

LA MIRADA CHAMBER OF COMMERCE

CHAMBER MEMBER GUIDE

2019 Edition



LA MIRADA
CHAMBER OF COMMERCE



CONTENTS

- 1 WHO WE ARE
- 2 WHAT WE DO
- 3 MEMBER BENEFITS
- 4 MEMBERSHIP LEVELS
- 5 PROGRAMS & EVENTS
- 6 COMMITTEES & COUNCILS
- 7 GET INVOLVED
- 8 MAXIMIZE MEMBERSHIP
- 9 MARKETING OPPORTUNITIES
- 10 OUR TEAM



www.lamiradachamber.com
info@lamiradachamber.com

WHO WE ARE

The Chamber is committed to helping members grow their business by taking the lead in programs and efforts that promote a strong local economy and make our community a great place to do business. Developing a network of relationships with Chamber businesses, city council, county, and statewide governmental representatives is a key component to a successful business.

THE CHAMBER IS YOUR VOICE FOR BUSINESS IN THE CITY OF LA MIRADA.

With over 2,500 businesses ranging from small home-based businesses to industrial corporations that employ thousands of people, La Mirada is a great place to do business. Our City is business friendly we look forward to having you join us in the business community.

The La Mirada Chamber of Commerce strives to create, promote, and advocate for our members a business-friendly environment while keeping our members up-to-date on laws that will affect their business. We also have several opportunities for you to meet new business contacts. Our bi-monthly "Breakfast Club" networking breakfast held on the first and third Tuesday of each month is quite popular and a great place to get started meeting the local business community.

Within the Chamber Member Guide, you will find numerous ways your Chamber membership can make a difference for your business and our community. Should you have any questions, want more information on membership or need any personal assistance, please email us at info@lamiradachamber.com.

Richard Trujillo
President, La Mirada Chamber of Commerce
Farmers Insurance



WHAT WE DO

The Chamber has served as the “Voice of Business” in the La Mirada business community since its inception in 1958.

The Chamber serves as the community’s advocate for a vibrant and prosperous economy and outstanding quality of life. The Chamber serves hundreds of member businesses and organizations, ranging from multi-national corporations with corporate offices in La Mirada to locally owned small businesses – and most everything in between.

La Mirada is an active Chamber, offering a variety of benefits and opportunities for “building your business.” Monthly business and social networking events, professional development opportunities, along with special activities during the year and special business improvement marketing opportunities, are just a few of the benefits available to members, prospective members, and the community.

Chamber leadership often collaborates with the City of La Mirada, County of Los Angeles, and other area governmental and civic organizations when business and community improvement matters are discussed and planned. As a result, the Chamber provides valuable input in many aspects of community life.

OUR MISSION

The Chamber is to promote economic growth and prosperity for member businesses through leadership in engagement, education, and advocacy.

OUR VISION

The Chamber is an advocate for a vibrant and prosperous economy and outstanding quality of life for our local business community and members.

A COLLABORATIVE EFFORT

The City of La Mirada is strategically located on the boundary of Los Angeles County and Orange County. The La Mirada Chamber is part of the Chamber Business Alliance (CBA), a group of Chambers from both counties that have agreed to welcome members from other CBA Chambers to attend selected events displaying the CBA welcome logo. The Chamber Business Alliance believes all members benefit by cooperating with one another and welcoming business-minded people. CBA Chamber members include La Mirada, La Habra, Brea, Placentia, Yorba Linda, and Artesia.



LA MIRADA
CHAMBER OF COMMERCE



MEMBER BENEFITS

The mission of the La Mirada Chamber is to grow your business. Members enjoy networking, marketing, education, and training opportunities throughout the year. Join us as we work together not only to grow your business but the La Mirada economy and the community's overall quality of life.

1 NETWORKING

Build and strengthen your business network with Chamber members through monthly, quarterly, and annual events each year designed to build your business brand and attract clients.

2 LEARNING

Grow as a professional through Chamber education resources. Participate in professional development programs, seminars and business training. Receive discounted training, counseling and mentoring.

3 VISIBILITY

Get noticed as an active member and increase exposure through Chamber publications. Get a listing in the Chamber's online and print membership directories. Participate in ribbon cutting ceremony.

4 CREDIBILITY

Raise your reputation through membership. Display the Chamber's window decal and membership plaque for clients to see. Use our electronic logo on your website, business cards and promotional materials.

5 ADVOCACY

We work to inform, educate, and advocate on your behalf with local, county, and state leaders. Provide input by serving on a Chamber committee. Ensure a pro-business environment that allows area businesses to flourish.

