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This newsletter goes to 360 addresses
and is posted on www.explorebluffton.com

Your Bluffton chamber membership is valuable!
**Check out all the benefits of being
a Bluffton chamber member**

BLUFFTON AREA CHAMBER OF COMMERCE MEMBERS:

We are happy to provide you with this list of benefits you receive as a member of the Bluffton chamber. After reviewing this material, we believe you will agree that your annual chamber membership fee is very well worth the cost. We continue to seek new benefits for members and are always interested in your ideas.

Core Bluffton chamber benefits

1 - Social media one-on-one consultations. Members may schedule a free consultation on social media this winter with Emily Turner, Bluffton University chamber intern. She will meet with you individually or with small groups from your business or organization. Based upon our own research, this benefit's value is from \$50 to \$200 per hour.

2 - Free monthly breakfast. Our breakfast meetings, from September to May, include a complete free breakfast, served by Richland Manor. Our breakfasts average 70 per attendance this year. It's a great place to meet other chamber members and discuss business. How much would you pay for a breakfast in a restaurant? \$6.50 or more? If you attend nine breakfasts at a \$6.50 value, this benefit is worth \$58.50.

3 - Free booth in the spring arts and crafts show. All chamber members have an opportunity to have a free 15- by 10-foot booth in the May downtown arts and crafts festival. In return, the chamber creates an event to attract hundreds of persons to Bluffton. This is your free opportunity to promote your business - have a drawing for prizes, offer give-a-ways, sign up customers. This is a \$40 to \$50 value. (\$40 charge before May 1; \$50 for after May 1.)

4 - Free workshops on topics of special interest. In cooperating with Bluffton Center for Entrepreneurs, the chamber offers several free workshops each year. These follow the monthly chamber breakfasts. Recent workshop topics have included:

- **Quickbooks** - presented by a Quickbooks certificated instructor
- **Taxes for small businesses** - presented by a CPA
- **Social media overview** - presented by social media professionals
- **Intellectual property (patents, trademarks, licensing)** - presented by a patent attorney.

You would pay between \$50 and \$100 or more to attend any of these workshops outside Bluffton.

SEE NEXT PAGE

5 - Group advertising opportunities. In 2011 and again in 2012 the chamber will reserve several pages in the Lima-Allen County Visitor's Guide. This full-color 8 1/2 by 11 inch guide has 48 pages and a press run of over 30,000. If you advertise by yourself, the smallest ad available is one-quarter page at \$450. The Bluffton chamber will reserve several pages and divide them into smaller units, giving you \$199 ad sizes - plus your ad will be listed next to other Bluffton businesses. Last year's savings benefit was a minimum of \$251.

6 - Bluffton's 2013-14 visitor's guide. In 2011 the chamber created its first Bluffton visitor's guide. This is a 40-page, full-color guide. Chamber members will receive discounted prices to advertise in the next guide of \$20 or more per ad. Your business directory listing is free, an additional \$10 savings.

7 - Bluffton University business showcase. Each September the chamber invites Bluffton businesses to provide a display of their products to all students at Bluffton University during an afternoon. Over 500 students participate. Chamber members receive a \$15 savings on the cost of a table at the showcase.

8 - Blaze of Lights. The chamber spends several thousands of dollars to promote Bluffton during Thanksgiving and Christmas. We plan the best small-town parade in northwestern Ohio, bring Santa Claus to town, place media ads in area radio stations and newspapers inviting people to Bluffton and provide free maps showing locations of Christmas light displays in our community. Over 400 maps were given away free this year. Chamber members have an opportunity to be listed in ads, posters, maps and other publicity.

9 - More free benefits

- All chamber members are listed on the membership page of www.explorebluffton.com. Your listing is linked to your website. The chamber's website is experiencing up to 400 visits per month. The site is updated weekly.
- Thanks for chamber member AEP, chamber members receive up-to-the-minute high wind, tornado, heavy rain, ice and winter weather warnings via e-mail.
- Thanks to cooperation with Bluffton police, chamber members receive e-mail tips on scams, cons and shop-lifting warnings.
- You may participate in the chamber's gift certificate program. Gift certificates encourage purchases in Bluffton chamber businesses.
- Chamber members receive a free weekly e-mail newsletter. It provides business updates, calendar listings, and goes to an audience of over 350 persons.
- Chamber members are part of an organization of nearly 150 members – the highest in several years. We continue to add new members throughout the year.

Coming in 2012 and beyond...

Downtown retail planning session

- We will hold a meeting for all downtown retail business owners this winter. The meeting will discuss common issues among retailers and will create promotion plans for 2012.

Federal Express

- We are working with Federal Express to locate a drop off box in Bluffton, or to establish a business as a Fed Ex partner.

Summer activities

- We are working on a 2012 downtown summer concert series. Plans are to announce these dates well enough in advance to allow businesses to consider special-event evening hours or other promotions.

