



MEMBERSHIP

Welcome to the McLean County Chamber of Commerce



2203 E Empire Street
Bloomington, IL 61704

chamber@mcleancochamber.org
www.mcleancochamber.org

P 309-829-6344

Welcome to YOUR Chamber!

Investments are important. Whether it's time, money, tangible or intangible, investments are expected to appreciate for a better future. Your business investment in the Chamber is no different. As a membership-based organization, your partnership provides personalized access to all of the tools seen below to help your business grow. Our focus is the prosperity of your company and we are constantly shifting gears in “Driving the **PACE**” for your business success. The chamber **P**romotes commerce, **A**dvocates pro-business perspectives, **C**ollaborates to lead change, and **E**ngages for action for results that strengthen the prosperity of the business community.

Thank you for your investment, your partnership in our work, and your trust in the future of our business community.

Welcome to your chamber,


















Charlie Moore
President & CEO



Inside Your Membership



Below is a menu of all Chamber events, programs, and other benefits made available with your membership. Registration, calendars, and further descriptions can be found at www.mcleancochamber.org

EVENTS

Name	Amount*	Date(s)
Annual Gala	 \$100.00	January
Administrative Professionals Lunch	 \$40	April
Agricultural Awareness Breakfast	 FREE	March
Agricultural Awards Dinner	 \$35.00	February
BN The Know	 \$30.00	Quarterly
Business After Hours	FREE	Monthly
Business Before Hours	 FREE	Monthly except December
Candidate Training Institute	\$60.00	4 Weekly Sessions in October & November
CommUniversity Admission	FREE	Before ISU Home Football Game
CommUniversity Tailgating Packages	 Starting at \$400.00	Before ISU Home Football Game
Economic Vision Luncheon	 \$35.00	November
Elected Officials Reception	 FREE	September
Leaders of Distinction Reception	 \$50.00	October
Small Business Summit/DC Fly-In	 \$1,550.00	September
State Legislative Update	 \$15.00	June
State of McLean County	 \$15.00	October
Stroker Golf Outing - Foursome	 \$550.00	July
Stroker Golf Outing - Individual	\$150.00	July
Twin Cities Showcase Admission	FREE	May
Twin Cities Showcase Booths	 Starting at \$295.00	May
Member Education Programs	Various	Various
Membership 101	FREE	Quarterly

* Prices Subject To Change








PROGRAMS

Name	Amount*	Date(s)
BNYP Annual Dues	 \$150.00	Monthly Meetings & Networking
Leadership McLean County	 \$1,200.00	September - April

OTHER

Name	Amount*
Notary Services/Certificates of Origin	\$5.00
Excel Copy of Membership List	\$100.00
Mailing of Phone Book	\$10.00
Rental of Training Room	Starting at \$75.00
Rental of Board Room	Starting at \$50.00
McLean County Maps	 FREE
McLean County Community Profiles	 FREE
Other Member Promotional Items	 FREE
Phone Books	 FREE

KEY

-  Sponsorships available
-  Airfair not included
-  Hole sponsorships and other course sponsorships are also available
-  Schedule and fees will be released monthly
-  Must be under 40 and a Chamber member to apply
-  Must apply and be accepted to the program
-  Must be picked-up at Chamber office

P PROMOTE COMMERCE

“We lead efforts that enhance the local exchange of goods and services, help businesses grow and prosper, and positively impact the McLean County economy.”



Connecting & Growing

“ Through the Chamber’s regularly offered educational programming, our business was able to connect with a local professional who increased our business by 50% with continuous monthly improvement. Without them, we would never have found this opportunity to grow our business! ”

Cynthia & James Shiverdecker

Owners
Advanced Computing



Chamber Advertising Opportunities

Looking to expand your business reach? Advertising to over 1,000 Chamber members is a great way to keep your name in front of local businesses through email, website, and print material at a price that's right for any budget.

	Investment	Circulation/Open Rate
MONDAY MORNING COFFEE		
Top banner	\$125/wk	2,300 / 32%
Footer banner	\$100/wk	2,300 / 32%
CHAMBER CONNECTIONS		
Single ad space	\$125/mo	2,500 / 30%
WEBSITE		
Front page rotating ad	\$175/mo	Average 3,500 pages views a month
EVENT CARD		
Full back ad and front side logo	\$250/mo	400 cards printed and given out at all events

To reserve your ad or ask further questions, please contact us at
309-829-6344 or chamber@mcleancochamber.org

Prices and availability are subject to change.
Ad space is available on a first come, first served basis.



