



2017 Membership Drive TRAINING PACKET

Chamber Contacts: Liz Albers and Sarah Dietz

913-888-1414 * lalbers@lenexa.org * sdietz@lenexa.org



2017 MEMBERSHIP DRIVE TEAM ROSTERS

BOARD OF DIRECTORS/TEAM CHANUTE:

Team Leader: Mike Stein/SKW
Jim Beadle/Shawnee Mission Ford
Emily Behrmann/JCCC
Joe Beveridge/Solid Ground Environmental
Doug Gorham/Amos Family Funeral Home
Brett Larson/Heartland Business Capital
Tracy Alber Mattis/Kids TLC
Rhonda Morgan/Heartland Coca-Cola
Wendy Padgett/Hunt Midwest
Dallas Purkeypille/Shawnee Msn Health
Kathy Saunders/Mainstreet Credit Union
Mike Talboy/Burns & McDonnell

AMBASSADORS/TEAM LACKMAN:

Team Leader: Todd Karnatz/CoreFirst Bank
Bill Anthony/Retired
Peter Colucci/American Family Insurance
David Junk/DJ Consulting
Stacy Knipp/Lenexa City Council
Jason Leib/Associates Solutions
Linda Laird/Celebrating Wellness
Dave Mennenga/GBA
Cary Occhipinto/Commerce Bank
Kathi Oppold/Image Wellness
Mike Reichmeier/Integrity Insurance Svc
Sherri Sobek/Allstate Insurance
Timothy Swift/Thrivent Financial
Dale Warman/Retired
Tricia Wolf/Top Notch, Inc.

H&G COMMITTEE & GENERAL

MEMBERSHIP/TEAM NA-NEX-SE :

Co-Team Leaders:
Kim Scheid/Avalon Specialties
Lynna Goldsby/Cruise Planners
David Brown/Lenexa Police Dept.
Damien Butler/Butler Holdings, LLC
Marlis Grad/ANB Bank
Noray Hardy/Budget Blinds
Jermaine Jamison/Jamison Perry, LLC
Mike Towler/Midwest Equity Mortgage
John Vogt/TJS Products
Becca Coleman/TRUE Private Wealth Mgt



2017 Fall Membership Drive is Underway!

LenExcellence

Be part of history!

Upcoming Events:

- November 2, 2017
Business After Hours - Plnstripes
[LEARN MORE](#)
- November 7, 2017
Chairman's Ambassadors Meeting (Ambassador Members Only)
[LEARN MORE](#)
- November 15, 2017
Chamber Luncheon
[LEARN MORE](#)

[View All Events](#)



LenExcellence

Be part of history!

Welcome New Members!

Did you know that in nearly every community there is no other single organization whose role is so multi-dimensional and whose results are so productive on behalf of the business community than the Chamber of Commerce? Chambers get the work done!

Lenexa is making history! [View the letter from Lenexa Mayor Michael Boehm!](#)

Future Chamber Members:

Membership Drive Teams:

[ENTER HERE >](#)

[ENTER HERE >](#)



Calendar of Events

NOVEMBER

November 2 5 – 6:30 PM	Pinstripes 13500 Nall Avenue	<i>Business After Hours Networking Membership Drive Kickoff</i>
November 15 11:30 AM	Sheraton Hotel Overland Park 6100 College Blvd	<i>Chamber Luncheon \$ Mem Drive Reward Recognition</i>
November 16 12 PM	Dot's Pretzels 16286 W 110 Street	<i>Ribbon Cutting</i>
November 22 12 PM	Lenexa Chamber Office 11180 Lackman Drive	<i>Membership Applications Due!</i>
November 28 8 AM	Lenexa Chamber 11180 Lackman Road	<i>New Member Breakfast Sponsor: KC Comets Soccer</i>
November 28 5 PM	Ignite Wood Fire Grill 8721 Ryckert Street	<i>Membership Drive Celebration (Teams Only)</i>
November 29 7:45 AM	Holiday Inn & Suites 8787 Reeder Road	<i>Speed Networking Breakfast \$</i>

DECEMBER

December 6 7:45 AM	Paulo & Bill's Restaurant 16501 Midland Drive	<i>Quick Start Breakfast \$</i>
December 19 8 – 9 AM	Shawnee Mission Health Location TBD	<i>AM Live Networking</i>

For details about each event please visit www.lenexa.org and click on "News & Events". Additional events may be added and event dates may be changed due to reasons beyond our control. Please check the website frequently for the most up-to-date list of events.



