



## WELCOME MEMBER

2024

CHAMBER COMMITTEES

PROMOTIONAL INCENTIVES

EVENTS

GET THE MOST OUT OF  
YOUR MEMBERSHIP



## WELCOME!

Welcome to the Onondaga West Chamber! As a member, you have made an investment to support the growth and prosperity of our members and the local business community. Your membership in the Chamber provides many opportunities to network and connect with other members to promote your business.

As a member, please take full advantage of your membership investment and get involved with the Chamber. We look forward to working with you and servicing you in the months and years ahead. We are confident that your decision to join is one of the best investments you can make for your business.

## WHO WE ARE

We are a 401(c)6 non-profit, membership-based organization that supports and advances business and community interests, as well as the quality of life in the Onondaga East communities.

The Chamber provides its members with an array of opportunities including but not limited to: networking, advertising, workshops, and committees.

Members are able to take advantage of many of these opportunities free of charge or of minimal charge as they are included with membership dues.

## CHAMBER MISSION STATEMENT

To serve the Onondaga East community by promoting and encouraging responsible business growth and development locally. We support a diverse array of civic and cultural programs and are devoted to increasing public awareness of the variety of products and services that Onondaga East Chamber businesses offer.



## CELEBRATE WITH US!



Ribbon Cuttings are held to help promote your business.

Whether you are a new business hosting your grand openings, celebrating an anniversary or wanting to showcase a remodel, the Chamber can help promote your event with a ribbon cutting *(you do not need to be a member to have us host a ribbon cutting).*

## REFERRALS

Looking for potential customers and leads? We can help. Each day the Chamber receive phone calls and emails from potential customers looking for businesses that can help them with specific needs and goods. We only recommend our chamber members businesses. In addition to telephone calls, our website receives traffic where your business is listed in our online directory.



# NEW MEMBER CHECKLIST

Congratulations on becoming a New Member of the Chamber  
Now Get Involved!

- Upon receiving your Welcome New Member email, please respond according with your logo, 25 word description, contact information, etc.
- Review your business information on the Chamber's online directory to make sure you like what your listing looks like.
- Let your business associates and customers know you have joined the Chamber
  - Add us on social media Facebook, LinkedIn, Instagram, and YouTube.
  - Add Chamber logo to your website. Ask Lauren for the logo!
  - Subscribe to our YouTube Channel at <https://www.youtube.com/@onondagaeastchamber>
  - Send us a blog for our blog page to get your name out to the public.
- Schedule your ribbon cutting to promote your business as a member of the chamber.
- RSVP online and attend monthly Chamber events - add them to your calendar.
- Add other employees to online representative list to receive communications.
- Attend your first Networking Event and get introduced as a NEW member.
- Display our membership plaque and/or decal in your business.
- Let your coworkers know about seminars that would be of interest to them - HR, Customer Care, Finance, Marketing, etc.
- Read and forward the Monthly Email Update & Monthly Pulse Newsletter to your employees if they are not already receiving from us.
- Get involved with a committee:
  - Pantry Dinner Dance Auction
  - Henry McIntosh Golf Tournament
  - Events
  - Marketing
  - Membership
- Invest in the Chamber by volunteering, sponsoring or hosting one of our future events.
- Add events, promotions, celebration to the Chamber's monthly Pulse Newsletter (info due by the 20th of each month), monthly mid-month eblast (info due by the 10th of each month), and we will post it on social media for you!
- Drop off your company brochures, business cards & promotional items to the Chamber office.
- Pay bills and renew your annual membership through our website.
- Add available job postings for our Community Job Opportunities page on our website.



# WHY INVEST IN THE ONONDAGA EAST CHAMBER?

## NETWORKING, PROMOTION & GROWTH

The Chamber hosts many networking events throughout the year so members can meet and exchange ideas, develop business relationships and increase their professional network.

## DISLOYALTY PROGRAM

The name, at first, sounds negative...That's the eye catcher! The name of this card will draw a person in and make them want to learn more. This card is a punch card that is going out to only our OEC members that serve food/coffee. It makes the consumer go to more restaurants through Onondaga East and hopefully bring their family and spend money in your establishment! It is a way to connect our business community and grow it!

## BUSINESS VISABILITY

The Onondaga East Chamber is at local festivals, movie series, Party in the Plaza, etc. This is a chance for your business to attend, sponsor, or volunteer and get your name out.

## BYBB

Boast Your Business Breakfast networking event. Members give a one-two minute elevator speech. Lots of great networking - the food and raffle is just a plus!

## New Member Recognition

Welcome social media post, quarterly new member event, where new members are personally invited by our VP of membership and introduced to members, our VP of membership will also come to your business and provide you with our chamber certificate and window sticker, and a Newsletter spotlight.

