



MEMBERSHIP INVESTMENT-

What is your Return on Investment (R.O.I) ?

Administrative phone number to reach all staff: 573-785-7761. We like to call it the “Plus 3 Program”. By investing in the Chamber, you essentially increase your staff by 3 people. Anytime you need anything, feel free to call upon our friendly, efficient staff.

Administrative fax line: 573-785-1901.

Administrative website: www.poplarbluffchamber.org

Advertising & Marketing- Each year the Chamber has opportunities for its membership to sponsor different events such as Business After Hours, Educator of the Year, etc. This is probably one of the biggest opportunities to receive a Return on your Investment. These events allow you the opportunity for “personal marketing”.

ADVOCACY- The Chamber sends out periodic email blasts and social media updates on important legislation that affects our local business community. The Chamber is also the “voice for business” with local, state and federal government agencies.

Ambassadors- Chamber member volunteers can serve as “goodwill” ambassadors to the community on behalf of the Chamber, welcoming new members and organizing monthly networking functions.

Annual Banquet and Awards Ceremony- An elegant evening gathering held every year for all members, the event is highlighted by the presentation of the Citizen of the Year award.

Board of Directors- The Chamber has a Board of Directors, comprised of the top 15 business leaders in the area serving 3 year terms. Each year 5 new directors are chosen from the membership.

Business After Hours (BAH)- An event designed to encourage Chamber member networking within a social setting. BAH is sponsored by area chamber members, often in conjunction with other Chamber events.

Chamber Newsletter- This publication is a monthly newsletter sent by email to our membership in an HTML format, highlighting fun and informative happenings and upcoming events in the Poplar Bluff area.

Committee & Council Participation- The Chamber has several committees and advisory councils that help develop programs and assist with activities and events in all areas of work. Chamber President meets monthly with City and County officials to represent the business needs in the Greater Poplar Bluff Area.

Community Guide- The Community Guide contains useful facts and listings especially valuable to individuals and businesses seeking relocation to the Poplar Bluff Area. The Chamber works closely with the local newspaper (Daily American Republic) on this project.

Complaint Processing- The Chamber will forward any complaints received from customers patronizing member businesses, providing members the opportunity to personally address these complaints and potentially retain the customer.

Chamber communication- Periodic updates of Chamber activities sent to all members by email includes important information about Chamber meetings, events, publications, etc. as well as special announcements from members businesses. The Chamber also maintains a presence with all information on social media and sends out Chamber Alerts through TextCaster.

ECONOMIC DEVELOPMENT- The Chamber works on recruiting new businesses, industry and tourists into our area. Poplar Bluff Industries (PBI) is the economic development arm of the Chamber. To learn more about PBI, please visit www.pbindustries.org.

EDUCATION- The Chamber works closely with local workforce development organizations and offers a Work Ethics Certification program.

Festivals & Special Events- The Chamber provides information on special events to visitors and potential visitors through its “Community Calendar” on the website and its Mobile Application “My Chamber App”.

First Friday Coffee- The first Friday of every month the Chamber allows a different business to host a morning coffee (networking) event.

Improving your bottom line- Small Business and Professional Development Seminars are held throughout the year in our Chamber Community Room; available to our membership for low or no additional cost.

LEADERSHIP- Poplar Bluff’s local Leadership Program (Gateway to Leadership) is facilitated by the Chamber of Commerce. This 11 month program prepares emerging leaders and leaders

who have transferred into our area for future leadership roles in the community and their organization.

Meeting/Convention Facility- The Chamber has a “Community Room” discounted to the membership, centrally located with adequate parking and restroom/kitchen facilities.

Membership information- The Chamber can print members a complete set of membership labels annually upon renewal of their membership for a nominal fee. All members are listed on the Chamber’s website and on the Chamber’s Mobile App.

NETWORKING- There are several opportunities at the Chamber throughout the year for Networking with like business men and women.

Relocation Packet Program- Callers who request a relocation information packet are immediately mailed a package from the Chamber of Commerce, at no cost to the individual.

Ribbon Cuttings- All new members are invited to host a ribbon cutting. The Chamber will perform ribbon cuttings for grand openings, ground breakings, new locations, etc. Ribbon cutting pictures are printed in the Chamber newsletter and sent to the DAR. (The local newspaper prints submissions at their discretion).

Telereponse- Our staff responds to phone, fax, mail, social media and miscellaneous inquiries for information about our area attractions and businesses. When requested by the customer, the operators serve as referral agents for area businesses using rotating list of Chamber members.

Web Site- The Chamber is accessible on the Internet through www.poplarbluffchamber.org. Free business listings are available. When someone accesses one of our member’s information from our website, the member gets instant email notification.

Welcome/Visitor Center- With our wonderful central location, great visibility from Highway 60/67 junction, and beautiful building, we receive numerous walk in visits each day. The Chamber serves as a welcome center to tourists as well as prospective residents and business owners. All members are encouraged to display their brochures, at no additional cost, in the Chamber’s Welcome Center. Butler County has designated the Greater Poplar Bluff Area Chamber of Commerce as THE official Destination Marketing Organization (DMO).

In business since 1938, your 740+ member strong Chamber is the only local organization that focuses 100% of its time and efforts on improving the quality of life for everyone in the greater Poplar Bluff area. Our mission is *“To provide leadership and service to promote economic growth and industrial development for the greater Poplar Bluff area”*.

