



# MEMBER BENEFITS GUIDEBOOK



STERLING HEIGHTS REGIONAL  
**Chamber of Commerce**

Serving Macomb County Businesses Since 1961



## Chamber Website Listing

Membership includes a listing on our website with your address (optional), main contact, phone number, an embedded map, links to your website and social media outlets, and an option for potential clients/customers to contact you directly via your individual listing. Enhanced listings are available for purchase. Contact Gina Rieck ([griECK@shrcci.com](mailto:griECK@shrcci.com)) for more information!

## Member News Postings

*Chamber Connection* is our weekly newsletter that is emailed to more than 3,840 members and associates each Wednesday morning. It's our way of communicating and staying connected to our members. Each week, this newsletter contains upcoming events, hot deals, member benefit of the week, member spotlight, member news, ribbon cuttings, blogs/member editorials and more!

Members receive **four** complimentary postings per membership year. They can be used for exciting company news/announcements, to promote a save the date or an upcoming event, or to promote your products/services. Posts should be 100 words or less, include contact information and a link to a website or flyer for more information. Email your submissions to Jenna Daniel ([jdaniel@shrcci.com](mailto:jdaniel@shrcci.com)) by Thursday at 5 pm for inclusion in the next week's edition.

## Member-to-Public & Member-to-Member Discounts

Chamber members are able to offer a discount exclusively to Chamber members as well as the general public. Discounts typically include a percentage or dollar amount off your product, goods or services. You may have one of each coupon active at a time. Simply log into your member portal to submit your discount, coupon or offer!



## Promote Events on the Community Calendar

Chamber members are able to promote their upcoming events on our community events page! If your company or organization is hosting an event, simply log into the member portal and submit your event on our website. Events are reviewed by our staff and are typically live within 24 hours.

## Admission to Chamber Networking Events

Our Chamber holds approximately 10 free networking events for members each year. Events include Network & Learn, After 5s, Breakfast & Business, Member Orientation, Expos and more! Often times, members are given free or discounted admission to each event, as well as invitations to exclusive events throughout the County.

## Access to Job Bank

The Chamber's Job Bank is an exclusive benefit for members. If your company is currently hiring, you are able to post openings on our job bank, as well as view the resumes of job seekers. In order to post an available job, you must log into the member portal to access the form. After you submit the form, it is reviewed by our staff and is typically live within 24 hours.

## Access to our Partner Programs

The Chamber's Partner Programs are benefits to all members and their employees. There is no additional cost to take advantage of these programs. Some of our most popular programs include, but are not limited to worker's compensation, personal and commercial insurance, merchant services, office supplies, phone and internet services and more. For details on these programs, visit [shrcci.com](http://shrcci.com) and click on Partner Programs, located under the Membership tab.



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**Display Ads** – A maximum of two display ads are available for purchase in each edition of the Chamber Connection. For dimensions and pricing, please contact Gina Rieck ([griek@shrcci.com](mailto:griek@shrcci.com)).

## Eblast Marketing

Eblast Marketing is a great way to email your direct message to more than 3,840 Chamber members and associates. You can embed or attach a flyer or graphic, or you can just send a message. You are able to request a certain day/time for delivery, along with your subject line with a 48-hour notice. The cost is \$225 per eblast. Please contact Jenna Daniel ([jdaniel@shrcci.com](mailto:jdaniel@shrcci.com)) to schedule your eblast or for more information.

## Exhibitor Tables

Throughout the year, we offer great opportunities for businesses to exhibit their offerings while targeting their particular market demographic – Business-to-Business or Business-to-Community.

## Advertising

Investing in advertising space on the Chamber's website, or in event program books are great ways to promote visibility for your business. We have something for every budget, and you can track your results! If you would like more information, please contact Gina Rieck at 586.731.5400, X15 email [griek@shrcci.com](mailto:griek@shrcci.com).

## Sponsorship

Sponsoring an event is a great way to increase your business's visibility within the local community. Our Chamber has put together a wide selection of options that can accommodate any budget. Sponsorship is available for single events or bundled into a package that includes extra advertising options. Contact Gina Rieck at 586.731.5400 or email [griek@shrcci.com](mailto:griek@shrcci.com) for more information.



## Member Orientation

Held quarterly in the afternoon, we encourage new members and new company contacts to meet the Chamber staff, connect with fellow Chamber members, and learn of all the benefits our Chamber has to offer. This event is free to attend and also includes a complimentary lunch!

## Business Resource Alliance Group™ (BRAG™)

This Sterling Heights Regional Chamber trademarked benefit program has been one of the most respected networking and business referral programs in the state for more than 15 years. These groups meet weekly and are designed to maximize business interaction and business development through building relationships within the group. The purpose of these groups is to exchange business leads through the referral process. Membership is restricted to Sterling Heights Regional Chamber members only, and there is a one-time fee of \$100 to join BRAG, which includes registration, a copy of the BRAG Manual and BRAG Training. Please contact Patty Le Duc at 586.731.5400, x21 or email [pledud@shrcci.com](mailto:pledud@shrcci.com) for more information on joining one of these dynamic groups.