Sponsorship Opportunities

Additional benefits may apply to specific events. Please check with the event's staff contact. Prices subject to change.

For more information, please contact the Chamber office at 309-829-6344 or visit us online at mcleancochamber.org

	RHINESTONE (\$100)	OPAL (\$200)	AQUAMARINE (\$250)	AMETHYST (\$300)	TOPAZ (\$500)	GARNET (\$600)	SAPPHIRE (\$750)	RUBY (\$1,000)	EMERALD (\$2,500)	DIAMOND (\$5,000)
Annual Gala			*		*		*	*	*	*
Administrative Professionals Luncheon	*		*		*		*			
Agriculture Awareness Breakfast	*			*	*		*	*	*	
Agriculture Awards Dinner	*	*		*	*			*	*	
BN The Know Lunch Series (4 available)			*							
Economic Vision Luncheon			*		*		*	*		
Elected Officials Reception		*		*	*		*	*		
Leaders of Distinction Reception				*	*	*		*		

DIAMOND (\$5,000) All Emerald benefits plus: Two (2) Additional Tickets to Event (Total 10) <i>** Full Page Ad in Program (Gala)</i>	EMERALD (\$2,500) All Ruby benefits plus: One (1) Table at Event (if applicable) Two (2) Additional Tickets to Event (Total 8) Logo in Event Program <i>** 1/2 Page ad in Program (Gala)</i>	RUBY (\$1,000) All Sapphire benefits plus: Two (2) Additional Tickets to Event (Total 6) <i>** Recognition in Program (Gala)</i>	SAPPHIRE (\$750) All Garnet benefits plus: Four (4) Total Tickets to Event <i>** Recognition in Program (Gala)</i>	GARNET (\$600) All Topaz benefits plus: Two (2) Additional Tickets to Event (4 Total) Logo on Website
TOPAZ (\$500) All Amethyst benefits plus: One (1) Additional Ticket to Event (2 Total) <i>** Recognition in Program (Gala)</i> <i>** Option to place promo materials in Event Goody Bag (Admin Pro Only)</i>	AMETHYST (\$300) All Aquamarine benefits plus: Screen or signage at event <i>** Option to place promo materials in Event Goody Bag (Admin Pro only)</i>	AQUAMARINE (\$250) All Opal benefits plus: One (1) Total Ticket to Event <i>** Recognition in Program (Gala)</i> <i>** Option to place promo materials in Event Goody Bag (Admin Pro only)</i>	OPAL (\$200) All Rhinestone benefits plus: Logo in Event Program Recognition during event	RHINESTONE (\$100) Listed in Event Program <i>** Coupon/Discount Offering in Favor Box/Bag (Admin Pro only)</i>



Event-Specific Sponsorships

Gala Excellence Award

\$800

- 2 Tickets to Event
- Logo in Event Program
- Name Display on Awards Display Table
- Opportunity to Present Award at Event

Top Administrative Professional Award

\$500

- Official Award Sponsor
- Presenter of Award at Event
- Sponsorship Listed in Event Program

STROKER Golf Classic

Prices Vary

- Golf Towel: \$1,000
- Carts: \$1,000
- Golf Balls: \$1,000
- Drink Carts: \$750
- Awards: \$750
- Hole Sponsor: \$450
- Putting Green: \$400
- Lunch Beverage: \$300
- Scorecard: \$225

CommUniversity

Prices Vary

- Suite Tailgate: \$700
- Stadium Tailgate: \$475
- Playing Field Tailgate: \$425

Twin Cities Showcase

Prices Vary

- Presenting Sponsor: \$2,000
- Taste Sponsor: \$1,500
- Single Booth (10x8): \$295
- Double Booth (20x8): \$450
- Platinum Exhibitor: \$1,000
- Gold Exhibitor: \$750
- Silver Exhibitor: \$500
- Welcome Bag: \$750
- Coffee Break: \$250
- Solopreneur Table: \$100

For sponsorship inquiries, please contact us at
309-829-6344 or chamber@mcleancochamber.org



Networking Opportunities

BUSINESS BEFORE AND HOURS



Looking to grow your professional network? Fill your pockets with business cards and join us for our monthly Business Before and After Hours events to network with hundreds of other Chamber members!

