



Creating Opportunities...



...One business at a time

Our Mission Statement

To develop and maintain an economic climate, which creates and retains jobs and enhances the quality of life for all citizens of Madison County and West Tennessee.



Dear Reader,

There has never been a better time to invest in the Jackson Chamber. The chamber is on the move, leading efforts to maintain a strong local economy, create jobs and help area businesses thrive.

A strong local economy means better business for you. Through the chamber, businesses large and small are connecting with one another and joining forces to retain a pro-business climate in which every company, regardless of its size, has the opportunity to prosper.

Together we are doing much more than any one of us could do on our own.

At the chamber, we are creating opportunities for business! Whether your interest in joining is to help boost your company's bottom line or to contribute to the long-term well being of our regional economy, we have a place for you, your business or your organization at the Jackson Chamber.

Sincerely,

Kyle Spurgeon
President and CEO

Table of Contents

Introduction	2
A Smart Investment	3
Better Connections	5
Get Involved	7
Benefits Breakdown	9
Staff Directory	10



Introduction to the Jackson Chamber

If your business benefits from a strong local economy, being a member of the Jackson Chamber is a smart business move.

As a chamber member, you not only reap the tangible benefits of your business or organization's membership, you are also contributing to the economic success of the entire community.

Your membership investment works for you every day as chamber staff and volunteers act on your behalf to make our community the very best it can be.

Chamber staff and volunteers spend **countless** hours per year working on behalf of our chamber members to ensure the best business climate possible.

Economic Development and Job Creation A strong local economy means better business for you. The Jackson Chamber is working every day to ensure that the Jackson area maintains a pro-business climate where every company, large or small, has the opportunity to succeed.

2,944 - Number of direct manufacturing, distribution, and call center jobs created in Madison County by chamber economic development initiatives in the last five years.

Over 352 Million - Number of dollars invested by new and expanding industries in Madison County in the last five years as a result of efforts by the chamber's economic development department and its affiliation with Team Madison County.

Fifty Percent- Percentage of workforce that joins Jackson's population each day from surrounding counties.

Labor Region - Nine counties including Carroll, Chester, Crockett, Gibson, Hardeman, Haywood, Henderson, Madison and McNairy.

Business Advocacy The Jackson Chamber serves as the voice of Jackson area business interests, working to ensure that local, state and federal lawmakers are aware of the issues that are important to our members and that government decisions at every level support a strong regional business climate and quality economic growth.

Jackson Chamber... ...at a glance

- Nearly 1,300 member businesses and organizations
- Employees of chamber member businesses total approximately 42,000
- Business with 25 or fewer employees comprise nearly 80% of our membership

A SMART Investment

Your chamber membership is an **investment** in your business and the local community. **Every one of your staff members may access the benefits of your chamber membership.** The chamber offers a wide variety of high visibility marketing opportunities to help our members build brand awareness within the chamber network and beyond. Many of these opportunities are **free** and **exclusive** to chamber members.

Free listing in our printed membership directory and our online directory on www.jacksontn.com. Your chamber membership provides you with a free listing to get your name in front of potential clients and customers at a critical time—when they are ready to make a purchase. As a member, your business is listed in our searchable directory and available 24/7 to chamber members and the general public. Your free listing also includes a link to your organization's website, so potential clients and customers can get to you quickly and directly. Our printed directory is published every 12-18 months and is distributed to all chamber members to use as their personal phone book for services and products.

Business Referrals Business referrals can help make a small business' bottom line. Every day, the Jackson Chamber receives phone calls and web inquiries from people in need of a product or service. Chamber member businesses get those referrals!

Free Online Subscriptions The chamber offers online publications that help you stay informed and involved. The weekly *Chamber Highlights* and monthly *Chamber Connection*, help you stay plugged in on issues of interest to the Jackson business community and news within the chamber and its network.

New Member Listing As a new member, you will be welcomed to the chamber through a listing in our *Chamber Highlights* and *Chamber Connection* and on the chamber's website. These two listings alone expose your business to an audience of more than 2,600 business professionals.

Ribbon Cuttings and Open Houses The chamber will coordinate a ribbon cutting and/or open house for your business. Chamber Ambassadors will gladly assist you with your special event to ensure it's one to remember. Call Shirley Jones at least two weeks in advance for scheduling.

Chamber Member Deal Special member discounts are featured on the chamber's Facebook and Twitter pages. For more information, contact Julie Daniels.

Advertising with the chamber If targeting the Jackson area business community is part of your marketing plan, advertising in the chamber's various publications can get your company in front of the people you are trying to reach. Affordable rates make this the best buy for most any business' budget.

Web Advertising People head to the chamber website for reliable business and community information. An enhanced presence on the chamber's website can be a quantifiable and economical way to make the most of your marketing dollars. For more information, contact Julie Daniels.