Bluffton tee-shirt project

- We are working to create an official Bluffton tee-shirt. The project serves as a chamber fundraiser. Money raised will remain in Bluffton.

Interstate 75 promotions

- We are in the dreaming stage - a billboard promoting Bluffton and an interchange beatification project at both interstate exits.

Bluffton Area Chamber of Commerce Board:

Sally Siferd, president, Brendon Matthews, treasurer, Tammy Whitlow secretary, Aphaphanh Nussbaum, Robert Neff, Jamie Mehaffie, Matt Luke, Luke Young, Wally Buroker, Alison King, Fred Steiner, CEO

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More benefits on pages 4 and 5!

- In addition to the benefits listed above, please look over the next two pages. You'll find two complete pages of additional benefits the chamber offers through its affiliation with the Northern Ohio Area Chambers of Commerces.

We believe the benefits offered by the Bluffton Area Chamber of Commerce are well worth your continued membership and participation in our organization. Please feel free to pass this newsletter along to others who you feel may benefit from a chamber membership.



Primary Benefits Available to Chamber Members

Benefit	Carrier/Supplier	Description	Vendor Contact	Phone	Fax	E-mail/Website
Health Insurance	Anthem	Discount on Health Insurance for 2 - 50 Employer Groups Ask about 50+	Call broker or chamber for referral to broker or: L Burch D Knife B Giesken N Kuzenko T Faszoulas-Wey	800-551-3119 218-573-4587 218-573-4584 418-887-4718 330-783-3580 330-483-2185	216-573-4583 216-573-4583 419-887-4812 330-783-3858 330-483-2128	www.anthem.com jlsbury@anthem.com den.lanik@anthem.com barb.nashon@anthem.com dancy.kozar@anthem.com frn.faszoulas@anthem.com brian.boese@anthem.com www.anthem.com
Life & Disability Insurance	AnthemLife	Rating discounts and underwriting concessions	Call broker or chamber for referral to broker or: Brian Boese	800-551-3119 218043-D133	216-643-0130	www.anthem.com
Workers' Compensation Group Rating Program	BENEFITS GROUP	BWC Premium reductions for eligible employers	Jennifer Filiziere Peter Young David Lasler	877-765-4200 x232 x254 x240	216-785-4210	jennifer@benefits1group.com peter.young@benefits1group.com david@benefits1group.com www.benefits1group.com
Managed Care Organization (MCO)	University Hospitals CompCare	Care and Medical Management to injured workers	P. J. Hrebok	218-767-8801	216-787-8850	p.j.hrebok@uhhs.com www.universityhospitals.com
Office Supplies & Services	Independence Business Supply	Chamber Office Plus Discount Program	Doug Blomme Jessica DeJean	218-440-2151 218-368-8880 x 355 800-821-8001 x 302	216-388-6327	doug.blomme@buysys.com jessica.dejean@buysys.com www.buysys.com/home
Credit Card Processing	Heartland PAYMENT SYSTEMS® <small>The Highest Standards The Most Trusted Transactions</small>	Discounts on credit card processing. 3 yr rate. Free analysis	Paul Guay	800-368-2808 x 88281	440-286-8882	paul.guay@h-ps.com www.hearlandpaymentssystem.com
Payroll Processing	Heartland PAYMENT SYSTEMS® <small>The Highest Standards The Most Trusted Transactions</small>	Discounts on payroll processing	Paul Guay	800-368-2808 x 88281	440-286-8882	paul.guay@h-ps.com www.hearlandpaymentssystem.com



Business Enhancement Benefits Available to Chamber Members

Benefit	Carrier/Supplier	Description	Vendor Contact	Phone	Fax	E-mail/Website
Accounts Receivables & Collection Management		Discount on services and educational assistance	Terry Hill Tom Krysiak	877-207-0215 440-685-3087	888-558-1301	info@amerassist.com buyers@amerassist.com www.amerassist.com/html/afm/
Employee Assessment Testing		Discounts for hiring and development tools, web set-up & consulting/training	Rob Stanson	216-681-4757	216-281-4527	info@impromax.com scary@impromax.com www.impromax.com
Health Savings Account Tool Kit		A durable accordion file with instructions and guides to administer an HSA.	Dave Michaels	877-888-0488	216-731-0835	djmichaels@resden.com www.res-den-nak.com
Shipping Logistics		Savings of 25% and more on all shipping needs worldwide.	Dave Daw	412-289-2571	412-289-2572	dawdaw@citilogistics.com www.citilogistics.com
Websites & Email Marketing		Competitive rates and NOACC Chamber synergies	Pete Kever	330-929-8878	330-930-8878	pke@ghis.com www.ghis.com
Wellness Programs		Worksite wellness contests for walking, weight loss and smoking cessation.	Steve Musgrave	440-354-8057	440-354-0403	hsncsa@en.com www.healthinohio.org

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