



# **MEMBERSHIP**

HUNTSVILLE/MADISON COUNTY CHAMBER

# INVESTOR RELATIONS & **MEMBERSHIP**

LEVERAGING  
OUR MEMBERS'  
VOICES TO  
IMPACT  
PUBLIC POLICY

As the state's **largest** business coalition of entrepreneurs, small businesses, middle-market companies, and corporations, membership in the **Chamber** offers you a wealth of opportunities to gain expertise and knowledge, build meaningful relationships, engage with business peers, and make a positive impact on your business. The more you take advantage of all we offer, the more you **benefit**.

Our members benefit with new customers to grow their businesses, professional and personal development programs to strengthen employees' skills, member-only access to valuable information and resources, exclusive marketing resources to position your product or service to new consumers, and opportunities to network. Through our members' investment and active engagement, the Chamber is working to improve Huntsville and the region's business climate, infrastructure, and overall quality of life.

The Chamber's professional staff works on your behalf to advocate at the federal, state, and local levels for policies that encourage business formation. We also support business growth while creating an exceptional quality of life for all residents. And the Chamber's economic development activity brings companies and jobs to the region and attracts foreign trade and investment, which strengthens our vibrant economy while providing potential new customers for your business.

The Chamber's public policy experts continue to serve in the important role of deepening our members' understanding of significant public policy issues while providing a collective voice from the business community to our elected leaders at the federal and state levels on the highest priorities for the region. Our focus has and will continue to be strengthening our city's and region's positions as a leader in job creation and economic growth in the state of Alabama.

The Chamber's federal and state policy agendas reflect the work we believe is important to achieve our core focus, while maintaining enough flexibility to respond quickly to a changing economic, political, and social environment. We're focused on protecting our federal assets and what we must do to advance business development priorities that will strengthen key Department of Defense, Aerospace, and Homeland Security programs and the companies that are here supporting them, as well as our efforts to attract new companies. Our core work remains focused on business cost and competitiveness issues that we know are important for our small, mid-market, and large companies' success. Preserving the region's high quality of life through physical and intellectual infrastructure improvements is, likewise, critical. Details on our policy work can be found in the Chamber's **Federal Agenda** and **State Agenda**.

# BUILDING AN ENVIRONMENT FOR ECONOMIC DEVELOPMENT & GROWTH

The Chamber's economic development professionals work to grow our economy by attracting companies to the region, assisting in existing industry expansion projects, attracting capital investment, and cultivating and growing the talent pipeline. The Chamber offers a full range of services to businesses looking to locate or expand in the Huntsville region, and its team of business development experts can assist in everything from site location analysis to evaluation of financial assistance.

**Confidential Project Management Assistance:** You're in a competitive industry, and we understand the importance of confidentiality when it comes to mapping out a strategy for expansion or for a new location. We help companies evaluate locations within our region in a confidential, objective manner, and serve as our region's single point of contact for business location or expansion.

**Site Selection Assistance:** The Chamber stays on top of current real estate availability and can help companies narrow their location selection for everything from a manufacturing operation to the perfect site for the latest biotech research facility.

**In-Depth Market Data:** Data drives business decisions, and the Chamber can provide information for your business, including demographics, labor availability, transportation, taxes, cost of living comparisons, education, and much more.

**Connections:** Connections are important for any business, and the Chamber can facilitate introductions to key government, education, and private partners at the local and state level.

**Financial & Entrepreneurial Resources:** The Chamber is a resource for companies interested in evaluating financial incentives, grants, and other support, as well as working with other business service organizations in the region to help companies establish a competitive presence.

**Workforce Recruitment & Training:** Companies often need assistance with finding and training employees. The Chamber can assist by coordinating involvement with appropriate educational institutions, providing information for training resources, and assisting in your talent search through the Chamber's recruitment site, **ASmartPlace.com**. We also lead a variety of initiatives focused on attracting and retaining talent in our community.

## TAP INTO A WEALTH OF RESOURCES & INFORMATION

You've built your company, and you are realizing both the excitement and challenges associated with being a small business owner.

We're here to help. The Chamber guides you to the resources you need to grow, connects you with trusted peers who have walked in your shoes, and gives you opportunities to impact the broader, small business community in meaningful ways. Moreover, you get to customize your membership experience with the help of your personal Membership Account Executive's expertise.

