



2025  
New  
Member  
Packet

[www.CarmichaelChamber.com](http://www.CarmichaelChamber.com)



**CONNECTING  
BUSINESS WITH  
COMMUNITY  
SINCE 1948**



**CarmichaelChamber.com**

**Welcome to the Carmichael Chamber of Commerce!**  
We are thrilled to have you join our vibrant community of local businesses, leaders, and entrepreneurs. This welcome packet is designed to introduce you to the Chamber and help you get the most out of your membership.

**-The Carmichael Chamber Board of Directors**

*Contact Us!*



info@carmichaelchamber.com



www.CarmichaelChamber.com



916-481-1002



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*" When consumers know that a small business is a member of their local Chamber of Commerce, they are 44% more likely to think favorably of it, and they're a full 63% more likely to purchase goods or services from that company in the future." Kathleen Lanza – Money News Now*



# *Welcome to the Carmichael Chamber of Commerce!*

Welcome to the Carmichael Chamber of Commerce! We're so excited to have you on board and can't wait to see all the great things we'll accomplish together.

Joining the Chamber means you've officially become part of a group that values connection, collaboration, and community. We're here to support your growth, celebrate your wins, and provide opportunities to connect with other like-minded business leaders. And yes, we like to sprinkle in a little fun along the way (because who says you can't mix work and a good laugh?).

Take a look at the goodies in this packet—they'll help you hit the ground running. And remember, you're not just joining an organization; you're becoming part of something bigger—a network of people who care about making Carmichael thrive.

Welcome to the family. Let's make great things happen!

Wishing You All The Best,  
Rosie Buck  
Chamber President





# Membership Benefits Overview

When you join the Carmichael Chamber of Commerce, you're not just signing up for a membership; you're investing in opportunities that elevate your business, strengthen your connections, and make a lasting impact on the community.

Here's why it's amazing:

- **Be In the Know:** Get insider access to local events, new business initiatives, and opportunities that keep you ahead of the curve.
- **Early Invitations:** From exclusive ribbon-cuttings to priority seating at events like the Annual Gala, you'll always have the best seat in the house.
- **Influence Community Decisions:** Participate in discussions and initiatives that shape the future of Carmichael. Your voice matters, and we're here to amplify it.
- **Networking Galore**
- **Connect with the Best:** Build relationships with a diverse group of professionals, from seasoned executives to enthusiastic entrepreneurs.
- **Warm & Welcoming Events:** Whether it's our casual mixers, business luncheons, or large scale events, we create an environment that encourages meaningful connections (and a few laughs).
- **Referral Goldmine:** Word-of-mouth is still one of the most powerful tools for business growth. Chamber members love doing business with other members!
- **Spotlight Your Business:** Whether it's a shoutout on social media, a feature in our newsletter, or a highlight at an event, we make sure the community knows about you.
- **Sponsorship Opportunities:** Be front and center at our biggest events—branding your business as a local leader.
- **Member Directory Listings:** Gain visibility with your business prominently listed in our online directory.
- **Educational Workshops:** Access practical advice and training from experts in marketing, finance, leadership, and more.
- **Resource Hub:** From grant opportunities to industry-specific guides, we connect you with tools to help your business thrive.
- **We've Got Your Back:** Whether you're celebrating a big win or navigating a tricky challenge, the Chamber team and fellow members are here to support you every step of the way.
- **Collaborative Culture:** Need advice? Looking for a partner on a project? Your fellow Chamber members are just a call away.
- **Cheerleaders for Your Success:** We're here to celebrate every milestone—big or small—and keep you motivated along the journey.
- **Credibility Boost:** Chamber membership instantly adds credibility to your business, showing customers and partners that you're invested in the community.
- **Community Engagement:** Be part of initiatives that give back to Carmichael and help make it a vibrant place to live and work.
- **Discounts & Deals:** Enjoy exclusive member pricing at our events!
- **Advocacy & Representation:** We're your voice in local government, and bridge relationships between YOU and your community leaders.

When you're a Chamber member, you're not just along for the ride—you're in the driver's seat, with access to tools, people, and opportunities that can transform your business. Ready to make the most of it? Let's get started!



