

B E N E F I T S O F M E M B E R S H I P

OLATHE CHAMBER OF COMMERCE

Nation's Best Chamber Award of Excellence.



ONE VISION.
ONE VOICE.



THE VOICE OF BUSINESS



VOTED THE “NATION’S BEST CHAMBER” AND RECOGNIZED NATIONALLY FOR ITS CREATIVE PROGRAMS, GROWTH AND COMMUNITY IMPACT BY THE AMERICAN CHAMBER OF COMMERCE EXECUTIVES, THE OLATHE CHAMBER OF COMMERCE IS DEDICATED TO SERVING ALMOST 2,000 MEMBER FIRMS AND THOUSANDS OF REPRESENTATIVES.

Established in 1921, the Olathe Chamber of Commerce is the voice that advances the economic well-being and the quality of life in Olathe. We are powered by dynamic volunteers and serve as a catalyst to improve business, enhance business opportunities, and build a better community.

The fourth largest city in Kansas, Olathe is one of the fastest growing cities in the United States. The Olathe Chamber is the largest chamber serving Johnson County and the second largest in the Kansas City area. The Chamber represents a wide variety of businesses and organizations from throughout the metropolitan area, providing enhanced marketing opportunities in this dynamic, thriving community and surrounding areas.

A BROAD PROGRAM OF WORK

How the Chamber benefits the community.

Businesses in Olathe and the area see membership in the Olathe Chamber of Commerce as an essential business tool and an investment in their community.

- Through its Economic Development Department, each year the Olathe Chamber brings millions of dollars of investment, tens of thousands of square feet of retail, office, and industrial space, and thousands of new jobs to Olathe. Please see the enclosed update on economic development for an overview of recent successes.
- Supported by the Chamber’s Convention & Visitors Bureau, tourism is at an all-time high in Olathe, contributing more than \$30 million to the economy each year.
- By recruiting new commercial growth, the Chamber helps broaden and balance Olathe’s tax base.
- Sporting events, including national championships recruited or hosted by the Chamber, attract thousands of athletes and fans each year and have an impressive economic impact.
- The Chamber promotes and facilitates pro-business and pro-Olathe actions by city, county, state, and federal governments, giving Olathe and its businesses an increasingly bigger voice.
- The Chamber’s programs are at the center of leadership development in Olathe.

THE CHAMBER IS THE VOICE OF
BUSINESS THAT ADVANCES THE
ECONOMIC WELL-BEING AND QUALITY
OF LIFE IN OLATHE.



HOW THE CHAMBER WORKS FOR YOU

Above and beyond the impact the Chamber has on the community, it provides ever-increasing value to members through innovative benefits, programs, and services designed to help business large and small grow and succeed. The Chamber. . .

- Creates and maintains a climate for business growth and a high quality of life.
- Assists businesses with work force development and transportation needs.
- Provides valuable networking and marketing opportunities to help your business thrive.
- Generates more than one million member referrals annually.
- Provides special discounts and member-to-member offers, including local newspaper advertising and the new Delta Dental Plan for members and their employees.
- Provides credibility for your business through association.

THE OLATHE CHAMBER INCLUDES MEMBERSHIP, ECONOMIC DEVELOPMENT,
CONVENTION & VISITORS BUREAU, GOVERNMENT ADVOCACY, AND
LEADERSHIP DEPARTMENTS...ALL WORKING FOR YOU.



VALUABLE BENEFITS OF MEMBERSHIP

Internet visibility and marketing

- Valuable exposure on our Web site, www.olate.org, and through multiple URL addresses
- Alphabetical and categorical listings with enhanced advertising opportunities
- Opportunity to enhance your presence online, through billboard ads and directory listing enhancements
- Referrals to your business via e-mail, phone or Web site
- Locator map so your business can be easily found
- Opportunity to post online discounts
- Chance to promote job openings online

Marketing and visibility

- New members listed FREE in the Chamber's newsletter, Olathe Business Report.
- FREE listings for members in the Membership Directory, Buyer's Guide and Olathe Relocation Guide; advertising available.
- The award-winning Olathe "Preferred Savings Plus!" Discount Program, which reaches major companies and 30,000 employees with cost-saving offers.
- Events, program, and publication sponsorships for increased visibility and co-branding!