Business Before Hours is held from 7:00 - 8:30 a.m. on the last Wednesday and Business After Hours is held from 4:30 - 6:30 p.m. on the third Wednesday of each month with a different businesses hosting somewhere in McLean County.

Schedules and information on how to host one of these unique networking events is available on our website at www.mcleancochamber.org.

BN The Know



"BN The Know" is a quarterly lunch series which focuses on relevant issues impacting the McLean County business community. As the Chamber enters the second year of its PACE Strategic Plan, we strive to include our membership in promoting commerce, advocating pro-business perspectives, collaborating to lead change, and engaging in action for results.

Schedules and updated topic lists can be found on our website at www.mcleancochamber.org.



Hot Deals



Hot Deals is a way for members to promote coupons or other deals to the entire membership and business community via our online portal.

Businesses can log in using ChamberMaster to post their Hot Deals and have complete control of the promotion from the look, dates, writing, etc. Members have unlimited access to Hot Deals and can post for free whenever they'd like. Hot Deals are also posted to our Facebook and Twitter pages after submission!

EXAMPLE SUBMISSION:

FREE Hearing Test

Always H.E.A.R. Hearing Center - Bloomington

FREE Hearing Test

Category: Health & Wellness

Get Your Hearing Checked Today!

MAP


(309) 664-6200

Job Postings

Members have the ability to post job positions via ChamberMaster as a part of their membership. Similar to Hot Deals, businesses can log in using ChamberMaster to post their job positions and have complete control of the promotion from the position title, contact information, job description, etc. Jobs are also posted to our Facebook and Twitter pages after submission!

EXAMPLE SUBMISSION:

University of Illinois Extension - McLean County

 1615 Commerce Parkway Bloomington, IL 61704

Extension Program Coordinator - 4-H Youth Development

Category: Education

University of Illinois Extension Livingston-McLean-Woodford is seeking a 4-H Youth Development Program Coordinator for the McLean County Office, located in Bloomington, IL. Interested individuals with youth development experience should apply online at jobs.illinois.edu. Follow this link for position description and application instructions: <http://humanresources.illinois.edu/job-seekers/how-to-apply/civil-service-current-vacancies/ext-extension-program-coordinator-bloomington-unit-12.html> or call (309) ...[read more](#) →

Contact:

Send Email

Phone:(309) 663-8306

MAP

VISIT WEBSITE



Auto-Owners Insurance Special Savings Program

Auto-Owners Insurance offers you, as an eligible McLean County Chamber of Commerce member, discounts on your business and personal insurance. In addition to competitive rates, a complete line of products, and prompt, friendly claim service, you may be eligible for several additional discounts—such as multi-policy discount—depending upon your individual circumstances.

Business & Personal Insurance

Up to a 13% Discount
Commercial Automobile
Commercial Property and Liability
Commercial Umbrella
Garage Liability and Dealer Blanket
Workers Compensation
Personal Automobile
Personal Umbrella
Condo Owners
Homeowners

Who is Auto-Owners Insurance Group?

Auto-Owners Insurance Group is comprised of five property and casualty companies and one life/health/annuity insurer. At year-end 2009, the Group had combined assets of \$14,299,738,521 and over 4.9 million personal, commercial and life insurance policies in force. Auto-Owners ranked 418 in the Fortune 500 rankings for 2010.

The financial strength, stability and safety of the Auto-Owners Insurance Group is well documented. The Auto-Owners property and casualty companies are rated A++ (Superior) by A.M. Best Company, a nationally recognized independent insurance company rating organization.

In 2004, Auto-Owners received the 2nd highest rating in a study conducted by a nationally recognized consumer magazine on customer satisfaction with their insurance company's handling of homeowners' claims. The same magazine in 2006 rated Auto-Owners 4th in customer satisfaction relating to personal automobile claims handling.

Auto-Owners Insurance Group's positive growth, SAFE. SOUND. SECURE. investment portfolio, consumer confidence, dedicated associates, and local independent agents representing them are what has set Auto-Owners Insurance apart from other insurance companies since 1916. They are known as The "No Problem" People®.