Local Map The city/county map is produced every other year and offers excellent advertising opportunities for chamber members. Points of interest include local schools, industrial parks, shopping centers, and tourist attractions. For more information, contact Ryan Porter.

Get Connected Packet Informational packet for those individuals or businesses considering relocating to Jackson or for those who want to know more about the community. For more information, contact Jill Erling.



Membership *Really* Matters

A national study revealed that consumers are 80% more likely to purchase goods or services from a business that is a member of the local chamber of commerce than from a non-member business. The study was conducted by the Schapiro Group based in Atlanta, GA. The study is important in that chambers are seen as the place where leaders in the community have help to lead their businesses forward. The study stated that a company's "chamber membership and community involvement are good investments" for any business.

As a member of the Jackson Chamber you will receive a window decal and membership plaque that you may display prominently in your business, letting your customers and clients know of your affiliation with the chamber.

We also encourage you to use the chamber logo in your website and print advertising. For more information, contact Julie Daniels.

Did you know?

Ninety-seven percent of your chamber dues are tax deductible as an ordinary and necessary business expense.

Better Connections

A membership with the Jackson Chamber provides you instant access to a network of nearly 1,300 area businesses and organizations. While networking events are one thing we do (and do well!), our commitment to help you make business connections goes much deeper than monthly get-togethers to exchange business cards. We want to help you make better connections...high quality contacts. Through events, programs and services as diverse as our members' needs, we are helping our members build beneficial business relationships.

Annual Celebration This annual luncheon is held to celebrate our chamber membership's accomplishments throughout the year. Local businesses who have reached the pinnacle of success and chamber volunteers will be recognized. For more information, contact Alexis Long.

Business @ 212°-It's time to turn up the heat Business focused, this program is designed to provide tools for attendees to increase their bottom line. Businesses will connect here with networking from 7:45-8:00 a.m. and be a part of a results oriented program from 8:00-9:00 a.m. Members only. For more information, contact Joel Newman.

Business After Hours One of our largest networking events, this popular after hours gathering is attended by approximately 130 chamber members. The event is held from 5-7 p.m. typically on the last Thursday of the month. Members make new connections with potential clients and colleagues in a relaxed atmosphere. Sponsorships are available each month. For more information, contact Alexis Long.

CapitolTALK Held monthly during the legislative session (February-April), CapitolTALK is an opportunity to meet with your state senator and representatives and express concerns and opinions directly to them in a town hall meeting format. For more information, contact Shirley Jones.

Quarterly Membership Breakfast Members enjoy breakfast with their peers and an opportunity to network with other business and community leaders at this quarterly event. Program content covers topics of interest to the business community and helps keep members up to date on what's happening with the chamber and our local community. Sponsorships are available. For more information, contact Alexis Long.

Jackson Young Professionals (JYP) For emerging business professionals ages 21-45. This program is designed to create an avenue for young professionals to connect with networking events, develop professionally with programs and engage within our community through awareness. For more information, contact Alexis Long.

Leadership Jackson Leadership Jackson is a leadership development program sponsored by the chamber and directed toward individuals in our community who demonstrate leadership potential. The program provides numerous educational opportunities to broaden perspectives and gain an increased understanding of community dynamics and public issues, as well as promoting personal development. Leadership Jackson begins with a mandatory two day retreat to acquaint the class with the program, informal sessions and team building. The sessions continue each Wednesday for 12 consecutive weeks following the retreat. An 80% attendance is required along with eight hours of homework assignments and six hours of class project work to graduate from Leadership Jackson. Graduates of the program are invited to join the **Leadership Jackson Alumni Association** which provides continuing education and networking opportunities. For more information on the program, contact Brandy Stutsman or visit www.leadershipjackson.com.

Leadership University Leadership University is a youth leadership development program designed to prepare high school juniors to become community leaders. Similar to the adult program, the program offers hands-on activities and corresponds to the school year. The cost of the program is underwritten by affiliate sponsors Lane College, Union University, Jackson State Community College, and University of Memphis-Lambuth Campus. For more information, contact Brandy Stutsman.

Member Orientation Orientation is not just for new members. It's a chance for all members to learn more about the benefits of their chamber membership and the opportunities available. This free quarterly event includes light refreshments and is held at the chamber. For more information, contact Lisa Little.

Partners in Education (PIE) A program designed to enhance the public education system in Jackson-Madison County, 250+ business/education partnerships have been established with local schools to provide both volunteer time and resources for the betterment of public education. Becoming a partner provides you with the opportunity to expose school children and their families to your company and to demonstrate your commitment to community involvement by investing in Jackson's future workforce. For more information, contact Shirley Jones.

Seminars/Workshops Seminars are a valuable means to meet other members with similar interests while gathering essential information to help your business succeed. A variety of topics are offered throughout the year. For more information or to suggest a topic, contact Joel Newman.