# Calendar of Events

From casual mixers to formal events, there's something for everyone:

- **Monthly Mixers:** Networking with a relaxed, social vibe. 2nd Tuesdays at Serritella's in the Milagro Centre 5-6:30pm
- **Annual Awards Dinner:** Our Highlight Kick-off Program—think dinner, awards, and great conversation. Held in February.
- **Best of Carmichael:** Our Signature Yearly Event where we honor the best in all industries. This event always sells out and is not to be missed! Held in November.
- **Monthly Government Connections Meeting:** Sit down over coffee with Elected Officials' Representatives. Held Third Thursdays at 9am at Cantina Azteca
- **Chamber Luncheons:** Learn and connect over a meal. Amazing special presenters and prime networking opportunities.
- **Annual Charity Golf Tournament:** Meet on the green and connect with business professionals while raising funds for a chosen nonprofit. Held in March.
- **Honorary Mayor of Carmichael Race:** Give back to the Carmichael community and earn the title of Honorary Mayor. Mayor Race starts in July.
- **Community Celebrations:** Ribbon cuttings, festivals, and more.
- Stay updated on the full calendar by visiting our website, following us on social media, and subscribing to our newsletter.



## Carmichael Chamber Connection

Welcome to the **Carmichael Chamber Connection**—where the Carmichael Chamber of Commerce serves as a catalyst for business success and a champion for a strong, vibrant community. We're thrilled to have you with us! As a member, you'll enjoy exclusive networking opportunities, business advocacy, community engagement, and access to resources that help your business thrive while contributing to the growth and well-being of our local community. Let's succeed together!

### Business Happy Hour Mixer



Join us for our first 2025 Business Happy Hour Mixer! Please note that our mixers are now on the **SECOND Tuesday** of every month!

## CONNECT WITH US!



(916) 481-1002



[execdir@carmichaelchamber.com](mailto:execdir@carmichaelchamber.com)



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# Advertising & Sponsorship Opportunities

Gain visibility through:

- Chamber Sponsorships

- ADVERTISING OPPORTUNITIES are amazing here at the chamber! Through the chamber's extensive email list of members and local community members and leaders, our newsletter, our website, and show-stopping events with hundreds of attendees, the opportunities are endless!
- BUILD YOUR NETWORK through sponsored chamber events, e.g., Business Happy Hour Mixers, Luncheons, Annual Charity Golf Tournament, Annual Awards Dinner, Best of Carmichael, and many new events like business fairs, field trips, and more!
- GET FEATURED in the Chamber of Commerce Website! Google loves to give preferential rankings to websites associated with high profile quality sites such as a local town's chamber of commerce website.
- EVENT SPONSORSHIPS .As a new Chamber member, becoming an event sponsor is an excellent way to showcase your business and build brand awareness within the community. Sponsorship provides your company with high-visibility branding opportunities, such as logo placement on event materials, shoutouts in promotions, and recognition during the event itself. You'll connect directly with a targeted audience of local professionals, potential customers, and fellow business leaders, establishing your business as a committed community partner. Sponsoring an event also strengthens your reputation and helps build lasting relationships, giving your business a competitive edge while supporting the Chamber's mission to foster a thriving local economy.
- Contact us for details: [execdir@carmichaelchamber.com](mailto:execdir@carmichaelchamber.com)





# New Member Check List

## Your First Year of Success Checklist

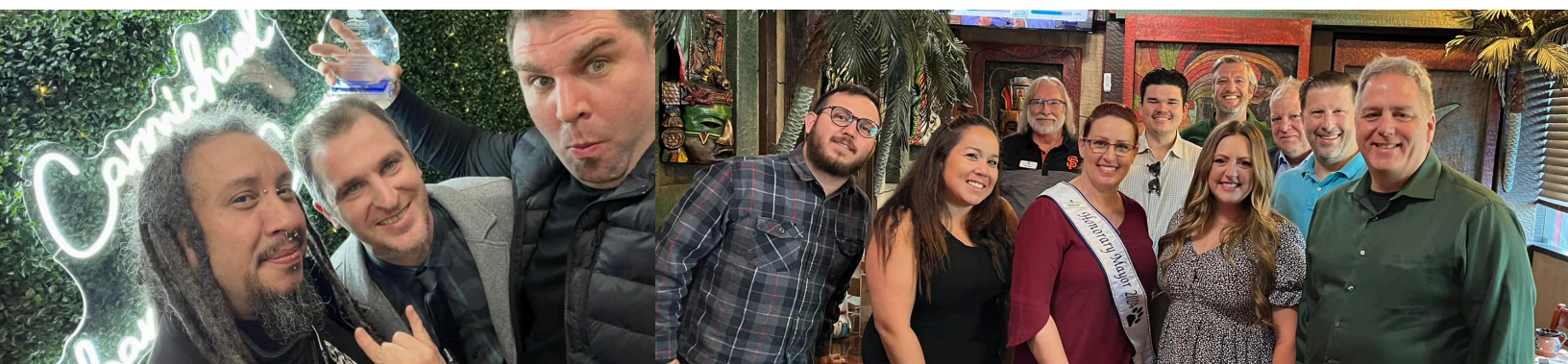
**Welcome to the Carmichael Chamber of Commerce! To make the most of your membership, we've created this step-by-step guide to help you get involved, build connections, and grow your business.**