For more information, contact:

PLR Insurance
139 N Williamsburg Dr
Bloomington, IL 61704
(309) 827-0007
www.plrinsurance.com

Compass Insurance Partners
1410 Woodbine Rd., Ste. 1
Bloomington, IL 61704
(309) 662-6800
www.givingdirection.com

Clemens Insurance
2806 E Empire St
Bloomington, IL 61704
(309) 662-2100
www.clemensinsurance.com

Van Gundy Insurance
101 S Towanda Ave
Normal, IL 61761
(309) 452-1156
www.vangundy.com

Snyder Insurance
1 Brickyard Drive
Bloomington, IL 61701
(309) 664-1800
www.insurewithsnyder.com

Truck Ins Specialists & Hometown INS
305 W Northtown Rd Ste C
Normal, IL 61761
(309) 799-9227
www.truckinsurancespecialists.net

Troxell Insurance
712 IAA Drive
Bloomington, IL 61701
(309) 319-6508
www.troxellins.com



“Through education and collective action, we influence thinking and shape solutions on behalf of our members.”



A Voice For Our Business

“ As an organization of which the majority of members are small businesses, it is crucial that we have the Chamber available to advocate on our behalf. When all the member businesses are combined, we have a more powerful voice. The Chamber does a great job of listening to its membership and taking the positions of those members to our legislators.”

Bill Lawrence

President
P/L/R Insurance



The McLean County Chamber of Commerce Political Action Committee, a separate entity of the Chamber, is a bipartisan effort to support candidates at the local and state level who support a pro-business platform that benefits our member businesses, is a favorable business climate, and a healthy economy for McLean County.

The MCCC PAC was formed in 2009 and has played an active role in supporting these candidates through endorsement, monetary contributions, and political advertising. The PAC relies on support from individuals and businesses like you to continue our advocacy efforts from city councils, county board, and the state legislature. Donations to the PAC are voluntary, but with your annual renewal and our fundraiser this fall, you will have the opportunity to provide the financial support so that the PAC can continue to be a voice for our business community.

If you are interested in becoming involved with the PAC, either with a contribution or your time, please contact the Chamber at 309-829-6344.



The Candidate Training Institute (CTI) is focused on the nuts and bolts of running for local political office, including everything from filing petitions to in-depth campaign organization and strategy. Drawing on the expertise of area elected officials, community leaders, and fellow citizens, CTI helps prospective candidates navigate the challenging road to public service. The program is open to everyone, but limited to 20 participants.

If you are considering running for elected office at the local level, the McLean County Chamber of Commerce with support from the McLean County Chamber of Commerce Political Action Committee and the League of Women Voters of McLean County hopes you will take advantage of this exciting and informative program.

For additional information about the Candidate Training Institute contact the Chamber at 309-829-6344.



“We build partnerships and work in cooperation with organizations across the community to encourage consensus and bring about positive change.”



Creating Partnerships

“ I participated in the Chamber’s Leadership McLean County program in 2010. Through this and many other Chamber programs that I’ve participated in, I’ve been able to extend my personal and professional growth and learning. I’ve also been able to form long lasting relationships which have allowed myself and my organization the opportunity to collaborate on different business ventures and partnerships that benefit McLean County. ”

Jeff Leverton

President/CEO
Four Seasons Health Club



Developing McLean County's Next Leaders

Be a part of the mission of Leadership McLean County. Develop and cultivate your skills, awareness and engagement through intentional learning experiences for the betterment of McLean County. This program identifies emerging community leaders, and by design, protects the tradition of strong leadership for our community.

WHY CONSIDER LMC?

Executive-level access to the broadest spectrum of industry leaders in McLean County

Diverse skill-based leadership training on topics such as:

Assertiveness	Non-verbal Communication
Crucial Conversations	Personality Testing
Developing Others	Public Speaking
Leading with Heart	Team Building
Networking	Time Management

Small group service project with a local organization to demonstrate community leadership to put into practice the skills learned

Graduates numbering 700+ since 1994 - many of whom are still living in McLean County - offering opportunities for alumni engagement

Approximately 35 candidates accepted annually, selected from a competitive application and interview process, providing a topflight experience each year



Classes take place every other Friday from October through April covering a variety of topics & skill development, both in the classroom and through “hands-on” experiences. Class members also participate in a “Leaders On Loan Task Force Project” team to create implementable solutions to a community issue.

To learn more, visit leadershipmclean.org



Bloomington-Normal
Young Professionals
A program of the McLean County Chamber of Commerce

Are You a Young Professional?