6 COMMUNITY

A strong local economy creates a better quality of life for its residents. Recruit new employees on the Chamber website. Become a Chamber Ambassador. Participate in volunteer opportunities with the Chamber.

7 PROMOTION

Actively grow your business with community residents. Advertise through Chamber publications and on the Chamber website. Become a sponsor of a Chamber event. Benefit from Chamber referrals.

8 DISCOUNTS

Increase your purchasing power through exclusive savings through our Member Advantage Program. Receive special ad rates in Chamber publications, on the Chamber website, and with other Chamber vendors.

THE REAL VALUE OF JOINING A CHAMBER

A study, commissioned by the American Chamber of Commerce Executives with support from Small Business Network, Inc., was designed to determine the real value to companies in terms of consumer outcomes of joining and being active in their local chamber of commerce¹.

Most consumers (59%) think that being active in the local chamber of commerce is an effective business strategy overall.

When consumers know that a small business is a member of the chamber, they are 63% more likely to purchase goods or services from the company in the future.

When consumers know that a small business is a member of the chamber, they are 44% more likely to think favorably of it.

The Real Value of Joining a Local Chamber of Commerce - A Research Study, The Schapiro Group

MEMBERSHIP LEVELS

Whether you're running a small business or large corporation, you watch every penny you spend. The Chamber brings you valuable member benefits that make the most of your marketing dollar and provide measurable returns.

BASIC MEMBERSHIP

Non-Profit (501(c))	\$20/mo or \$200/year
Small Business (1-19 Employees)	\$20/mo or \$200/year
Medium Business.(20-49 Employees)	\$30/mo or \$300/year
Large Business (50+ Employees)	\$40/mo or \$400/year

Add on to your basic membership by also subscribing to one of our member enhancement levels:

President's Circle - Platinum Level	\$135/mo or \$1,500/year
President's Circle - Elite Level	\$220/mo or \$2,500/year

BENEFIT OVERVIEW

MEMBERSHIP PLANS	BASIC	PLATINUM	ELITE
Chamber business listing	✓	✓	✓
Chamber member window decal for business	✓	✓	✓
Digital Chamber member logo for business use	✓	✓	✓
Post job openings	✓	✓	✓
Post company press releases	✓	✓	✓
Post Hot Deals for the community	✓	✓	✓
Member Advantage discounts	✓	✓	✓
Ribbon cutting for grand opening or milestone	✓	✓	✓
Monthly networking events	✓	✓	✓
Join Chamber committees and councils	✓	✓	✓
Advocate for business-friendly legislation	✓	✓	✓
Subscription to Chamber monthly e-newsletter	✓	✓	✓
Opportunity to sponsor business events	✓	✓	✓
Opportunity to advertise in Chamber publications	✓	✓	✓
Opportunity to advertise on Chamber website	✓	✓	✓
Enhanced directory listing	X	✓	✓
Corporate logo on President's Circle page	X	✓	✓
Recognition on Chamber monthly e-newsletter	X	✓	✓
50% off Chamber publication advertising rates	X	X	✓
Corporate logo on Chamber home page	X	X	✓

Chamber membership is effective when payment is received and active for 12 months from this time. Employees/associates that are affiliated with the listed business are recognized as members and may participate in all activities and benefits. Free events are limited to Chamber's discretion. Annual investment in the LMCoC may be tax deductible as an ordinary and necessary business expense. Investments made to the Chamber are not a charitable tax deduction for federal income tax purposes. No refunds on membership.

PROGRAMS & EVENTS

The Chamber is proud to host a number of programs for our members and the community. Involvement in Chamber programs is a great way to further your professional network, take part in your community and grow professionally.

NETWORKING

We have events throughout the course of the year for your team to participate in from After-Hours, Community Events, The Breakfast Club Networking Breakfasts, and a host of chamber driven events that include current members and opportunities to get your sales teams or staff face to face with the public. Visit our Events section for upcoming Chamber activities.

PROFESSIONAL DEVELOPMENT

Our professional development training program is designed to address the needs of La Mirada businesses by bringing in knowledgeable local experts to provide business education, skill-building, and connection. Through these sessions throughout the year, members gain knowledge, improve quality, increase productivity and succeed in today's competitive business environment.

EDUCATION/WORKFORCE

To maintain La Mirada's strong workforce and ensure a robust economic future, the Chamber facilitates the business community's impact on building an emerging workforce. From employees volunteering time to mentor students in LMHS ACE Business Academy to providing financial support for important educational programs, the La Mirada business community actively supports and advocates for high-quality education.

