

Frequently Asked Questions:

I didn't know there was a Northwest Chamber. Are you new?

Our Chamber was founded in 1939 as the Bethany Chamber of Commerce. From then to now, our mission has remained focused on serving the community and businesses in this area. As the community grew, so did the Chamber, and in 2003, the name changed to the Northwest Chamber. We are the only chamber focused on business in the Northwest Metro.

*Where is the Northwest Chamber? Am I located in your area? OR
What if my business is not located in the Northwest Metro?*

If you do business in the Northwest Metro, the Northwest Chamber might be a good fit to help you reach your customers and help you stay connected in this area. Most of our members are located North of I-40, West of the Broadway Extension, and outside of I-44. This includes Bethany, Warr Acres, The Village, and Nichols Hills, as well as Northwest Oklahoma City. Our office is located on Historic Route 66 (NW 39th Expressway) between Rockwell and Council

*I am a member of another chamber, so that probably counts as being a member of the Northwest Chamber?
OR I already belong to another chamber. Why should I join this one?*

The Northwest Chamber is an independent organization uniquely dedicated to cultivating business and community prosperity in the Northwest Metro. Many of our members say they like the fact that they are building not just business contacts, but continuing relationships and even friendships within the Northwest Chamber, with lots of opportunities to help their business grow.

We work cooperatively with many other Chambers, including the State Chamber of Oklahoma and the Greater Oklahoma City Chamber to strengthen our business community, but we are the only one focused on bringing business to the Northwest Metro. Many companies choose to participate in several chambers.

Being a chamber member is expensive — How can I afford to join?

Our members tell us being a member of the Northwest Chamber is one of the best values they have found because of the connections and visibility it provides that leads to new customers. We know many our members are small businesses facing the challenges of today's uncertain economy and we work to keep our costs low so that any business that wants can participate.

We recently introduced a monthly auto-debit that will allow any business to become a chamber member with an investment of less than \$25 a month.

By participating in the Drive for MORE, your business can also select the additional features that will help you reach your target markets and manage your budget for the coming year.

Doesn't the Northwest Chamber already get my tax dollars?

ACTUALLY the Northwest Chamber is an organization independent from any specific government, in action and financially. We are pleased to work with our local municipalities, who join and participate with us just like businesses do, but we do not receive We are focused on improving the business climate and increasing opportunities THROUGHOUT the Northwest Metro.

What kind of people, businesses and organizations will I be associating with if I join?

The Northwest Metro is largely populated by small business and they make up the majority of our membership. While we are pleased to have the support of many of the large businesses who have an interest in supporting our communities, 90 percent of our members are entrepreneurs and business owners who make local decisions and manage their own destiny. They choose the Northwest Chamber because it helps them reach goals they wouldn't on their own.

How is the Northwest Chamber different from other groups?

The Northwest Chamber is the only group focused on bringing business to the Northwest Metro and improving our community here. We work with many different community organizations, schools, and businesses large and small to help our community maintain the special qualities that make it unique. We engage our elected officials at local, state and federal levels to advocate for the kind of policies that help our businesses and our area thrive. We are the only group in the Northwest Metro that offers a multi-faceted approach to these things as well as raising members visibility and helping them connect through networking.

My business has more than one location in the Northwest Metro. How can we all get involved?

Your \$250 core benefits lists one location as a member. If you would like to add additional members, you can increase your membership level and receive additional benefits as well. Per the chart on page six, a \$500 investment lists two locations, a \$750 investment lists three locations, a \$1,000 investment lists five locations, a \$2,500 lists eight locations and a \$5,000 investment lists ALL of your locations. Except for speed networking events, we do not limit the number of participants from each business.

When will the next membership & community directory be published? Is this a good time to join?

We are currently compiling this directory, asking for corrections and additions no later than December 1, 2011, and will be publishing it in January 2012. We are also updating our website with enhanced directory and search features, and these can be updated any time.

I can rarely attend events. How can the Northwest Chamber help my business?

Many of our retail and restaurant members tell us they have this problem. While businesses that actively participate get the most out of their chamber membership, the chamber is working in many ways for all its members whether they are present or not:

- 1) The chamber daily receives calls asking for referrals for different needs. We ONLY refer potential customers to our chamber MEMBERS.**
- 2) The chamber website, nwokc.com is open 24/7 as a ready source of information for consumers searching for information about our members = your business**
- 3) By displaying your Chamber membership decal on your business window and membership plaque on your wall, customers know your business is invested in our community, and raises their opinion about your business's reputation and business practices.**
- 4) Chamber members can make special offers, host events at their locations, and participate in promotional opportunities that will bring business TO you, especially when you can't GO.**

I travel a lot, so I may not be able to attend many chamber functions. How can I benefit?

While you can take advantage of the opportunities listed above, you are also welcome to send someone else from your company to attend and represent your business.

We're already established and have customers and successful marketing. Why should I join?

Many businesses in this position find that chamber membership keeps their company on top of people's opinion of them as a leader in our community. The chamber offers excellent ways to give back, develop your company's leadership team and keep the good times rolling.

My location is too small to hold a chamber event. How can I promote my business?

While you may not be able to invite the chamber to your place at once, there are many opportunities to sponsor other events where you can set up a table and inform about your biz.

I don't want to join and feel like just a number. How can I stand out?

1) Attend our many networking events and participate on our committees. 2) Take a look at the sponsorship opportunities offered on the following pages and pick those that work for you.