Bloomington-Normal Young Professionals are a group of young professionals in McLean County who strive to be the best in their respective fields, build their personal and professional network, and improve their quality of life by giving back to the community in which they choose to live, work, and play.

MEMBERSHIP BENEFITS

Monthly meetings featuring guest speakers

Community involvement & volunteer opportunities

Networking events • Service projects • Social events



MEMBERSHIP QUALIFICATIONS

You do not have to be a member of the Chamber to be a part of BNYP

Interest in developing leadership skills

Passion for local community involvement

Interest in expanding community presence

Participation in chamber events

Desire to interact with other local young professionals

WHO'S TALKING ABOUT US



"I have been so impressed with the transforming leaders that take part in BNYP. They take risks and make change in our community. I have seen the inner works of how the participants are developed professionally, taught to create webs of networking circles and are encouraged to participate in civic/charity opportunities. We need more young professionals in McLean County to take advantage of this fantastic program."

Leann Seal

Vice President of Sales & Marketing
The Snyder Companies



"I joined BNYP as a way get involved in my community and connect with like-minded professionals my age. Through BNYP, I have been able to connect and give back to my community. I have had opportunities professionally that I likely would have never encountered without BNYP and I have made friends for a lifetime. I am so thankful for all of the current and past members that have helped make BNYP an invaluable resource in my life."

Travis Huber

'18 BNYP President

Become a member today by contacting our office at 309-829-6344 or fill out an application online at www.mcleancochamber.org



Chamber Programs & Initiatives

Educational Programming

The Chamber hosts regular educational programs for continuing professional development. Held monthly from 8:30 to 10:00 a.m. our programs reflect current trends and membership needs while giving attendees a chance to ask questions from a knowledgeable instructor from within the community.

MEMBERSHIP 101

LEARN ABOUT THE BENEFITS OF YOUR CHAMBER MEMBERSHIP

Whether you're a new or existing member of the Chamber, Membership 101 offers an in-depth look at the benefits of Chamber membership. This quarterly program covers everything the Chamber can do for their business and is a great way to meet the entire Chamber staff, learn their responsibilities, and how their day-to-day work affects the success of their business.

COMPACT

The McLean County Community COMPACT champions the region's educational and training institutions, resources, and programs that enables Bloomington-Normal's existing and future employers to cultivate, retain, and attract the talent that they need.



Today it's common to see people working out of hotel lobbies, coffee shops, and other public spaces for meetings or day-to-day work. With this rise in public space usage and coworking in general, BN ShareSpace is looking to bring those telecommuters, freelancers, entrepreneurs, students, mobile employees, and others together into a collaborative and more efficient creative space. Learn more about this unique space at www.bnshare.space

For a full description of these programs & initiatives, visit:
www.mcleancochamber.org



McLEAN COUNTY **AGRICULTURE EXPERIENCE**

A PROGRAM OF THE McLEAN COUNTY CHAMBER OF COMMERCE



Agriculture within McLean County is a major economic driver. The production of corn and soybeans in McLean County provide hundreds of millions of dollars of revenue into our community; however, the impact is much greater. The thousands of jobs, millions of dollars in revenue, as well as the associated products made locally make McLean County a world leader in the field of agriculture.

Much of what occurs within this industry is relatively unknown. In the McLean County Agriculture Experience Program, we seek to provide insight for our community and corporate leaders to understand the role of agriculture and how this quiet industry in McLean County creates such great economic opportunity.

The McLean County Agricultural Experience will immerse its participants in five full themed days:

Agriculture 101

Participants will receive classroom education on “A Day in the Life” of farmers in McLean County, as well as a visit to the Illinois State University Farm, where they can experience firsthand different types of live-stock and crop operations right in their backyard.

Technology and Conservation

In today’s world, farmers must be on the cutting edge to make the right decisions for the future of their farms and family. Participants will see firsthand the massive importance technology and conservation efforts have on operations and agribusiness in McLean County, as well as visits to local businesses that specialize in just this type of work.

Economics and Risk Management

Farming is a business, and not one that is easy to get into! Participants will learn from local experts on what it takes to operate a 21st Century farm, and how many players are involved in the business sector to keep it all afloat.

Ag-tourism

Talking to consumers and telling their story is something that McLean County farmers and agribusinesses strive for every day. Participants will get an exclusive chance to visit some of the biggest, well-known players in this sector.

