



P O Box 411

120 E. Court Square, Suite 101

Somerville, TN 38068

Ph: 901-465-8690

Email: director@fayettecountychamber.com

Website: www.fayettecountychamber.com

Facebook: www.facebook.com/Fayette.County.Chamber.TN

Twitter: twitter.com/FayetteTnChmbr



Our Mission:

**To be a pro-active catalyst for a prosperous
Fayette County.**

Braden ~ Gallaway ~ LaGrange

Moscow ~ Oakland ~ Piperton

Rossville ~ Somerville ~ Williston

Ph: 901-465-8690

www.fayettecountychamber.com

twitter.com/FayetteTnChmbr

www.facebook.com/Fayette.County.Chamber.TN

TABLE OF CONTENTS

FROM OUR PRESIDENT	3
WHY BELONG	4
MEMBER BENEFITS	5
HOW WE OPERATE / CHAMBER FUNDING	6
WHAT IS THE CHAMBER	7
THE CHAMBER IS NOT / CHAMBER OBJECTIVES	8
IT'S ABOUT TIME	9
CHAMBER APPLICATION	10-11
IT'S ABOUT CONNECTIONS	12
GET INVOLVED - COMMITTEE OPPORTUNITIES	13 -14
PROGRAMS & EVENTS	15-16
NOTES	17
SUPPORTED BY	18
2021 BOARD OF DIRECTORS	19

2021 Fayette County Chamber Board of Directors

OFFICERS

President– Tina Glover- Hometowne Flowers

Vice President– Laurie Scott- Remax Experts

Secretary– Shannon Cotter -SIC Project Mgmt.,

**Treasurer– Belinda Webb – Melisa Williams,
Attorney at Law**

At Large– Caleb Hollingsworth- State Farm

DIRECTORS

Thom Jeffries– ADP

Lauren Browning– The Bank of Fayette

Collin Rosser– Rosser Law Firm

Betty Knox Salmon– The Original Wolf River Cafe

STAFF

Ginger Brandhorst– Administrative Manger

memberservices@fayettecountychamber.com

Sidney Hooton - Membership Coordinator

sidney@fayettecountychamber.com

SUPPORTED BY:

**Fayette County Government
Mayor Rhea “Skip” Taylor**

City of Braden - Mayor Chester Cocke

City of Gallaway - Mayor Jamie Mayo

Town of LaGrange - Mayor Earl Smith

City of Moscow - Mayor Brenda Mitchell

City of Piperton - Mayor Henry Coats

Town of Rossville - Mayor Judy Watters

Town of Somerville - Mayor Ronnie Neill

Town of Oakland - Mayor Mike Brown

City of Williston - Mayor Jim Wiles

and our member businesses!

FROM OUR PRESIDENT

Welcome!

On behalf of the Board of Directors, I want to thank you for inquiring about the Fayette County Chamber of Commerce. We want you to know about our member benefits and opportunities for you to become involved.

We are a membership based non-profit organization that is driven by a group of business leaders. We work together to promote a positive business environment in our community which leads to job growth and a positive environment that attracts other business.

We provide opportunities for our members to grow through a variety of programs that promote and provide name recognition while helping you grow and prosper. We encourage you to network with other businesses by become involved in our committees.

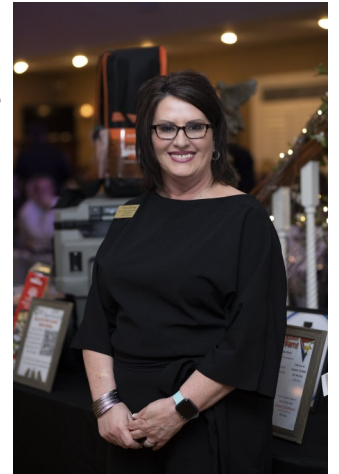
We are volunteers and we encourage our members to become involved by contributing their time, talents and ideas as we work collectively to accomplish what we can not do individually. Our strength is in our members.

Please contact me or our staff, if we can be of service or if you have questions about the Fayette Co. Chamber of Commerce.