## OEC COMMITTEES

At a time when it's challenging to find networking opportunities, we have some fun possibilities for you! Participate on one or more of the chamber's committees and get to know other chamber members:

- Pantry Dinner Auction - Plan and help carry out the Pantry Dinner Auction
- Henry McIntosh Golf Tournament - Plan and help carry out the Annual Chamber Golf Tournament in August
- Events Committee - Plan and help carry out chamber events throughout the year, including educational and networking events and participating in municipal and community events
- Marketing - Plan and help carry out primary marketing and communications activities of the chamber
- Membership - Reach out to new, renewing and potential members to provide one-on-one connection, promote membership value and continuation, facilitate networking with new members.

Please contact the Chamber if you are interested in joining a committee or for more info. See promotion information for incentives to join or volunteer for events.

## PROMOTE YOUR UPCOMING EVENTS

Members are welcome to share their upcoming events with other members and the community by telling your Executive Director to post them to our calendar on [www.onondagaeast.com](http://www.onondagaeast.com)!

## (CONTINUED) WHY INVEST IN THE ONONDAGA EAST CHAMBER?

### MARKETING AND PROMOTION

Need to connect with potential customers, build your business or promote your brand? Our marketing options such as our website, monthly Chamber Pulse Newsletter, and Monthly Email Update can position your business as a proactive business and community leader.

Each member receives a free listing in the online business directory on the Onondaga East Chamber's website, [www.onondagaeast.com](http://www.onondagaeast.com). This site serves as an informational portal to the Onondaga East Chamber's area community. Chamber members may increase their exposure by choosing additional listing categories at no extra cost.

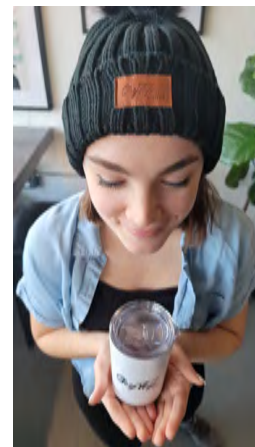
Every month the Onondaga East produces the Pulse newsletter including Chamber news and activities plus member updates. Chamber members can submit new hires and promotions, awards, events, or other news in a pre-written article at no cost. The Pulse Newsletter is distributed to the entire membership via email to 500 individuals. You can also pay a small fee and place ads or flyers in this publication.

A monthly email update is emailed out to all members notifying them of upcoming chamber and community events. This is a free marketing tool available to all members to communicate their special events. To have them included, just visit our website calendar and add your event! They automatically are added to the email and are available to the public to view on our calendar. There is also a quarterly sponsorship opportunity available to have your businesses banner at the top of the email. Contact the Chamber for info.

The Chamber hosts many events in which sponsors are needed. These sponsors are included in signage for the event, along with any print advertising and web presence. Sponsored events include the Chamber Annual Dinner, Annual Golf Tournament, Spring Auction, etc.

### PROMOTIONAL INCENTIVE TO BE ON COMMITTEES OR VOLUNTEERING TO HELP AT EVENTS

Any member that joins a committee will receive 2 free business card ads in our newsletter. Any member that volunteers their time at an event receives a business card ad for each time they volunteer.





# 2024 ADVERTISING OPPORTUNITIES

## THE PULSE MONTHLY NEWSLETTER

Event listings appear under Upcoming Member/Community Events with associated graphics. Event listing information must be ready to copy/paste; all graphics (FREE or PAID) must be submitted in JPG, PNG, or PDF format using dimensions specified in our Advertising Opportunities info. Submissions are due by the 20th of the month preceding the targeted newsletter. Free promotion eligibility is determined as follows:

- FREE promo of NON-PROFIT member and MUNICIPAL events: Event listing (member name, event date/time, brief description, link to more info) and a flyer if provided.
- FREE promo of BUSINESS member events that are a fundraiser for a charitable organization: Event listing (member name, event date/time, brief description, link to more info) and a flyer if provided.
- FREE EVENT listing with no restrictions on type of membership or event: Listing includes member name, event date and time, brief event description, link to more info. No graphics.
- FREE promo of SPECIAL EVENTS: Grand openings/ribbon cuttings, 50-year celebrations, etc. for all members.
- FREE MEMBER AD\*: One (1) free member ad per calendar year: Event listing (member name, event date/time, brief description, link to more info) and a 1/2 page flyer.
- PAID AD: Anything more extensive/prominent than basic event listing (member name, event date/time, brief description, link to more info) is an AD and sold per current NEWSLETTER AD pricing. See 2023 Advertising Opportunities document on our Chamber website.

\*A larger ad may be purchased by members under this FREE MEMBER AD benefit with a \$20 discount off the larger ad price. Discount limited to 1/calendar year.

\*\*Note: Chamber may edit text or typos, or for format consistency with other entries. Members: Please submit copy-ready information - chamber may return or omit if not copy-ready.

