if you're active in your community, there's nothing more empowering. The best way to make a difference in the world is to start by making a difference in your own life.

- Julia Louis-Dreyfus , American Actress



## Why join the Chamber?

1. **Chamber Website, Social Media outlets, & \*NEW Chamber Masters:** Your business information will be included on the Chamber's website and now that we have updated our program to utilizing Chamber Masters, you can now log-in and make changes to your listing, pay your invoices, post events, job openings & register for events all online & we have a mobile app too. It is user friendly and we encourage all to utilize this new software. We are also very active on social media sites-sharing your news, events & specials. We also post spotlights and out and abouts blogs too.
2. **eUpdate Newsletter:** This twice monthly electronic newsletter alerts you of current news & upcoming events, plus you may advertise your company's news and events at no charge. Your events & happenings also go on our website calendar & Facebook post.
3. **Membership Directory:** Your name and business information will be listed in the "Membership Business Directory" of the Clarksville's Visitor Guide—these publications are distributed to visitors and residents year-round.
4. **Inquiries & Referrals:** More than 15,000 inquiries were responded to last year and referrals are made directly to Chamber members only.
5. **Lobby Display:** Your business cards & brochures may be displayed at the Chamber Office and are made available to all visitors and guests. Upon requests from inquiries, we include your materials when mailing relocation and/or vacation packets.
6. **Networking & Educational Opportunities:** The Chamber holds a minimum of 11 monthly meetings and "Business After Hours" each year, in addition to several social events, providing many business-to-business networking opportunities.
7. **Advertising Opportunities:** Publications and reference materials such as Clarksville's Visitor Guide, Lake Country Newcomer & Visitor Magazine, program brochures, and activities in Clarksville offer exposure for your business.

8. **Membership Plaque:** Upon payment, each member receives a wall plaque that promotes your membership status in the Chamber of Commerce to your customers and clients.
9. **Legislation:** Being part of the Chamber is a chance to make your concerns heard at the local and state level. Locally, our participation is important on issues involving planning & zoning, business regulation, education and taxes.
10. **Improve the Local Community:** Chamber Members are "preferred" businesses because they make the commitment to the purposes of the Chamber - to promote civic, economic, and area enterprises. Chamber members promote job readiness for youth, efficient public services, a positive business climate and solid customer service.
11. We have partnered with Chamber Solutions **members SAVE® program** which offers popular business products and services at great savings for members. As a buying group we pre-negotiate special pricing and exclusive offers, and make the savings available to member businesses, regardless of size.

### Human Resources

- ChamberRx
- Hearing4members
- Virginia Benefits Market

### Operations

- FleetCard4members
- OfficeMax
- Pricelock
- Cayan

### Communications

- RingCentral
- FreeCalls4members



### Other Benefits For Chamber Members:

- **Coordination of Grand Openings & Ribbon Cuttings for new businesses, new locations, or special celebrations**
- **Use of the colored copy machine to produce multiple quick copies**

**TOGETHER WE ARE THE CHAMBER!**  
**Become ROOTED in 2017!**  
Help enhance & bring new ideas to  
your community with one or more of the many committees  
acting on the behalf of the Chamber.

## Our Role

1. We are the front door of Clarksville and we work on your behalf everyday.
2. We promote our community by sponsoring and/or supporting the following events & programs:
  - **Virginia Lake Festival**
  - **Lake Country Wine Festival**
  - **LOVEworks sign**
  - **Big Lake Flea Market**
  - **Harvest Days/Oktober Festival**
  - **Lamppost Decorating Contest**
  - **Trick or Treat on the Street**
  - **Fishing Tournaments**
  - **Independence Day Parade**
  - **Estate Planning Seminar**
  - **Holiday Open House**
  - **Christmas Parade**
  - **Christmas Social**
  - **Chamber Bucks & Coupon Program**
  - **Shop Small/Local**
  - **Three Live Web Cameras**
  - **Tourism efforts/TV Commericals**
3. We constantly strive to promote our area through involvement with the Virginia Chamber of Commerce, VACCE, Mecklenburg County Chamber of Commerce, Leadership Mecklenburg, Mecklenburg Business Education Partnership, and the Virginia Tourism Corporation.
4. We distribute our "Clarksville" Brochures and Visitors Guides to the Virginia Welcome Centers, trade shows, the Raleigh-Durham International Airport and other targeted distribution points.
5. We provide Clarksville's Visitor Information Booth at the Virginia Avenue Mall to assist in promoting Clarksville and the Lake Country area to visitors, businesses, and local residents.
6. We are aware of all legal issues at local, state and federal levels that **could** affect commerce in our area.