AMBASSADOR PROGRAM

The Ambassador program is a membership outreach and retention program designed to involve and inform all Chamber members and prospective members. Ambassadors are volunteers who make goodwill calls to encourage membership participation and actively support Chamber programs. Members can exercise to increase their commitment to the Chamber while gaining additional exposure for themselves and their business. Ambassadors generate excitement and enthusiasm through participation in ribbon cuttings, grand openings, and other networking events and functions.

SIGNATURE EVENTS

Each year the La Mirada Chamber of Commerce host signature events. These events include our Annual Gala, State of the City Address, Regional Economic Forecast, and Taste of La Mirada. These events allow members to network with fellow business owners, gain business insight, celebrate our city, and showcase their businesses to the community. Visit our website Events page for upcoming signature events.

CHAMBER MIXERS

Chamber Mixers are hosted by Chamber members. Hosts generally provide refreshments and door prizes. Attendees are welcome to drop in any time during the two-hour event. Explore new businesses, learn about the successes of established nonprofits, enjoy refreshments available from local catering companies, and more! Visit our website Events page for upcoming mixer events.

COMMITTEES & COUNCILS

Many members actively participate in committees. Through committees, Chamber members help set the course of their organization and ensure that the Chamber's actions are an accurate expression of the needs and concerns of the business community.

AMBASSADOR

As the Chamber's membership outreach and retention program, Ambassadors meet monthly to connect and network with each other becoming trusted and valuable referral sources. In addition to serving the La Mirada Chamber, Ambassadors volunteer their time at nonprofit Chamber member organizations throughout the year and enjoy a retreat each year.

SMALL BUSINESS ADVISORY COUNCIL

The Small Business Advisory Council provides strategic direction and hands-on program management for the programs and services aimed to assist and inspire small business Chamber members. From guest speakers to mentoring, the committee is dedicated to strengthening the professional development of local small business owners.

EDUCATION/WORKFORCE

The Education/Workforce committee identifies best practices by connecting the education and the business communities; promoting relevance in education by forming partnerships; and advocating for educational policies that result in an efficient and effective transfer of skills from the classroom to the workplace.

GOVERNMENTAL AFFAIRS

The Government Affairs Committee advocates elected officials and government agencies to ensure the Chamber's perspective is understood. They analyze local, state, and federal business that affects area organizations as well as worker's comp, unemployment insurance, health care, and other human resource issues.

SPECIAL EVENTS

The Special Events committee plans ongoing Chamber events and networks with community groups to determine how best the Chamber and its members can impact the La Mirada community. The committee organizes Chamber resources and member's to make sure these events during the year are a success.



GET INVOLVED

The Chamber is proud to host a number of programs for our members and the community. Involvement in the La Mirada Chamber is a great way to further your professional network and grow your business.

MAKE CONNECTIONS AND SOCIALIZE

We believe in the value of building connections and relationships. We host after hours and special events, plus networking opportunities each month. A great way to get involved.

- Breakfast Club Networking Event
- Signature Events
- Business Mixers



SERVE ON A COMMITTEE

Share your expertise and enthusiasm with other members. Our committees provide an opportunity to build relationships, advocate for business, and maximize your membership.

- Small Business
- Education/Workforce
- Government Affairs



JOIN A LEADERSHIP PROGRAM

We are a leading organization that provides unparalleled professional and personal development opportunities to Chamber member businesses and employees.

- Chamber Leadership
- Chamber Ambassadors
- Chamber Committees



ATTEND AN EVENT

We host small, medium, and large-scale events on a regular and annual basis. We invite business owners, experts, and local leaders to speak on timely, relevant topics.

- Chat It Up Networking Breakfast
- Business Education Series
- Annual Gala



HOST AN EVENT

We love supporting and promoting our members. Members may host a variety of events at their place of business while reaching Chamber members and local community audience.

- Ribbon Cuttings
- Open Houses
- Business After Hours



MAXIMIZE YOUR MEMBERSHIP

It's time for your organization to take advantage of Chamber events, committees, programs, and benefits that will impact your business. Whether you're a new member or have been part of the Chamber family for a while, learn how you can maximize your membership and get engaged immediately!

1 UPDATE CHAMBER PROFILE

Don't miss out on key information and updates from the Chamber. Log in and update your business profile. Let us know who from your company we should contact and update your preferences.

3 SIGN UP FOR E-NEWSLETTER

Chamber Voice monthly e-newsletter communicates topics that are relevant to the business community. Sign up and start receiving updates from your La Mirada Chamber team!

5 DISPLAY OUR WINDOW DECAL

63% of consumers are more likely to buy from a Chamber member... so proudly promote your Chamber Membership with the La Mirada Chamber window decal and membership plaque.

