



Why Should I Join the Norman Chamber of Commerce?

Membership Has its Benefits....

“When consumers know that a small business is a member of the chamber of commerce, they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future.” – The Schapiro Group, July 2007

Advocacy and Lobbying

The Norman Chamber is THE advocate for business at every level of government. The Norman Chamber helps represent local business interests through advocacy and lobbying. The Chamber has a business advocate on staff that helps businesses navigate bureaucracy at City Hall. Our government affairs team reviews policy and lobbies for pro-business initiatives with City Council, State legislators and federal officials. Our staff offers strategic advice and assistance in helping your business – from advocating for specific industry policy to assisting you with a government agency. Being a member of the Norman Chamber has the effect of adding an additional staff of government affairs experts to your business, working on your behalf.

Networking

Business After Hours

Approximately 150-200 Chamber members attend this monthly networking event hosted by member businesses. Held on the third Tuesday of each month from 5:00 to 7:00 p.m., Business After Hours provides an effective avenue for you to network with other members.

Business Before Hours

Start your day the right way! Held on the fourth Wednesday of each month from 8:00 to 9:15 a.m., this event allows people to begin the day with informal networking at a Chamber member’s business. Expect 40-50 people to attend each month.

Thursday After Hours

Held on the first Thursday of most months from 5:00 to 7:00 p.m., this event allows people to end their day with informal networking at a Chamber member’s business. Approximately 125-150 people attend.

ConnectForLunch

Weekly lunch opportunity to connect with 4 Chamber members on a more intimate level. Members pay a small fee to participate. (see enclosed brochure)

Group Health Insurance

Chamber Choice is a Blue-Cross/Blue Shield plan available to Chamber members with 2 to 50 employees. There is no medical underwriting and it includes prescription drug coverage. (see enclosed brochure)

Marketing and Public Relations for your Business Increase your Visibility

Promote Your New Business

Let our Chamber Ambassadors help you celebrate the opening of your new business or new location with an official ribbon cutting. They will present you with a “First Dollar” plaque, and your photo will be featured in the Norman Business e-Journal. For more information, contact Lisa Allen at 321-7260.

Membership Directory

Use your Chamber Membership Directory as your first source for the goods and services you need. The Chamber’s on-line and published Membership Directory is the referral source for Chamber members and staff. Make sure your business information, including representative’s name, address, telephone number, and e-mail, is correct when you join and be sure to inform us of changes when they occur. This will help the Chamber staff send new customers to your business.

Advertise in Chamber Publications

If you want to advertise your business to Chamber members and potential new residents, utilize display ad space available in several Chamber publications including the Norman Business e-Journal, Weekly e-Minder, the Norman City Map and on the website. The Norman Business e-Journal reaches more than 3,000 business-minded people monthly. For affordable advertising rates, contact Lisa Allen at 321-7260.

Video Marketing

Your business can be featured on the Chamber’s YouTube channel. You can have a video produced or provide one to the Chamber. We want to help you promote your business! Contact Kyla at 321-7260 for more information.

Increase Visibility by Hosting an Event

Chamber events such as Business After Hours, Business Before Hours, and President’s Club Meetings are hosted by different Chamber members each month. If you would like an opportunity to showcase your business, contact Lisa Allen at 321-7260.

Target Marketing for Your Business

The entire Chamber membership is available on mailing labels. Call us for information about purchasing this list of Norman’s top decision-makers.

Norman Business e-Journal

The Chamber’s monthly newsletter is your information source about activities and events. As a new member, your business will be listed free of charge the month after you join. You will be listed again each year when you renew your membership. In addition, information provided by you about your products or services will be included in the “Get To Know Our Members” feature. Furthermore, the Norman *e-Journal* provides members with a useful calendar of events that lists monthly Chamber happenings.

Website & E-mail Links

The Chamber’s website includes listings of all members alphabetically and by business classification. If you and your business have e-mail or a website, these can be linked from the Chamber page. Just let us know your e-mail address and URL.

Shop Norman

The Business Development Committee helps promote local shopping as well as hosting Lunch & Learn sessions at the Chamber.

Share your Opinion on Key Issues – Get Involved with Community Affairs

Committees & Task Forces

Members who desire a stronger relationship with the Chamber and the Norman community are encouraged to sign up for one of the organization's various committees. (A committee list is enclosed.) These groups include economic and community programs that enhance the business climate and quality of life in Norman. They offer you an opportunity to become active in Chamber events and programs as well as build long-lasting relationships with business people who have similar interests and missions.

Membership Meetings

Held periodically throughout the year, membership meetings provide networking opportunities for members and guest speakers who offer dialogue on issues affecting Norman and its business community. Look for educational Lunch & Learn seminars at the Chamber as well.

Legislative Forums

Do you have a message to convey to your Legislator? During session, the Chamber provides a very important member benefit by hosting Legislative Forums. After starting the day with coffee, juice, and donuts, members can engage in meaningful conversation with their State Representatives and Senators. Watch for information from our Government Affairs Committee.

Leadership Programs:

Leadership Norman, Tomorrow's Leaders, and Leaders Plus

The Norman Chamber of Commerce is the only organization in the state to offer coordinated leadership programs for three distinct groups of local residents. Leadership Norman, for adults, Tomorrow's Leaders, for high school sophomores, and Leaders Plus, for mature adults, all provide their participants with unique opportunities and insights through a variety of sessions focused on community issues. One goal of the Leadership Programs is to help nurture and educate the city leaders of tomorrow. Leadership programs also provide opportunities for lasting friendships and self-exploration. For more information, contact Erica Reid at 321-7260.

Assistance For Your Small Business

The Chamber provides assistance for small business through a partnership with the Oklahoma Small Business Development Center (OSBDC). You can meet with representatives from OSBDC at the Norman Chamber. Check out the OSBDC website at www.osbdc.org.

Be Proud of Your Norman Chamber of Commerce Membership!

Display Your Membership Sticker

To let others know that you have invested in your business and your community by joining the Chamber, place your membership sticker on your business's front door or window.

Questions?

After joining, a member of the President's Club will contact you to help you get connected with Chamber events and members. This volunteer is ready to answer questions. Also, feel free to call the Chamber offices at 405-321-7260 Monday through Friday 8 a.m. to 5 p.m., except holidays. The friendly Chamber staff will be happy to assist you. *Welcome!*