Transportation and Logistics

From McLean County, to the rest of the world! Ever wonder how crops grown in McLean County affect the rest of the world? Participants will finish the cycle firsthand, with an opportunity to see how products grown in McLean County are sent to the rest of the world.

For additional information on the McLean County Ag Experience, contact John Walsh at 309-829-1188.

F

ENGAGE FOR ACTION THAT LEADS TO RESULTS

“We seek to understand and then act on the diverse concerns and needs of our members.”



Engaging for Action

“ By maintaining an open dialogue with it’s members and business community, the Chamber continually demonstrates its value by listening and addressing our concerns. As a leader in the BN Advantage, an economic development and marketing strategy for the Bloomington/ Normal area, the Chamber is always seeking to find a spot at the table to let our voice be heard. ”

Colleen Kannaday

President & CEO

Advocate BroMenn Medical Center

Committees

Much of the Chamber's work is done through the formation of committees. Each committee is comprised of a variety of individuals from around the business community and works with a member of the Chamber staff. We encourage our members to become a part of one or more committees and enjoy the benefits of volunteering!

Visit mcleancochamber.org/chamber/committees for more information.

PROGRAM COMMITTEES	
Admin Pro Luncheon	To offer Chamber members the opportunity to recognize and thank their administrative professionals
CommUniversity	Held in partnership with ISU Athletics to plan a community-oriented event offering the opportunity to support ISU and involve employees, customers, clients, and family members in a social networking atmosphere
Leaders of Distinction	Help plan the Leaders of Distinction reception, execute and emcee the event honoring both the ATHENA Leadership Award and Pantagraph's Twenty Under Forty
STROKER Golf Classic	To host a premiere golf event offering members the opportunity to network with other members and their guests
Twin Cities Showcase	To provide valuable exposure of Chamber members through an event focused on networking, marketing, and promotional opportunities
MEMBERSHIP COMMITTEES	
Agribusiness Council	To facilitate a healthy business climate by enhancing awareness of the agriculture industry through social and networking activities
Ambassadors	To represent the McLean County Chamber of Commerce by supporting and promoting the mission, programs, and services of the Chamber
Government Affairs	To advocate for a positive business environment and monitor the actions of government that could affect Chamber members
OPERATING COMMITTEES	
Audit	To oversee the organization's financial reporting process, monitoring account policies and principles, monitor internal control process, and the hiring and performance of external accounts and auditors
Awards	Seek quality nominations for the McLean County Chamber of Commerce Excellence Awards, ATHENA Award, and Top Administrative Professional Award
Board of Directors	Responsible for the government and policy making responsibilities which shall control its property and operations as well as adopt such rules and regulations as may be required to conduct the affairs of the Chamber
Executive	To make decisions relating to Chamber matters during the interim period between board meetings
Nominating & Tally	To annually nominate qualified members to fill vacancies as dictated by the Bylaws for the election to the Chamber's Board of Directors
DIVISIONS COMMITTEES	
Bloomington Normal Young Professionals	To create integrated involvement with young professionals ages 22 to 40 in McLean County in the areas of networking and professional development, social events, and service activities
Leadership McLean County	To develop community leaders by cultivating skills, awareness, and engagement through intentional learning experiences for the continual betterment of McLean County
SUBSIDIARY COMMITTEES	
ECHI	To provide effective healthcare and benefit solutions to member companies of the McLean County Chamber of Commerce
COMPACT	To champion the region's educational and training institutions, resources, and programs that enables Bloomington-Normal's existing and future employers to cultivate, retain, and attract the talent that they need
Political Action Committee	To solicit contributions and direct these contributions to political candidates on behalf of the PAC, which best represent the interest of the business community



Join the Energy Alliance & Save Money!

Members of the McLean County Chamber of Commerce can join the Commercial Energy Purchasing Alliance brought to you by Gulf Plains Energy who has negotiated prices with licensed electricity and natural gas suppliers to get the lowest rates to you!

Call Gulf Plains Energy at 309-863-0410 for further information

FREQUENTLY ASKED QUESTIONS

1. What makes the Commercial Energy Purchasing Alliance preferable to anything else available?

The Commercial Energy Purchasing Alliance was formed with the express purpose of providing consumers savings, budget stability, and choice.