7 RIBBON CUTTING CEREMONY

The La Mirada Chamber host and supports ribbon cuttings for business grand openings or major milestones. Promote your business by scheduling a ribbon cutting ceremony.

9 OFFER MEMBER DEALS

Chamber members can take advantage of our Member Advantage program that offers exclusive discounts to members. Offer a discount to Chamber members and drive business to your company.

11 BEGIN NETWORKING

Make meaningful connections with your business peers through member events, roundtables and business celebrations. Extend your networking by joining the Chamber's social media communities.

2 ENHANCE YOUR LISTING

The directory is the central point of connecting and doing business with fellow members. Make it easier for someone to find your business, or make your listing pop with simple directory enhancements.

4 FOLLOW US ON SOCIAL MEDIA

Looking for daily business community updates? Then follow us on your favorite social media platform. Stay connected with us on social media platforms like Facebook, LinkedIn, and YouTube.

6 USE OUR LOGO TO PROMOTE

Raise your reputation through membership. Display the Chamber's electronic logo on your website, business cards and promotional materials. Let your customers know that you support our community.

8 POST JOB OPENINGS

Are you recruiting new employees and have positions you need to fill? As a benefit of Chamber membership, members can submit job postings to our Chamber website for free.

10 PROMOTE YOUR BUSINESS

From posting a press release to offering Hot Deals for local customers, membership allows you to market your company on our website. We also offer advertising in our publications and website.

12 JOIN A COMMITTEE

Chamber committees are a great way to meet people, build relationships and support professional development. If you are interested in a leadership role, joining a committee is a great first step.

MARKETING OPPORTUNITIES

We offer a wide variety of advertising opportunities to help market your company to local business leaders. Promoted to local businesses and La Mirada residents, consider advertising in La Mirada Chamber publications, emails, newsletters, and websites.

NEW MEMBERSHIP PACKET

The La Mirada Chamber and Chamber Ambassadors have new membership packets made available to prospective La Mirada businesses who are either considering or have joined the Chamber for the first time. For a small charge, members have an opportunity to include information or advertising about their business in the welcome packet.

ANNUAL REPORT

This year-in-review features the La Mirada Chamber's progress on growing the economy, advocating for business, marketing our city, and much more. The Annual Report is an important communications vehicle to share the Chamber's mission and accomplishments.

LA MIRADA BUSINESS

The Chamber's annual La Mirada Business magazine and member directory provides a quality connection between the Chamber, its members, and key business organizations. The publication focuses on news and information about local companies and advice available from the Chamber to increase the prosperity of firms located in the La Mirada area.

CHAMBER VOICE

Chamber Voice monthly e-newsletter communicates topics that are relevant to the business community. Feature stories include Chamber and community events, economic development issues, current initiatives, local accolades, and legislative updates. Each issue is distributed electronically and through web sites, unrestricted by quantity and paper free.

EVENT SPONSORSHIPS

The Chamber hosts events throughout the year, which are enhanced by the participation of member sponsors. Chamber events are designed to connect people on either a business or social level and only members can serve as sponsors. Being a sponsor is a great way for businesses to receive publicity while showing support for The Chamber and community.

CHAMBER WEBSITE

The Chamber's website is a traditional and trusted source of business information and is viewed by members, the public, and visitors looking for products and services. Marketing on our website allows members to direct their message to specific site visitors and/or all visitors to the site. The Chamber's website is a powerful and inexpensive advertising tool. Here are some marketing opportunities available on the Chamber website:

- Banner advertisements
- Enhance directory listing
- Promote Hot Deals to customers
- Post a press release

OUR TEAM

The La Mirada Chamber has assembled a dedicated team to meet the needs of the organization and to deliver support to our membership.



RICHARD TRUJILLO

PRESIDENT

Insurance Agent
Farmers Insurance



ANNA LI

VICE PRESIDENT

Financial Advisor
Edward Jones



NOEL JAIMES





EXECUTIVE DIRECTOR

Realtor/Broker
DRE#00684037

HAVE QUESTIONS OR NEED MORE INFORMATION?

Our Chamber team is here to help. We know that members or new members will have questions about membership, fees, events, volunteering, partnering, speaking, sponsorships, or whatever may come up. Please contact our office and we will direct you to the right people to assist you.

La Mirada Chamber of Commerce
P.O. Box 1266
La Mirada CA 90637
Phone: (562) 758-0883
Email: info@lamiradachamber.com
Web: lamiradachamber.com

-  facebook.com/ChamberLaMirada
-  [@LaMiradaChamber](https://twitter.com/LaMiradaChamber)
-  linkedin.com/company/lamiradachamber
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