Visit Jackson The Tourism office, located inside the chamber, seeks to positively impact the local economy by increasing travel related spending in the county, provide quality services to the visitor and the local hospitality industry. It also assists in the development, preservation and expansion of the county, region and state's tourism product. For more information on places of interest to find out what's happening in town, or for the weekly Event Newsletter, contact Lori Nunnery or visit www.jacksontn.com/tourism.

Women in Business Luncheon Series Local business women come together each quarter to lunch and learn as part of the Women in Business Luncheon series. Held at various locations in Jackson, the luncheon offers women the opportunity to network, hear fabulous speakers and enjoy lunch. To register, become a sponsor or to donate door prizes, contact Alexis Long.

Rise and Shine One-of-a-kind morning networking event. Enjoy music, games, and breakfast. Kick off your day with some energy and new contacts! Sponsorships available. For more information contact Alexis Long.

Have an idea for a program or service?

Let us know!

Some of our best programs were ideas from chamber members just like you.

To share your thoughts on programs and services, contact any chamber staff member.

Get Involved

Volunteers are vitally important to the chamber and its programs. No matter what your interests, the Jackson Chamber has an opportunity just right for you.

Ambassadors (Red Coats) Ambassadors are the official good-will representatives of the chamber. They attend ribbon cuttings, ground breakings, open houses and grand openings held by chamber members. The mandatory wearing of the "red coat" is a proud distinction of the ambassadors. For more information, contact Shirley Jones.

Emissaries The Emissary group helps with the retention of the chamber's membership. This group contacts existing members to develop relationships within the chamber. They meet monthly to select contact sheets for those members in which they wish to correspond. For more information, contact Lisa Little.

Board Membership Chamber board membership is chosen from primary decision makers within chamber member companies. The terms of the board members are staggered in order to allow the opportunity for additional members to be added each year. The nominated positions are filled by vote of the chamber board. For more information, contact Shirley Jones.

Tools For Your Business

Community Resource Data The Jackson Chamber maintains data useful to businesses or residents in the community including Major Employers Guide; Directory of Manufacturers, Distributors and Call Centers; and area demographics. There is a nominal fee for some of the directories and guides. For more information, contact Jill Erling.

Free Online Subscriptions The Jackson Chamber offers publications that help you stay informed and involved. The weekly, *Chamber Highlights*, and monthly *Chamber Connection*, help you stay plugged in on issues of interest to the Jackson business community and news within the chamber and its network.

Instant Access If your business is facing a challenge, someone within the chamber network probably has a solution. With nearly 1,300 members and a qualified staff, you can count on the chamber to help you find answers and solutions that point the way to business success.

Media Lists An up-to-date list of media contacts is available to Jackson Chamber members free of charge. For more information, contact Julie Daniels.

Meeting Room Need space for a meeting or news conference? Our office is your office! We offer a meeting room that is equipped with audio/visual capabilities, kitchen and more. Rental information is available by contacting Shirley Jones.

Did you know?

The Tennessee Small Business Development Center, housed within the chamber, offers assistance to current and prospective business owners **FREE of charge!**

Working in 16 West Tennessee counties, our counselors can help you with your business needs.



Not-for-Profit Executives Roundtable The success and growth of not-for-profit organizations leads to a healthy community. This group meets on the first Thursday of each month from 8-9 a.m. at the chamber. For more information or to get on the email list, contact Joel Newman.

Tennessee Small Business Development Center The Tennessee Small Business Development Center (TSBDC) provides counseling to individuals starting small businesses, acquiring an existing business, and existing businesses needing assistance with various operating issues. The TSBDC provides assistance with business plans, start-up information, how to organize your business, insurance issues, cash flow, marketing and much more. Sessions are by appointment only. The TSBDC in Jackson is sponsored by Jackson State Community College and is jointly funded by JSCC and the US Small Business Administration. Contact the TSBDC by calling 731.424.5389 or 731.427.4044.

West Tennessee Business Resource Center The Resource Center, located in the Jackson Chamber, provides a location for business professionals to research and develop their business possibilities. The facility offers a variety of printed material and computer software resources all offered in one location. For more information, contact Joel Newman.



Strength In Numbers

When you become a member of the Jackson Chamber, so do all of your employees! That means your staff will be welcome to attend any chamber event and can take advantage of nearly every benefit that we extend to you. There is strength in numbers and there is no better way to get more exposure for your business within the chamber network than by getting more of your team on the playing field!