Tina Glover

MISSION STATEMENT :

To be a pro-active catalyst for a prosperous



WHY BELONG

BECAUSE ... when the area prospers, you prosper. By helping to build a thriving area, your investment is strengthened and your opportunities are broadened.

BECAUSE ... when you do business in our community and share in its success you have an obligation of business citizenship. This obligation challenges every person and business to subscribe actively to the advancement of the regional community.

BECAUSE ... the support of all business and professional men and women is necessary to bring about the economic improvement of our area. Today's economic climate demands continuous civic and business engagement.

BECAUSE ... you are buying into a cooperative effort of the ablest men and women in business and industry with whom you can join hands to accomplish that which you cannot do by yourself.

BECAUSE ... progress and prosperity depends on the development of a sound economic social structure. By banding together to undertake aggressive action programs, both business and the community prosper.

BECAUSE ... the Fayette County Chamber of Commerce is the leading membership based organization consistently engaged in promoting the civic and economic development of OUR REGIONAL COMMUNITY.

NOTES

NOTES

MEMBERSHIP BENEFITS

- **Business Referrals:** The Chamber only refers members to frequently received phone calls, emails and letters requesting information about businesses and services in our area.
- **Networking Opportunities:** Ribbon Cuttings, Seminars, Luncheons, Chamber Coffees, After Hours and Chamber Committees are ideal ways to meet new contacts and grow your business.
- **Internet and Website:** Our comprehensive site includes your business listing along with a link to your home page and key social media pages like Facebook. Keywords help customers find your business in searches and a Google map locator dot on your listing sends them right to your door.
- **Communication:** Monthly E-Newsletter, special bulletins, and social media alerts and flyers keep you informed.
- **Promotional Opportunities:** Promote your business in the Chamber Newsletter, display your business cards/brochure in the Chamber office and use our social media to promote your weekly specials online.
- **Education:** You'll have access to Chamber seminars and work-shops to improve your skills, promotional activities and services; some at reduced rates
- **Partnerships:** We work with government, community groups and other businesses to promote the Fayette County area as a great place to do business.

HOW WE OPERATE

BOARD OF DIRECTORS

The Board of Directors is the policy-making body of the Fayette County Chamber of Commerce. Its members represent the business and professional leadership of the community. Board members serve a one - three year term.

EXECUTIVE COMMITTEE

The Executive Committee consists of the President, Vice-President, Treasurer and Past President. The President has the power to act for, and on behalf of, the Board of Directors.

COMMITTEES

A committee is a volunteer group that meets regularly throughout the year. Committees include Membership, Programs, Marketing, Finance & Economic Development.

OFFICE STAFF

President - Tina Glover

Administrative Manager - Ginger Brandhorst

Membership Coordinator - Sidney Hooton

CHAMBER FUNDING

The Fayette County Chamber of Commerce is funded by members' annual dues. Special events and administrative services generate non-dues revenue. The support of all businesses in the community is essential to finance the programs that are vital to community growth and

PROGRAMS & EVENTS

BI-MONTHLY BUSINESS LUNCHEON

Sponsorship Fee: \$400.00 (includes 4 seats and recognition)

These are held on the 1st Wednesday of every other month beginning in February. They focus on a wide array of topics that are beneficial businesses and the community.

ANNUAL AWARDS DINNER

Various Sponsorship Available

This event recognizes businesses and citizens that have gone above and beyond in their contribution to Fayette County. Awards presented include Small Business, Large Business (Industry), Regional Business (not based in Fayette County) and our John S. Wilder Citizen of the Year.

FAYETTE COUNTY COTTON FESTIVAL (cottonfestivaltn.com)

2nd Saturday in September * Various Sponsorships Available

This annual one day festival honors our agricultural heritage in Fayette County. The Cotton Festival welcomes 100 - 10 vendors featuring local artisans and craftsmen, a Car Show & Shine, Blue Ribbon Canning and Baking Contest, live music all day and more. This is a family friendly event that offers a great opportunity to network with others in the community.