# MEMBER FEATURES

## Customize Your Membership Experience

Your Membership Account Executive will work with you to **customize your membership** experience to ensure you're connecting with the right audience to grow your business.

## Connections to Decision Makers

The Chamber is known for its robust **programs and events**. Attend one and you will understand why. Our events put our members in the company of leading business and political minds – those experts who keep us in the know with useful information and thoughtful perspectives. We host more than 100 events each year, from a small intimate gathering of CEOs to events with up to 1,200 attendees. Chamber events are excellent platforms for our members to interact with industry experts and renowned thought leaders, and to build important, lasting relationships through peer-to-peer networking.

## Strengthen Your Skills and Grow Your Employees' Talents

Enhance your team's professional development through the Chamber's **educational and professional development programs**. We offer low-cost programs centered on core business skills including marketing, financials, operations, strategy and sales.

## Attracting the Best Talent

In today's competitive employment market, business owners need access to talent to keep their companies growing. The Chamber offers recruitment resources for our region, including a dedicated recruitment site at **ASmartPlace.com**. This site provides job seekers with access to local opportunities, training providers, and career fairs to ensure they can connect with you and your open positions.

## Cost-effective Marketing Solutions to Your Target Audience

Product positioning is key for any business and through **ChamberON** – our annual sponsorship campaign – you'll be able to reach your target audience of more than 2,100 member companies.

## Extend Your Brand and Grow Your Customer Base

As a trusted source for business news and information in the region, **Initiatives magazine** offers our members unparalleled opportunities to extend your brand messaging, enhance your image, and grow your customer base. With a dedicated readership of decision makers, business executives, small business owners, and thought leaders, advertising in *Initiatives* magazine provides heightened visibility and awareness to your brand.

### Build Relationships for New Business

Build your business by building relationships through the Chamber's **Ambassador and Emissary programs**. These volunteers raise their business profile in the business community through their support of the Chamber's work which creates more opportunities to cultivate business relationships with targeted industries and companies.

### E-marketing Solution to Attract New Customers

Position your product or service to 7,500 email subscribers with our complimentary electronic marketing solution, **Member Connection**. This bi-monthly communicate connects your product or service with an audience of like-minded consumers.

### Access to Products, Services, and Expertise to Support Your Business

Sometimes you just need to find someone local who can help meet your needs. Search our **Membership Directory** to connect with other business owners to obtain their services, seek their input, or talk to them about doing business with you.

### Customized Marketing Solutions to Enhance Your Directory Listing

With more than 26,250 unique monthly visitors to the **Chamber's website**, separate your brand from the competition by adding videos, photos, or enhanced product descriptions at no additional cost.

### Advocacy on Behalf of Your Business

The Chamber's **public policy** experts continue to serve in the important role of deepening our members' understanding of significant public policy issues while providing a collective voice from the business community to our elected leaders at the federal and state levels on the highest priorities for the region.

### Stay Informed on the Latest Business News

Knowledge is power for you and your employees. Stay informed on all the latest business news with complimentary, unlimited subscriptions for you and your employees with the Chamber's weekly e-newsletter, **the Mash-Up**. Delivered every Monday to your inbox, the Mash-Up is your link to the week's news, market research, information, and events to prepare you for the business week.

### Help with Starting or Growing a Business

Whether you've been in business for a few years or you're nurturing an idea for a new venture, the Chamber **connects you with the resources** to spark your next step through partnerships with institutions like the UAH Small Business Development Center and the Alabama A&M University Disadvantaged Business Enterprise Support Services. You will gain insights into how to get started, how to manage, and how to grow your new venture.

### Market Your Events

The Chamber's **Calendar of Events** is a powerful, complimentary tool to market your company's event to thousands of subscribers to the Chamber's digital communications.

### Share Your News

Promote your new hires, awards, new product offerings, contract awards, expansion, and other news in the **Member News** section on **hsvchamber.org** and in **the Mash-Up** weekly e-newsletter.

### Savings for Exporters

Member companies receive preferential service and discounts for **Certificates of Origin** preparation for products being exported from metro Huntsville.



Sponsored by



2024



**HUNTSVILLE  
MADISON COUNTY  
CHAMBER**  
ALABAMA - USA

225 Church Street NW  
Huntsville, AL 35801

256-535-2000 phone  
256-535-2015 fax

[membership@hsvchamber.org](mailto:membership@hsvchamber.org)

**[hsvchamber.org](https://hsvchamber.org)**