# Member Resource Guide

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# Make the most of your chamber membership.

## Commerce. Connected.

OneZone, a Hamilton County chamber, serves the Central Indiana business community as a commerce connector, strong voice, significant presence and business advocate in an ever-changing marketplace.

With OneZone, businesses in Carmel and Fishers get an organization that reaches across municipal boundaries – just the way business does – to deliver more impact and more opportunities more efficiently.

As a member of OneZone, you get:

- The networking, collaboration, exposure and business growth opportunities that come from being part of a 1,300-member organization.
- The advocacy and business-promotion power that comes from a single, larger organization.
- Business connections across a broader geographic area.
- Access to more than 60 business events annually.
- A vibrant young professionals' organization.

OneZone. Commerce. Connected.

## OneZone location, contact information & hours of operation

**Address:** 10305 Allisonville Rd., Ste. B – Fishers, IN 46038

**Office hours:** Monday through Friday, 8:30 a.m. to 4:30 p.m.

**Phone:** 317.436.4653 **Email:** info@onezonecommerce.com **Website:** onezonecommerce.com

**Facebook:** facebook.com/onezonecommerce **Twitter:** @onezonecommerce

## Chamber staff:

### President

Mo Merhoff, mo@onezonecommerce.com

### Chief Operating Officer

Jack Russell, jack@onezonecommerce.com

### Office Administrator

Cheryl Robinson, cheyl@onezonecommerce.com

### Communication Specialist

Patty Steffen, patty@onezonecommerce.com

### VP Membership Development

Ruth Pritchett, ruth@onezonecommerce.com

### Account Executive

Matt Horton, mhorton@onezonecommerce.com
Arron Stanton, astanton@onezonecommerce.com
Olivia Westermeier, olivia@onezonecommerce.com

### VP Programming

Carol Doehrman, carol@onezonecommerce.com

# For Members Only

## Member Center

The OneZone website offers a special area just for members, which is accessible by clicking “Member Login” on the menu bar. To access your company’s information in the Member Login, you must have login credentials. Contact Member Services at OneZone to obtain your username and password.

Use the **Quick Links** in the Member Login to:

### Update Contact Information

Make changes to your contact information and main chamber contact.

### Pay Your Bills

Pay your outstanding invoices for membership dues or chamber events.

### View Coupons

View member-to-member coupons and special discounts offered by other chamber members.

### Referral Report YTD

View your company’s data to learn the number of clicks on your member directory listing and website.

### Change Your Login

Change your chamber-assigned user name and password to one you prefer.

### Submit a Coupon

Post your company’s discount coupons or special offers for the public or just for members.

### Submit an Event

Post your company’s events on the community calendar.

### Post a Job

Post your company’s open positions, as the chamber website is used as a resource for those seeking employment.

### Include Your Social Networks in Business Directory Listing

Enter your social networks – Facebook, LinkedIn, Twitter, YouTube, InstaGram and more – to appear on your directory listing. Click on *Update Social Networks* located beneath the *Members Only* heading.

### Log Out

Before leaving the Member Center, log out to protect your account information.

# Marketing Opportunities

## Maximize your online presence at onezonecommerce.com.

### Update your information in the Business Directory.

Keep your information up-to-date and accurate in the chamber's Business Directory.

- From the Home Page at www.onezonecommerce.com, click on "Membership."
- From "Membership" click on "Member Login."
- Enter your username and password.
- Click on "Profile Update" in the Quick Links box.
- Enter your information and click "Save Change Requests."

### Be easy to find in the Business Directory.

Make it easy for the public to find you in the Business Directory by listing your business under multiple categories. Contact Member Services for details.

### Post your events.

Post your business events on our online community calendar. The calendar is accessible from the website's main menu bar.

- From the Home Page at www.onezonecommerce.com, click on "Membership" on the menu bar.
- From "Membership" click on "Member Login."
- Enter your username and password.
- Click on "Submit an Event" in the Quick Links list.
- Enter your contact and event information. The Event Name will appear on the calendar; for maximum visibility, include your company name in your event title. Proofread for accuracy and grammar before submitting.
- Complete the event information and click "Submit Event."

Once submitted, your event will be posted on the community calendar following an internal review process.

### Submit your press releases & news.

Submit your business news for inclusion on the Member News page.

Share details about your business's awards and recognition, staff promotions, new employees and board members, changes and updates, openings, new tenants and other relevant news.

Send your news to news@onezonecommerce.com in press release format as a Word document attachment or included in the body of the email. We are unable to post PDF documents or images.

### Offer coupons & special offers.

Post coupons or special offers online. Coupons are accessible from the website's home page.

- From the Home Page at www.onezonecommerce.com, click on "Membership."
- From "Membership" click on "Member Login."
- Enter your username and password.
- Click on "Add a Coupon" in the Quick Links box.
- Click the "New Coupon" button.
- Enter your information and click "Save."

Once submitted, your coupon will be posted following an internal review process.

### Post job openings.

Post job openings on our website, as other members and the public use the chamber website as a resource when seeking employment.

- From the Home Page at www.onezonecommerce.com, click on "Membership."
- From "Membership" click on "Member Login."
- Enter your username and password.
- Click on "Post a Job" in the Quick Links box.
- Enter your information and click "Submit."

Once submitted, your job opening will be posted following an internal review process.

## Show you're proud to be a chamber member.

Enhance your company's community presence and support by posting the chamber member logo on your website. Studies show that the public views local chamber members with positive regard in supporting their communities. Contact the chamber for logo and details.

### Use the chamber's mailing list to reach your customers.

Send your business message directly to chamber members by mail. We supply the list, you do the rest. Contact the chamber for details.

### Open your new business with a ribbon cutting.

Promote your grand opening, expansion, move to a new facility or anniversary with a ribbon cutting. We'll bring ceremonial scissors and a colored ribbon and bow to help you celebrate. Contact the chamber at least two weeks in advance to schedule your ribbon cutting, which can be held Monday through Friday between 9 a.m. and 4 p.m.

### Upgrade your membership to the next level.

Receive additional promotional elements to gain visibility for your business by moving up to the next membership level. Benefits provided at each member level are posted on the OneZone website and can also be obtained by contacting the chamber office.

# Sponsorship Opportunities

## Maximize your on-site presence at chamber events.

Become a sponsor and give your business a boost.

### Monthly Luncheon

Introduce your business with a Showcase or Display Table. Interact with members and guests before and after the luncheon.

### Business Expos

Put your business on display at or attend the chamber's largest two events of the year. Participate in Taste of the Chamber in January, Food Forum & Business Expo in October or both.

### Golf Events

Build relationships through sponsorship or by participating in one or both golf events.

### Annual Awards Luncheon

Be part of the annual awards by sponsoring the event that honors business success and excellence.

### Legislative Breakfast Series

Raise your company profile by supporting the Hamilton County Business Issues Committee's annual legislative events.

### All-County Chamber Events

Maximize your marketing power at the All-County Chamber Luncheon and other joint events of OneZone and the Noblesville, Northern Hamilton County and Westfield chambers of commerce.

### Other Sponsorship Opportunities

Sponsor or host a specific event or program to reach your target audience. Contact the chamber to find out more about tailoring a sponsorship to meet your business needs and goals.

# Volunteer Opportunities

Getting involved with OneZone by volunteering for a committee is an easy way for you to maximize your investment in the chamber. As a membership organization, we value your help and input.

Interested in joining a committee? Contact the chamber for more information.

## Join a committee

### Ambassadors

Ambassadors assist with check-in and greet attendees at events, welcome new members and connect with current members, encourage and recruit others to attend events, and volunteer at chamber fundraisers.

### Young Professionals

The Young Professionals Committee plans and executes events for young professionals under 40, helps these members connect with the chamber and provides opportunities for networking, leadership and education.

### Business Issues

The Carmel Business Issues Committee and the Fishers Advocacy Council develop the annual policy agenda for board approval, recommend chamber action on issues that impact local businesses and review issues brought by members.

### Awards

The Awards Committee assists chamber staff with the organization, promotion, sponsorship solicitation and recipient selection for the chamber's annual awards and the luncheon honoring the recipients.

### Golf

The Golf Committees assist chamber staff in the planning of and sponsor/player solicitation for the chamber's annual golf events.

### Membership

The Membership Committee reviews and provides input on member acquisition and retention, member benefits and member events; assists with the chamber's member retention program through contact with members; and provides leads for new members.

### Scholarship

The Scholarship Committee coordinates the scholarship process and selects the recipients of the Nancy Blondin Scholarship, which is awarded annually to a high school senior.

# Events, Networking & Programs

OneZone offers events throughout the year for members and those interested in joining the chamber. From access to informative speakers and educational programs that bring you the latest business topics to networking and socializing opportunities that will put you in front of thousands of future clients, OneZone offers a wide selection of events to fit your specific needs.

### Member Orientation

Whether you're a new member or just need a refresher on your membership benefits, join us to learn firsthand what the chamber has to offer.

### Business Expos

The annual business expos draw hundreds of exhibitors and guests in January and October and are great opportunities for member businesses to promote their products and services. The business expos attract many of our restaurants and catering facilities who offer tastings from their menus, and is also a great place for all businesses to display their products and services, make connections and generate new business.

### Golf Events

Participate in the chamber's annual golf events or promote your business through sponsorship.

### Awards

The chamber annually recognizes member companies for excellence in various categories including business of the year, young professional of the year, green/environmental practices, lifetime achievement and more. Nominations from member businesses are accepted and award winners are honored at the December luncheon.

### Scholarship

This scholarship is awarded annually to a graduating high school senior based on need, activities, academics and essay. The scholarship fund is supported through donations to the scholarship fund.

### Business After Hours

Held throughout the year, these after-hours events offer an opportunity to network, connect and socialize while enjoying drinks and appetizers at a member business.

### Monthly Luncheons

Hear the latest chamber news and a featured guest speaker while networking and dining on a plated meal. Offerings include collaborative events with the four Hamilton County chambers (Noblesville, Northern Hamilton County, OneZone, Westfield), hosting State of the City addresses for Carmel and Fishers, and the December awards luncheon.

### Network Breakfasts

Make a new business contact every two minutes as you network to connect and do business at these structured networking events held jointly with the four Hamilton County chambers – Noblesville, Northern Hamilton County, OneZone and Westfield. Come prepared with a two-minute speech, and bring your business cards and brochures to distribute at you rotate from table to table.

## Young Professionals

OneZone Young Professionals, the specialty group for those under 40, offers social networking events along with educational opportunities. Joint events with other young professionals groups in Indianapolis and central Indiana provide a chance to broaden your network.

## Legislative Breakfasts – Hamilton County Business Issues Committee

Legislators are on hand to respond to the business issues agenda developed by the Hamilton County Business Issues Committee, which represents the four Hamilton County chambers - Noblesville, Northern Hamilton County, OneZone and Westfield. The Business Issues Committee includes representatives from each chamber and addresses issues that impact businesses and the community.

## Partnerships with SCORE and BOI

Gain access to resources, mentoring and small business financing from these chamber partners who keep office hours at the OneZone office.

## Reservations and Information

Reservations for all chamber events can be made online or by calling the chamber office. For additional information, call our office at 317.436.4653 or email us at info@onezonecommerce.com.

# Maximize Your Chamber Investment

## Create a “Chamber Culture” within your company.

You’ve decided to invest in OneZone. Make sure you maximize that investment by using all the information and tools available to build your network and increase your visibility in the market.

Put these tips into action at your company:

1. Dedicate a bulletin board to chamber news – print and post the chamber e-newsletter, post a calendar with chamber events, post young professionals news and events, post pictures or share highlights from chamber events.
2. Add your employees to our e-newsletter distribution list or forward chamber emails to all employees.
3. Talk about the chamber with your employees and encourage them to take part.
4. Contact new members listed in the e-newsletter and welcome them to the chamber, introduce yourself and your business and set a time to stop by and meet them.
5. Use the chamber mailing list to introduce yourself as a new chamber member or to promote your newest product or service.
6. Assign someone to keep your company information current on the chamber website.
7. Use the tools on the website – post events, news, coupons and special offers.
8. Put the chamber member logo on your website and printed materials.
9. Do business with other chamber members and tell them you are using them because they are chamber members.
10. Invite other businesses to take part in the chamber and invite them as your guest to a chamber event.

# OneZone Board of Directors

**Courtney Lloyd – Chair** | STAR Financial Bank*

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**Executive Committee*