If you would like to host a luncheon please contact the Chamber at

901-465-8690

GET INVOLVED

Committee Opportunities

PUBLICITY & MARKETING COMMITTEE:

The publicity committee for the Fayette County Chamber of Commerce will provide a vehicle for the distribution of information about the chamber to its members and to the public at large. It will work closely with the Program and Events Committee to develop a multi-level program to ensure the timely publication of announcements and information.

This committee will market the Chamber through media enhancements, improved advertising, and value added programs using the Internet as a tool for growth. It will also develop a program that will give Fayette County Chamber members an opportunity to expand their customer base and generate income for the Chamber.

ECONOMIC & INDUSTRIAL DEVELOPMENT:

This Committee will create and implement programs that promote Fayette County as an area that is an attractive location for business and industry.

They should look for ways to develop a positive business climate that encourages retention of existing businesses and promotes and assists in growth and development of new businesses. They should seek to build relationships among the Chamber Board, Staff, commercial developers, associations and industry that encourage an exchange of information and promotion of Fayette County as a viable location for new investment and location for industry.

They should also work in areas that provide employers and job seekers a fully integrated system of employment education and training services for the purpose of developing economic strength and competitiveness of this area.

Areas of concern for this committee include but are not limited to education reform, workforce development, workplace issues (workers comp, FMLA, healthcare benefits, etc...) and international trade and development.

WHAT IS THE CHAMBER

MEMBER BASED ORGANIZATION

The Chamber of Commerce functions through a volunteer base of community minded business owners who contribute and support the program of work and volunteer to help carry out programs, projects and events. YOU ARE THE CHAMBER OF COMMERCE.

ECONOMIC DEVELOPMENT

The Chamber provides a number of member services and opportunities that enhance new and existing small business. We focus on Economic Development and work to assist industry through Workforce Development and Job Creation.

TOURISM

The Chamber works to promote Fayette County through projects such as our Fayette County Videos and Magazine, events such as Cotton Festival and regional projects such as Walking Tall and Day Trippin' video.

COUNTY FOCUSED

The Chamber works to promote all cities and their assets as a great place for visitors to do business and for relocation.

NON-PROFIT 501(C)6

All monies left after bills are paid is put back into the organization and its programs.

THE CHAMBER IS NOT

NOT A CHARITY

NOT A POLITICAL BODY, CIVIC CLUB, OR PROFESSIONAL SOCIETY

NOT A DEPARTMENT OF CITY, COUNTY, OR STATE GOVERNMENT

NOT A SOCIAL CLUB, WELFARE, OR CHARITABLE INSTITUTION

CHAMBER OBJECTIVES

To act as spokesman for the business and professional community and translate into action the group thinking of its members.

To provide opportunities for members to develop economically.

To provide education about local and regional issues to help you make informed choices that affects you or your organization.

To coordinate the efforts of commerce, industry and professionals in maintaining and strengthening a sound and healthy business climate in the Fayette County area.

To sponsor aggressive programs of work and stimulate activities that will provide for full development and employment of our workforce and economic resources.

To create broad understanding and appreciation of the great opportunities in the Fayette County Area and to promote the advantages and assets of our community.

GET INVOLVED

Committee Opportunities

Chamber Committees offer an excellent way to meet other business members. They also act as an ideal way to develop your employees by allowing them to enhance their team building, leadership and creative thinking skills. If you're seeking active involvement with your Chamber, a committee is a great way to start.

MEMBERSHIP DEVELOPMENT & RETENTION:

This committee's focus is to direct recruitment and retention of Chamber members; to develop a plan to increase membership and evaluate and recommend new benefits and services of value for members. The committee works to ensure the source of life blood of the Chamber, dues paying members, is continuously kept primed.

Continued membership growth is vital to the Chamber's continued success and membership drives work to increase the volunteer and financial resources needed to maintain programs and services. This committee will plan and implement the membership drives for the organization.

PROGRAMS & EVENTS:

The Committee is responsible for developing programs and special activities designed to attract new members to the Chamber of Commerce and to retain current members by demonstrating the value of their involvement in the organization.

This committee is committed to planning and executing the Chamber's annual fundraiser and special events. Members will help with logistics, selling sponsorships, media relations, attendance, etc....for one or more annual event(s). Involvement on this committee may involve a high level of time commitment for a couple of months.