- Other opportunities to advertise your company, goods, or services:
 - "Message on Hold" program
 - INFOExchange direct mail
 - Internet, www.olate.org
 - Olathe Visitor's Guide
 - Membership Directory

Networking opportunities in Kansas City's most dynamic city!

- Chamber coffees—the largest weekly chamber networking event in the metropolitan area with 200 to 400 business representatives usually attending
- Special programs to support retail business—ribbon cuttings, ground breakings, grand openings, VIP events, and more.
- Chance to meet new business leaders from businesses recruited by the Chamber.
- Interaction with business people from surrounding communities throughout the metro area.
- Familiarity with representatives of the Chamber's community partners: the City of Olathe, the Olathe District Schools, MidAmerica Nazarene University, and Olathe Medical Center and others.
- Forums through which to meet and communicate with local, state and national elected officials.

14 GREAT WAYS TO GET INVOLVED AND MAXIMIZE YOUR MEMBERSHIP!

1. Join committees, task forces, and boards or become a volunteer and get connected.
2. Take advantage of economic development and employment assistance.
3. Provide input in the Chamber's Business-to-Government Advocacy program.
4. Market your business through many special opportunities (see the list inside!)
5. Attend, volunteer for, or help sponsor these and other great Chamber events!
 - Thursday morning networking Coffees
 - Golf Classic
 - Educational forums
 - Seminars and workshops
 - Human Resources and CEO Roundtables
 - Annual Meeting
 - "Blazing New Trails" Dinner and Auction
 - Business "After Hours"
 - Legislative breakfasts and forums
 - New Member Breakfasts
 - Quarterly Business Luncheons
 - Ribbon cuttings, ground breakings, and grand openings
 - Other special luncheons, including the State of the City and the State of the County
 - Networking events with other area chambers of commerce
6. Let us help promote your new business with media releases, grand openings, ribbon cuttings, and ground breaking assistance.
7. Let us customize a package of event and program sponsorships to heighten your visibility.
8. Participate in networking opportunities through the Chamber's affiliate membership with the Small/Home Business Connection, the Hispanic Chamber of Commerce of Kansas City, and other groups and make connections with numerous non-profit organizations associated with the Chamber.
9. Enhance your business savvy and skills through training, workshops, and seminars, including Pacific Accord™ Investment in Excellence Training.
10. Apply to participate in the Chamber's Leadership Olathe training.
11. Post your company's job openings online and get help with employee recruitment.
12. Access valuable lists, databases, and information;
 - Major employer, manufacturing, clubs, and organization lists
 - VIP and media mailing lists and databases
 - Economic development and demographic information and research
 - Business start-up and expansion information
13. Get Certificates of Origin for international business.
14. Keep updated on Chamber, economic development, community, legislative, and convention and visitors activities by subscribing to any number of free e-mails and communications, including the Chamber newsletter, *Olathe Business Report*.

NETWORKING WITH OTHER BUSINESS LEADERS IS ONE OF THE MOST
VALUABLE BENEFITS OF MEMBERSHIP, AND NETWORKING OPPORTUNITIES ABOUND!



SPECIAL BENEFITS ARE ALSO AVAILABLE FOR TWO-YEAR MEMBER INVESTORS. BE SURE TO ASK ABOUT CUSTOMIZED BENEFIT PACKAGES FOR THIS SPECIAL GROUP.