2. What is the benefit of joining a Purchasing Alliance rather than going directly to a third party supplier?

Every time a member joins the Commercial Energy Purchasing Alliance it increases consumer purchasing power that results in giving us (the consumer), individually and as a whole, the power of purchasing electric and natural gas at more affordable, consistent rates and at prices lower than what is available to the individual business.

3. What happens if we lose power? Who do we call?

You call your local distribution company. The process doesn't change. Same service ... better price.

4. Who is Gulf Plains Energy?

Gulf Plains Energy is one of the preeminent energy brokers in the country with over 50 years experience in wholesale energy trading, and is the largest retail electric provider in the nation and subsequently the formation and sale of the nation's second largest retail energy broker.

5. How do I sign up?

Changing to a third party supplier is easier than one thinks. Gulf Plains Energy removes the burden and guides you through the simple process from start to finish. Once you lock in your lower fixed energy rate, you will receive one bill from your local utility company. Nothing changes except you receive lower rates. To start the process call Gulf Plains Energy at 309-863-0410.



Strategic Plan 2017 - 2019

VISION

To be a vibrant progressive business community that works together to make McLean County a great place to do business.

MISSION

To support and serve our members, the McLean County Chamber of Commerce strives to promote commerce, advocate pro-business perspectives, collaborate to lead change, and engage in action for results that strengthen the prosperity of the business community.

MISSION FOCUS	Promote Commerce – We lead efforts that enhance the local exchange of goods and services, help businesses grow and prosper, and positively impact the McLean County economy.
OBJECTIVE 1:	Influence the mindset of businesses and consumers to invest and spend dollars within the local economy
OBJECTIVE 2:	Positively impact and encourage business growth, retention, and attraction of new talent in business
OBJECTIVE 3:	Help local businesses market to the global economy
MISSION FOCUS	Advocate Pro-Business Perspectives – Through education and collective action, we influence thinking and shape solutions on behalf of our members.
OBJECTIVE 1:	Educate members and the community about issues affecting business and what the Chamber is doing on their behalf
OBJECTIVE 2:	Communicate local concerns to elected officials with a strong, unified voice and urge them to support pro-business policies
OBJECTIVE 3:	Insist on collaboration to shape outcomes that advance and support the Chamber's mission and vision
MISSION FOCUS	Collaborate to Lead Change – We build partnerships and work in cooperation with organizations across the community to encourage consensus and bring about positive change.
OBJECTIVE 1:	Expand engagement opportunities to be more inclusive of diverse audiences
OBJECTIVE 2:	Identify opportunities to convene people and organizations well-positioned to influence specific needs and impact desirable changes
OBJECTIVE 3:	Communicate the importance of working together and the relevance of collaborative initiatives (move from "me" to "we")
MISSION FOCUS	Engage for Action that Leads to Results – We seek to understand and then act on the diverse concerns and needs of our members
OBJECTIVE 1:	Analyze our various market segments to gain understanding of their roles in the community and unique needs
OBJECTIVE 2:	Enhance the membership experience to increase perceived and realized value
OBJECTIVE 3:	Ensure readiness to offer assistance and identify solutions by conducting a "FEDS" analysis: F-Facilitate, E-Engage, D-Drive, or S-Stay Silent and using an accompanying intake form to determine the Chamber's role
FOCUS	BN Advantage – We work collectively with community organizations, members, and leaders to implement the goals and tactics identified in the BN Advantage Economic Development and Marketing Strategy.
OBJECTIVE 1:	Support the execution of tactics and communicate the progress of the Workforce Task Force and its connection to the overall BN Advantage strategy
OBJECTIVE 2:	Build an operational framework for the Quality of Life / Quality of Place task force
OBJECTIVE 3:	Communicate the progress and results of the Workforce and Quality of Life/Quality of Place task forces and their connection to the overall BN Advantage strategy
FOCUS	Brand Distinction & Operational Excellence – We consistently demonstrate the Chamber's distinct value, and we strive to deliver on our unique brand promise through the efficient use and creative identification of resources and capabilities.
OBJECTIVE 1:	Be known as THE business resource in McLean County
OBJECTIVE 2:	Proactively manage our financial and human resources
OBJECTIVE 3:	Ensure accountability to the membership



Collaboration is the hallmark of the business, government, civic, and educational sectors in the Bloomington-Normal Metro Region. Our primary area of cooperation and collaboration is economic development and competitiveness. Business, economic development, civic, and educational leaders have joined to create BN Advantage, a regional economic development strategy focused on diversifying and strengthening the region's economy.