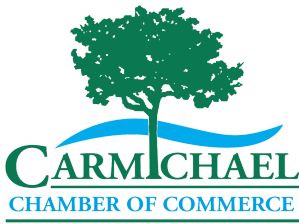
### Month 1: Lay the Foundation

- Sign up, pay your dues, and review our Calendar of Events.
- Add Your Business Info to the Member Directory: Ensure your contact info is up-to-date so members and the community can find you easily. When you sign up our Chamber Team creates a directory listing for you. Be sure to check your listing when prompted and make any necessary changes. Our directory gets over 3.4 million hits a year, so this is vital!
- Follow Us on Social Media: Stay connected with news, events, and opportunities. Plus, tag us in your posts for a little extra promotion!
- Join Your First Chamber Mixer: Meet other members in a relaxed setting—it's the perfect icebreaker.

### Quarter 1: Build Connections

- Schedule One-on-One Meetings: Connect with at least two members for coffee or lunch to exchange ideas and discuss potential collaborations.
- Attend a Workshop or Seminar: Start using the Chamber's business resources to level up your skills.
- Attend Chamber 101: Held throughout the year, this one hour workshop introduces you to the chamber and goes in depth on how to maximize your experience!
- Schedule your Ribbon Cutting: Ribbon Cuttings are complimentary and a great tool to have community members and leaders visit your place of business. Celebrate the launch of your business, an anniversary, or the start of your chamber membership!





# New Member Check List

## Quarter 2: Increase Your Visibility

- Sponsor an Event: Start small with a mixer or luncheon, or go big with one of our signature events.
- Submit an Article for the Newsletter: Share your expertise with the community to establish yourself as a thought leader.
- Participate in a Community Event: Showcase your business at a festival, farmers market, or volunteer opportunity.
- Review Your Membership Goals: Check your progress and set new goals for the upcoming months.
- Engage in Advocacy: Attend a meeting or forum to voice your business's concerns and contribute to community development. A great avenue is our Govt Affairs Meeting held on the third thursdays of every month.

## Quarter 3: Expand Your Network

- Bring a Friend or Colleague to an Event: Share the Chamber experience with someone in your network.
- Collaborate with Another Member: Launch a joint promotion or event to expand your reach.
- Host a Workshop: Share your expertise by leading a session for fellow members.

## Quarter 4: Reflect on your Success!

- Reflect on Your Achievements: Celebrate what you've accomplished as a Chamber member so far.
- Plan Your Next Steps: Look at the calendar and identify new events or committees to explore.
- Renew or Upgrade Your Membership: If you're ready for even more benefits, explore opportunities to enhance your membership.

## Pro Tip: Stay Engaged All Year Long

- **Check the Event Calendar Monthly: There's always something new to attend.**
- **Reach Out to Chamber Leadership: If you have questions, we're here for you.**
- **Measure Your ROI: Track how your membership has benefited your business.**

By following this timeline, you'll not only get the most out of your membership but also position your business as a key player in the Carmichael community. Let's make this year one for the books! 🎉

# Our Valued Supporters

## Diamond



**SMUD**<sup>®</sup>



**Dignity Health**<sup>™</sup>  
Mercy San Juan Medical Center

## Platinum



**westernhealth**  
ADVANTAGE



**CHRIST COMMUNITY**  
CHURCH

## Gold



Assisted Living & Memory Care

**Oakmont**  
of Carmichael



**CRUISE PLANNERS**<sup>™</sup>  
MORE THAN JUST CRUISES

## Silver



## Bronze



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