## After 5

Our Chamber offers several of these evening networking and business card exchange events throughout the year. It is designed to connect business professionals in a more relaxed and social atmosphere. After 5s are hosted by Chamber member venues that provide light snacks and soft drinks. Some evening events are associated with a minimal fee, but many of them are free for Chamber members.

## Breakfast & Business

Speed networking for business – these meetings are held in the morning and allow members and guests to meet and exchange business cards and promotional material. Attendees are divided into groups of 4-6 people with each person getting the opportunity to talk about their business, products and services. These events are free for Chamber members, or \$20 for “Not-Yet” members.

## Network & Learn

Business professionals gather for an evening of networking while learning from an expert on topics relevant to today’s professionals.

## #YoPros

#YoPros is the Sterling Heights Regional Chamber of Commerce Young Professionals Network. It is their mission to provide young professionals in metro-Detroit the opportunity to grow professionally by connecting and collaborating in an upbeat, social setting. Typically, there is one #YoPros event per month whether it be a mixer, social, professional development course or community service. For more information, contact Jenna Daniel [jdaniel@shrcci.com](mailto:jdaniel@shrcci.com).



## Ambassadors

Ambassadors assist the Chamber through personal visits or phone calls to our members to receive updates, answer questions about the Chamber and give an insider's view of the many events and benefits our Chamber has to offer. They also attend many Chamber events, ribbon cuttings, grand openings and attend monthly meetings. If you are interested in becoming an Ambassador, contact Patty Le Duc at 586.731.5400, x21 or email [pleduc@shrcci.com](mailto:pleduc@shrcci.com).

## Business and Public Policy Roundtable

The Business and Public Policy Roundtable is a group of dedicated business professionals with the intent to support like-minded people by overcoming obstacles, building relationships, creating healthy businesses and helping to develop opportunities within our communities. The committee includes representatives of business and government, and they focus on ways to improve the business climate and to serve as a bridge between our business community and the various government entities in Macomb County. We don't weigh-in on or endorse candidates, but have a long history of discussing and supporting/not supporting a number of significant ballot issues brought before us. For more information about this group, please contact Chamber President & CEO Melanie Davis at 586.731.5400, x22 or email [mdavis@shrcci.com](mailto:mdavis@shrcci.com).

## Manufacturers Engage

The Chamber has become the hub for Macomb County's manufacturing community, including closely related industries like engineering and industrial design. We call this hub Manufacturers Engage, an initiative that includes programming and platform for manufacturers to share their challenges, best practices, ideas and resources. The group meets regularly to discuss "what's keeping them up at night" and to dialogue on potential solutions. An "un-conference" is held annually in the spring to share information about the conversations that have been had throughout the past year and how far we've been able to move the needle on some of the key issues areas identified by the manufacturing community. Smaller groups get together a few times a year to help shift that needle, particularly on the current issues of concern, including addressing the talent shortage by changing the culture and branding surrounding manufacturing and by getting manufacturers more consistently engaged with our public K-12 school systems. This group also works to plan educational events and develop products and services that are relevant to today's manufacturers. To get engaged, contact Melanie Davis at 586.731.5400, x22 or email [mdavis@shrcci.com](mailto:mdavis@shrcci.com).

## Tourism & Hospitality Committee

The Tourism & Hospitality committee meets on an every-other-month schedule and works successfully to promote both tourism and hospitality in Macomb County. If you'd like to learn more about the Tourism & Hospitality Committee, please contact Patty Le Duc at 586.731.5400, x21 or email [pleduc@shrcci.com](mailto:pleduc@shrcci.com).

## Nonprofit Focus Group

The Nonprofit Focus Group works together on developing strategy and best practices for becoming better equipped to manage and support their organizations, and this works to strengthen everyone who attends. Their mission is to collaborate with other Chamber members to bring focus and awareness of their individual needs. Meetings include open networking, relationship building, problem solving and a mutual support organization, all focused on the unique needs of nonprofits in today's business environment. Chamber members are invited to visit a meeting to learn first-hand how we may be able to assist you in better managing your nonprofit. For more information, please contact Patty Le Duc at 586.731.5400, x21 or email [pledud@shrcci.com](mailto:pledud@shrcci.com).

## Women Business Owners Alliance

The WBOA is a place where one can share their thoughts, challenges, stressors, and in return gain support, suggestions and ideas as to how best meet and resolve these potential problem areas, and more. The group meets on the first Wednesday each month for discussion, programming and lunch from 12:30 - 2 pm at Red Ox Tavern. We welcome you to visit, and learn more about this group. Contact Patty Le Duc at 586.731.5400, x21 or email [pledud@shrcci.com](mailto:pledud@shrcci.com) for more information.

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