2017 Membership Drive - Information

- ★ Campaign Dates: November 2 - November 22 (noon), 2017
- ★ Goal: 1 new member each
- ★ A Membership Drive Resource Page has been created on the chamber's website and the link emailed to you. The page includes all of the information that you will need to successfully recruit your new member. It will also contain exciting updates on the progress of the campaign!
- ★ Watch for the weekly 'Membership Drive Update' email for important updates!
- ★ Ways to find potential members:
 - ◆ Personal prospect list (in this packet and is also on Membership Drive Resource Page of chamber's website)
 - ◆ Leads from the chamber (will be emailed to Team Leaders to distribute to teams). Each list contains different leads.
 - ◆ Other chambers' online membership directories (if they are a member of one chamber chances are good they will join others)
 - ◆ Phone books
- ★ **The best way to determine if a company is already a member** is to use the Chamber's online membership directory rather than the printed directory. The online directory is available through a link on the Membership Drive Resource Page or at www.lenexa.org by clicking on "Chamber" then "Membership Directory"
- ★ All new member applications **with form of payment** (check, cash, MasterCard, Visa, American Express, Discover) must be received by the chamber (mail, fax, online, walk-in to Chamber office) by 12pm on Wednesday, November 22th. (Chamber office hours are Mon-Fri 8:30-5 PM). **Absolutely no applications can be accepted after this deadline.** Be sure to write your name on the top of the application so we know to give you credit for the membership.
- ★ Only "companies" qualify as new members during the membership drive. **"Retired Individuals", "Affiliate memberships" and "Subsidiary memberships" do not qualify as new members in membership drives.** These categories have been removed from the Membership Drive Investment Schedule.
- ★ **Continued on Back...**



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Your Personal Prospecting List

Have you ever asked the following friends and business acquaintances whether they are members of the Lenexa Chamber of Commerce? You probably spend a good portion of your income with them each year, so they should be pleased to hear from you. Please check our [online membership directory](#) first to see if they are already members and if not, encourage them to join during the Membership Drive!

Prospect	Name	Phone
Accountant		
Attorney		
Auto Repair		
Bank		
Building Contractor		
Car Dealer		
Caterer		
Cell Phone Provider		
Church		
Day Care Center		
Dentist		
Distribution Center		
Drug Store		
Dry Cleaner		
Exterminator		
Florist		
Golf Partner		
Grocery Store		
Hair Stylist		
Hardware/Lumber		
Insurance Agent		
Investment Advisor		
IT Guy		
Jewelry Store		
Landscaper		
Office Machine Dealer		
Optometrist		
Physician		
Plumber		
Printer		
Realtor/Broker		
Restaurants		
Sporting Goods		
Veterinarian		
Website Host		



RECRUITING CONTESTS AND PRIZES

- ✓ When full payment is received recruiter chooses 1 of 3 rewards:
 - \$25 cash
 - \$25 gift card to a chamber member business
 - \$25 chamber luncheon certificate

- ✓ All team members who recruit new members before November 14th will be entered into a drawing to win \$50 CASH at the November 15 Membership Luncheon!

- ✓ Earn one entry into a drawing for 2 free Annual Dinner Tickets for each new member you recruit!

- ✓ Recruit a company from the **TOP 25 List** and earn **\$100 CASH!**

- ✓ The top recruiter, determined by \$ value of new members recruited by November 22nd earns a \$500 BONUS (minimum \$2000 in sales).

- ✓ The top recruiter, determined by the # of new members recruited by November 22nd earns a \$400 BONUS (minimum 4 new members).

- ✓ Both top recruiters also receive 2 tickets to the Annual Dinner where they will be recognized and rewarded as the Chamber's 2017 Top Recruiters.

Be on the lookout for occasional "surprise" contests!



Tips for Recruiting New Members

We are encouraging all team members to ask themselves “Which clients, suppliers or friends of mine have not yet discovered the benefits and services this great chamber offers to grow their business?” Tell them about our win-win situation that you know so well. You will be helping them open new doors while you are helping our organization grow.

The following is everything you need to know to successfully recruit your non-member business associates to become members of the Lenexa Chamber of Commerce during our Membership Drive!

1. Think about each phrase in the following Lenexa Chamber Mission Statement and how each relates to what you or your business has gained from being a member. What can you share with your prospective members?

“The Lenexa Chamber of Commerce exists to give its business members clout in the community, access to key people in government and the community, provide a forum for businesses to affect the business climate, and to play a lead role in insuring strong economic growth and quality of life in Lenexa.”

2. Review the Chamber's Four Areas of Focus from our website. Share how you and your company have benefited from each:

- Providing resources and tools necessary for your business to succeed
- Adding new customers and tax base to the community to support your bottom line
- Advocating a positive business climate that promotes economic stability and growth
- Planning for the future to ensure continued high quality of life

3. Review and share the wealth of information on the Membership webpage:

- Survey Results: Consumers are 63% More Likely to Buy from Chamber Members
- Why a Business Should become a Member
- