

Bellco Explains How to Get the Most Out of Your Chamber Membership

by Peter Hodges, Bellco Credit Union

Many business owners debate whether or not joining their local chamber of commerce is worth the investment. Bellco falls in the “worth it” category and is involved in a number of local chambers across Colorado. We contacted John Brackney, the CEO of the South Metro Denver Chamber of Commerce, for his take on ways a business owner who has decided to join a chamber can make the most of their investment.

Get involved with your fellow chamber members

Chambers give you access to an established group of fellow business owners, executives and community leaders. These business people are a wealth of practical knowledge on a wide range of subjects. Brackney has seen chamber members coach each other through the details of getting a loan, finding a reliable printer for marketing materials, smart website hosting and more. Use the other chamber members you meet as resources to avoid making simple mistakes.

Look for ways to be helpful

What area of expertise do you bring to the table that could be helpful to other chamber members? Use the various events to get to know people and build relationships before you dive into your sales pitch. Offer to give a free seminar or write an article for the chamber newsletter or website. Make yourself known as an expert and let other members come to you.

People like to do business with friends

Brackney recommends new business owners approach each chamber function and meeting with a spirit of friendly curiosity. Ask other members questions like, “Why did you join?” “What do you like best about the chamber?” and “How has your chamber membership benefited your business?” Not only will these queries yield useful information for you, you’ll also build your connections at the same time.