## MID-MONTH UPDATE

This is a brief, graphics-free update listing chamber and member/community events along with any timely chamber communications sent out on the 15th of each month. Submissions are due by the 10th of the month.

- FREE EVENT listing with no restrictions on type of membership or event: Listing includes member name, event date and time, brief event description, link to more info. No graphics.

\*\*NOTE: Chamber may edit text or typos, or for format consistency with other entries. Members: Please submit copy-ready information - chamber may return or omit if not copy-ready.



# 2024 ADVERTISING OPPORTUNITIES

## EMAIL BLASTS

Graphics submitted must be JPG or PNG; info submitted must be exactly as member wants it – copy- ready for email along with graphic to upload. Request must be submitted 2 weeks in advance of event to allow for email scheduling.

- 6 FREE email blasts per year per member
- Email may contain any information the member wants to promote.

## CHAMBER FACEBOOK/INSTAGRAM PAGE & CHAMBER CALENDAR

FREE – Graphics submitted must be in JPG or PNG format for easy upload. *Submissions are due 2 weeks prior to an event to guarantee posting and allow for scheduling.*

- Posting of events members/municipalities send to us to promote; must send exact info to post via copy/paste
- Will share events from member's FB/IG pages on our timeline if we are tagged
- Chamber will limit the number of daily FB posts, so posts will be scheduled out.
- Only chamber events will be listed under our FB Events

## CHAMBER FACEBOOK/INSTAGRAM PAGE STORIES/YOUTUBE & BLOGS

FREE – Social media video spotlights on your business. Have the Chamber come to your business and give you control of our social media to video a short 1 minute highlight about your business OR have us video you referencing what your business has happening.

FREE- Send us your videos about your business. Provide a short video with tips, advise, a walk-through of your facility, etc. We will upload these videos to our YouTube Channel and share them throughout our social media platforms.

FREE - Send us a blog to have on our website. It is a great why to give advise and expertise in your field. It will drive traffic to you website and highlight your business.



# 2024 ADVERTISING OPPORTUNITIES

## ADVERTISING IN THE PULSE NEWSLETTER

### STANDARD NEWSLETTER AD RATES:

- FULL PAGE FLYER \$65 for 1 month/ \$300 for 12 months
- HALF PAGE AD \$80 for 3 months - 7.5"W x 5"H
- BUSINESS CARD AD \$20 for 1 month / \$45 for 3 months

Please note: Ad copies should be submitted electronically to the Chamber as PDF or JPEG files.

## ADVERTISING ON THE CHAMBER WEBSITE

The website advertising (based on calendar year) is as follows:

- **ROTATING BANNER ADS:**  
\$130 for 3 months; \$205 for 6 months; \$325 for 12 months.\*
- **FEATURED BUSINESS LINKS:**  
(appears on 3 of our web pages and links to your website): \$80 for 3 months; \$105 for 6 months; \$205 for 12 months.

\*There are 5 banner ads and 10 business links available. If you are interested in advertising on the website please contact the Chamber Office.

Please Note: Rotating Banner Ads must be created by a professional web graphics designer and conform to exact size specifications. 1098 x 648 pixels

### QUESTIONS?

Please contact the Chamber M-F 9am-1pm at  
315-637-4760 or [onondagaeast@gmail.com](mailto:onondagaeast@gmail.com).





# 2024 BOARD OF DIRECTORS

## OFFICERS:

### Executive Committee

President: Bobby Richie- Craftsman Inn

1 st V.P. (Membership): Brenton Hall – FastSigns

V.P. (Marketing): Josh Amidon – Gino’s Steak & Onion

V.P. (Events): Heather Mulhull – Tompkins Community Bank

Secretary: Jeannine Masucci – Manlius Jewelry

Treasurer: Maggie Levy – Seven Pillars Bookkeeping

Past President: Dave Jones - Edward Jones Financial

### 2024 Directors

Matt Webster - Equitable Advisors

Mike Skeele – Skeele Insurance Agency

Greg Palmer- Empire Vac

Lynn Blair - Eldlwood Liverpool

### 2025 Directors

Amber Shannon – YMCA Manlius

Rae Earl – Creative Environment Day School

Todd Pastor – Friendly Honda

Dave Marshall - Crystal Clear Financial

### 2026 Directors

Jean Edminister – Encore

Dave Tyler – Eagle Bulletin

Jamie Gabriel – Cavalry Club

Kathy Fortner - Pampered Chef

## EXECUTIVE DIRECTOR, LAUREN BURDICK



425 East Genesee Street  
Fayetteville, NY 13066  
Phone: 315-637-4760  
Fax: 315-637-4762  
onondagaeast@gmail.com

The Chamber is available Monday through Friday, 9AM to 1PM to assist our members and the general public imersed in finding out more information about our member businesses.