INVESTOR'S GUILD

Members of distinction

A unique category of membership is available to recognize businesses making a substantial financial commitment to the Olathe Chamber of Commerce. The Investor's Guild is comprised of members who have voluntarily increased their annual investment by a minimum of 50 percent. This added investment provides greater financial resources to help carry out the Chamber's annual business plan, enhance marketing efforts on behalf of members, and increase member services.

Investor's Guild businesses are dedicated to strengthening and improving the business climate in the greater Olathe area. They receive special recognition and are identified as "Members of Distinction" in a separate section of the Chamber's annual Membership Directory/Relocation & Community Guide to Olathe, as well as in a feature section of the Chamber's Web site. To enhance marketing, they receive three separate categorical listings on the Web site. Investor's Guild members are highlighted annually in the Chamber newsletter and are honored throughout the year, receiving VIP invitations to special events and enjoying other benefits.

MEMBERSHIP IN THE OLATHE CHAMBER IS AN OUTSTANDING BUSINESS TOOL AND AN INVESTMENT IN THE COMMUNITY.



A S O L I D G U A R A N T E E

IF YOU ATTEND AT LEAST THREE DIFFERENT
CHAMBER FUNCTIONS DURING THE FIRST
90 DAYS OF YOUR MEMBERSHIP AND
YOU ARE NOT COMPLETELY SATISFIED,
WE WILL REFUND YOUR MEMBERSHIP INVESTMENT.

IT'S THAT SIMPLE...WE GUARANTEE IT!
YOUR CHAMBER MEMBERSHIP
IS THE WISEST BUSINESS INVESTMENT YOU'LL MAKE.

Thanks to our generous sponsors



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PHOTO CREDITS

Cover | From left: The Bass Pro Shops is a major visitor attraction. Hundreds of ribbon cuttings and grand openings reflect Olathe's growth. MidAmerica Nazarene University's Bell Cultural Events Center is just part of major campus growth. GPS giant Garmin International has its headquarters in Olathe.

Page 3 | From left: The National Board of Respiratory Care/Applied Measurement Professionals has built its headquarters here. The Olathe City Council breaks ground on the Heritage Center at Mahaffie Stagecoach Stop and Farm.

Page 4 | From left: Millions of feet of new commercial development is constructed in Olathe each year. Chamber accomplishments are celebrated and corporate citizens honored at the Chamber's Annual Meeting. Ground is broken on the city's "Raising the Rails" project.

Page 6 | From left: New retail continues throughout the city. Pacific Sunwear celebrates the opening of its new facility.

Back Cover | From left: Growth in Olathe's business parks outpace others in the Kansas City area. A ribbon cutting attests to increasing numbers of restaurants, now numbering close to 200. Farmers Insurance Group is Olathe's largest private employer.





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OLATHE
CHAMBER OF COMMERCE
ONE VISION. ONE VOICE.



THE OLATHE CHAMBER IS THE LARGEST
CHAMBER IN JOHNSON COUNTY.
THE SECOND LARGEST IN THE K.C. AREA.



Membership Application



Company Name _____

Publishing Address _____

City / State _____ Zip Code _____

Mailing Address _____

City / State _____ Zip Code _____

Contact Name & Title _____

Additional Representative & Title _____

Phone # _____ Fax # _____

E-mail _____ Internet Address _____

Type of Business (Yellow Page Category) _____

* Note: Multiple categories available for an additional 10% of your annual membership investment per category. Minimum investment includes one category listing in the annual membership directory, as well as on the Internet. (www.olate.org)

Employee Count (Based on Full-Time Equivalent) _____ Investment Amount _____
(+\$20 Enrollment Fee)

Home Based Yes No Minority Business: Yes No Date Business Established _____

Member Sponsor _____

Credit Card Authorization _____

Visa _____ Mastercard _____ American Express _____ Discover _____ Debit Card _____

Name as it Appears on Card _____

Credit Card # _____ Exp. Date _____

Last Three Digits on Reverse Side of Credit Card _____ Date of Application _____

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