BN Advantage is being led by five organizations – each of which have a vested stake in ensuring that Bloomington-Normal's economy remains robust, resilient, and competitive. These organizations recognize that successful communities work vigorously to shape their own economic destinies.

Workforce Development

As a directive prescribed by the BN Advantage Economic Development and Marketing Strategy, the McLean County Chamber of Commerce has been fully immersed in the area of Workforce Development since November of 2015. Over the last 18 months, under the leadership of Chairman Bob Miller, Vice President of Operations at Advocate BroMenn, more than 50 individuals have committed significant time and resources to fulfill the goals outlined in the BN Advantage strategy while identifying ways to address and meet the talent pipeline needs of McLean County employers.

Quality of Life and Place

This task force has been charged with developing and executing collaborative strategies designed to increase existing BN strengths while identifying gaps we need to address. Community benchmarking visits, comprehensive plan reviews, and prioritization will lead to selection of development, innovation, esthetic, and livability projects.

For additional information on the Chamber's Workforce Development efforts including educational video presentations, summary of the employer needs survey, and logic models of the 17 organizations and institutions that ensures community collaboration, visit www.mcleancochamber.org.

**Learn more about the BN Advantage by visiting:
www.bnadvantage.com**



1. Embrace BN - Review your independent business plans and determine how your mission and vision align with the ongoing community economic development goals. In order to accomplish this feat, we welcome the opportunity to visit with you. Our goal is to advance a unified region by strengthening our foundation; we cannot do so without your help!

2. BN Ambassador - Consciously be positive, proactive, and engaged with our community leaders on how together we advance McLean County competitively - shaping solutions for our future while simultaneously taking care of today's business. Show others around you why BN deserves your best. The best community marketing is the people who call BN home.

3. BN Brand - Incorporate the BN into your own marketing strategy; show your pride in our community and engage in the regional brand! To find out ways to incorporate the BN Brand into business and corporate marketing strategies, email Zach Dietmeier at info@bnadvantage.com. Zach can provide a BN Advantage communications guide and artwork personalized with your organization's colors.

4. Make Your Money Mean More - For every \$100 spent at McLean County businesses, about \$48 goes back into the local economy. The easiest way to get involved with BN Advantage is to directly support our partners: fly with **Central Illinois Regional Airport**, ride with **Connect Transit**, visit BN attractions with the **CVB**, and buy BN through **Chamber of Commerce** members. (www.makeyourmoneymeanmore.com)

5. Support Local Initiatives - Engage with the Chamber and the **Economic Development Council** in their independent programs of work that focus on the goals of BN Advantage and impact your personal or professional interests. For example, **BN STEM** helps champion local educational and training institutions, resources, and programs that will enable employers to cultivate, retain, and attract the talent they need.

6. BN Mentorship - Volunteer as a mentor to small and growing businesses in McLean County. **Central Illinois SCORE** offers free business advice and resources (<https://centralillinois.score.org>). The new **Small Business Development Center at Illinois Wesleyan University** focuses on help for aspiring small business and local entrepreneurs (www.iwu.edu/sbdc).

7. BN All Together - BN Advantage is a team effort. We must continue to strive as individuals, as companies, and as a community to consciously be welcoming, inclusive, and diverse in a changing local and global environment. Promote and celebrate diversity of culture, business, and creativity to bring about a more complete and colorful advantage.

8. BN Innovative - Align and allocate your resources to personal, business, and community needs. Be philanthropic with your time and finances to aid the work so many are doing with each other, for each other. Now is NOT the time to be complacent with status quo. You as an individual and the business or industry you represent can and will make a difference that uniquely positions and shapes our economy and our community.

9. BN Stories - BN tells a story of hard work, innovation, and diversity. Share your business's successes - both BIG and small - with BN Advantage. Help us celebrate every local "win" of McLean County in continuing to show why and how we have the BN Advantage. Email Zach Dietmeier at info@bnadvantage.com to share your stories. In addition, help spread others' stories through social media by using **#BNStories** and **#BNAdvantage**.

10. Measure Progress - Every great community initiative is able to track its goal progression in order to keep moving forward with further growth and prosperity. Adopt indicators and metrics to assess our progress. You can work directly with **McLean County Regional Planning** and the EDC by sharing your data and creating a clear picture of our region.



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