



*Small business, Big business, Our Business*

## **THE VIRGINIA CHAMBER of COMMERCE ANNOUNCES THE SMALL BUSINESS MEMBERSHIP ALLIANCE**

Earlier this year, the Virginia Chamber's Board of Directors adopted a new strategic plan which included several new goals in the areas of growing membership through "partnering with local chambers." On June 23, 2011, Barry DuVal, President & CEO of the Virginia Chamber announced a new partnership with local chambers through the Virginia Chamber Small Business Alliance. This initiative allows qualified small businesses in Virginia to have a dual membership in both their local chamber and the Virginia Chamber of Commerce.

To date, the Chamber has added over 9,000 new members and they anticipate adding an additional 5,000 within the next twelve months. This growth will strengthen the Virginia Chamber as they continue their role as the *Voice of Virginia Business* on issues that affect Virginia's business competitiveness.

### Small Business Membership Alliance

Small business is the driving force of the economy and jobs in Virginia. The Virginia Chamber of Commerce is committed to a partnership with local chambers to ensure the voice of small business is heard with minimal investment and maximum impact.

As an Alliance Member you will receive:

- Chamber Briefings, the Government Relations monthly e-newsletter
- Chamber Action Alerts
- Virginia Chamber Prosperity Project
  - Creating opportunities to engage your employees in legislative and electoral processes.
- Invitations to regional policy events and surveys
- Opportunities to participate in building Virginia's 2020 Vision Plan
- Access to statewide coalitions & initiatives
- Participation in Chamber Day at the Capitol
- Full-time, professional government relations staff
- Access to professional Chamber Staff and Resources
- Aggressive, proactive General Assembly representation
  - Chamber 'Clout' to oppose initiatives harmful to your business and support initiatives helpful to your business
  - Information through Chamber updates
- Increased visibility in the marketplace, and in the General Assembly
- Discounted rates for members at statewide Signature Events
- Online Membership Directory

The program is FREE to businesses with 10 Full Time Employees or fewer and a member of the Montgomery County (Virginia) Chamber of Commerce. To qualify as a small business under these guidelines, the business is at least 51% independently owned and controlled by one or more individuals, together with affiliates, has 10 or fewer employees. One or more of the individual owners shall control both the management and daily business operations of the small business.

Below please find a brief schedule of communications to the Alliance Members.

#### Communications

- 1) September - Initial email announcing the launch of the VA Prosperity Project with Governor's Video
- 2) October – Register to Vote Deadline Reminder Email with links to how to Register
- 3) November – Get Out the Vote Reminders about upcoming election with voter/election information

When it isn't election season the normal communications will be:

- 4) Monthly – VA Prosperity Project Update Email
- 5) Monthly – VA Chamber of Commerce Chamber Briefing

During the General Assembly, as Action Alerts arise, a call to action email will be sent to Alliance Members to participate in writing their legislator about an issue.

We are pleased to work closely with the Virginia Chamber of Commerce in bringing additional membership value to our members. The initiative of the Virginia Chamber in highlighting the voice of local small business at the state level is a significant. Please contact our office regarding this new benefit. Join us in being the "Voice of Business" locally and now at the State Level.

Many Thanks to the Board of Directors at the Virginia Chamber of Commerce and the President of the Virginia Chamber for your support of the local Chambers of Commerce and our small business members.

Visit: <http://www.vachamber.com>