Annual events include but are not limited to:

Annual Chamber Members Award Banquet - Feb

Fayette County Cotton Festival - Sept



It's About CONNECTIONS

Consumers are
63% more likely
to patronize a business
that is a member of a
Chamber of Commerce

**Independent Study by
The Shapiro Group

The Chamber of Commerce, provides business connections through:

- ⇒ **Networking** - one of the most important, networking and new business contacts help grow your business
- ⇒ **Visibility** - you've heard it said, "out of sight, out of mind", we can keep you visible through our website, member directory, ribbon cutting, after hours and more
- ⇒ **Professional & Business Development** - we connect you to experts that can help you achieve your business goals and speakers to address the latest issues that affect your business
- ⇒ **Community** - we connect you to the community and customers through events and your business listing on our website
- ⇒ **Referrals** - there are thousands of on-line searches a month and calls to our office checking to see if a member business

can fill their need. We refer Chamber members only

Membership in the
Chamber of Commerce
results in a 57% overall
increase in Local reputa-
tion for Small Business

**Independent Study by
The Shapiro Group



It's About TIME

In Little or No Time You Can Get Significant Benefits from
Your Chamber Membership

In Less Than TWO Hours You Can:

- Attend or Sponsor Business Luncheons or networking events
- Write A Business "Know-How" column for the Chamber newsletter
- Submit information to highlight your business in the "Member Spotlight"

In Less Than ONE Hour You Can:

- Supply the Chamber with your marketing brochures/ business cards for Member Showcase
- Update your business listing on the Chamber website

If You have NO Time, the Chamber Still Offers You:

- Business Referrals from calls and the website
- Directory Listing on the Fayette County Webpage
- Information on advocacy on legislative and
- governmental issues important to your business

Membership Application ~ Part 1

Date: ____/____/____

Company Name: _____

Phone: _____ Fax: _____

Website: _____

Email: _____

Physical Address _____

City: _____ State: _____ Zip: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Date Business Opened: _____

Primary Rep: _____ Title: _____

Email: _____

Billing Rep: _____ Title: _____

Email: _____

Business Type:

☐ Agriculture ☐ Retail ☐ Healthcare

☐ Construction ☐ Manufacturing ☐ Service

☐ Restaurant ☐ Real Estate ☐ Non-Profit

Other _____ ☐

Product Manufactured or Sold: _____

Membership Application ~ Part 2

Business Keywords:

Social Networking:

- LinkedIn:

http://linkedin.com/in/ _____

- Facebook:

http://facebook.com/ _____

- Twitter:

http://twitter.com/ _____

Minority Designation: ☐ Hispanic Owned ☐ Other _____

☐ Woman Owned ☐ Veteran Owned

Please Check all that are of interest:

- ☐ Have a Ribbon Cutting for your Business
☐ Work on a Chamber Committee
☐ Volunteer on Chamber Community Projects
☐ Attend Industrial Roundtable
☐ Attend Small Business Seminars
☐ Host Chamber Coffee/Business After-Hours
☐ Sponsor Business Luncheon
☐ Sponsor a Major Event:

(Please Indicate All of Interest)

☐ Cotton Festival

☐ Annual Awards Banquet

Number Employees:

Full Time: _____ Part Time: _____

Membership Investment

(use chart at right) \$ _____

Total Due

\$ _____

Signature:

# of Employees (2 Part time = 1 Full Time)	Annual Investment
1—5 Employees	\$ 180.
6—10 Employees	\$ 220.
11—25 Employees	\$ 295.
26—50 Employees	\$ 345.
51—75 Employees	\$ 395.
76—100 Employees	\$ 470.
101 - 200 Employees	\$ 545.
201 - 300 Employees	\$ 620.
301 - 400 Employees	\$ 695.
401 - 500 Employees	\$ 895.
501 + Employees	\$ 1,220.
Utilities	\$ 620.
Non Profit	\$ 145.
Individual/NON-Business	\$ 95.
Senior Citizens	\$ 80
Students	\$ 45.
Financial Institutions:	\$ 820.