Benefits of Being a Member of the Jackson Chamber

Benefit	Feature
Create New Relationships	Networking
Access to New Sales Channels	Exclusive Marketing Opportunities
Save on Your Business Marketing Expenses	Advertising on jacksontn.com
Monitoring of Business-Related Legislative Issues	Business Advocacy
Build a Strong Viable Business Community	Community Development
Access to Influential Business Leaders	Volunteer Opportunities
Increase Your Knowledge & Capabilities	Educational/Training Events
Grow Your Market Share	Networking Events
Provides Valuable Information	Market Research/Statistics
Create Expanded Customer Base	Economic Development & Recruitment
Workforce Development	Public Education Advocacy

What's Your Membership Worth? *Just look at the **return!!***

Value Added Benefits	Value
Member Listing in the Directory	> \$ 500
Member Listing on www.jacksontn.com	> \$ 500
Access to Resource Publications	> \$1,000
Members-Only Access to Membership Labels	> \$ 250
West Tennessee Business Resource Center	> \$1,000
Discounts on programs, events, trade shows, etc	> \$ 800
Referrals to your business	> \$1,000

Value Added Benefits to your business add up to **more than \$5,050 per year!**

Immeasurable Benefits	Value
Workforce Development	Qualified Applicants & Employees
Governmental Representation	Pro-Business Climate
Economic Development	Local Jobs = Expendable Income = Customers with the ability to pay!

Immeasurable Benefits total **inevitable return** on your investment...everyone benefits!

Your investment in the Jackson Chamber is an investment in your success! Cost saving products and services are offered to our members daily...your investment is working **FOR YOU!**

Can you afford *NOT* to be a member of the chamber?

Welcome to the Jackson Chamber!

Our staff is here to assist you.

Kyle Spurgeon, President and CEO

(731) 423.2200, Ext. 118; kspurgeon@jacksontn.com

Ron Acree, Director, TN Small Business Development Centers (JSCC)

(731) 424.5389, racree@tsbdc.org

Kingsley Brock, Executive Director, Jackson Regional Partnership

(731) 423.2200, Ext. 153; kbrock@jacksontn.com

Vicki Bunch, Manager of Workforce Development

(731) 423.2200, Ext. 156; vbunch@jacksontn.com

Russell Cook, CPA, Manager of Accounting

(731) 423.2200, Ext. 121; rcook@jacksontn.com

Lisa Little, Vice President, Membership Development

(731) 423.2200, Ext. 120; lcothran@jacksontn.com

Julie Daniels, Communications Coordinator

(731) 423.2200, Ext. 122; jdaniels@jacksontn.com

Kristy Dew, Program Coordinator

(731) 423.2200, Ext. 125; kdew@jacksontn.com

Jill Erling, Receptionist

(731) 423.2200, Ext. 110; jerling@jacksontn.com

Shirley Jones, Senior Vice President, Public Affairs

(731) 423.2200, Ext. 112; sajones@jacksontn.com

Jennifer Stone Lawson, Membership Coordinator

(731) 423.2200, Ext. 117; jlawson@jacksontn.com

Alexis Long, Manager of Events

(731) 423.2200, Ext. 116; along@jacksontn.com

Joel Newman, Director, West Tennessee Business Resource Center

(731) 427.4044; jnewman@jacksontn.com

Lori Nunnery, Executive Director, Visit Jackson

(731) 425-8333; lnunnery@jacksontn.com

Ryan Porter, Chief Operating Officer/General Counsel

(731) 423.2200, Ext. 115; rporter@jacksontn.com

Paige Reid, Visitor Services Coordinator, Visit Jackson

(731) 425-8333; preid@jacksontn.com

Brandy Stutsman, Manager of Leadership Development

(731) 423.2200, Ext. 126; bstutsman@jacksontn.com

Joyce Welch, Office Manager/Executive Assistant

(731) 423.2200, Ext. 129; jwelch@jacksontn.com

Mandy White, Senior Vice President, Economic Development

(731) 423.2200, Ext. 113; mwhite@jacksontn.com

Connect with us!



Jackson Chamber
197 Auditorium Street
Jackson, TN 38301

Phone: 731.423.2200
Fax: 731.424.4860

Website: www.jacksontn.com
Email: chamber@jacksontn.com

Social Media

[Facebook.com/jacksontnchamber](https://www.facebook.com/jacksontnchamber)

[Twitter.com/JaxTNChamber](https://twitter.com/JaxTNChamber)

[Twitter.com/JacksonTNEcoDev](https://twitter.com/JacksonTNEcoDev)

[Twitter.com/VisitJacksonTN](https://twitter.com/VisitJacksonTN)

[Linkedin.com/company/Jackson-Chamber](https://www.linkedin.com/company/Jackson-Chamber)

[Youtube.com/user/jacksontnchamber](https://www.youtube.com/user/jacksontnchamber)

Business Hours

Monday - Thursday, 8 a.m. - 5 p.m.

Friday, 8 a.m. - 4 p.m.

A publication of the
Jackson Chamber
September 2016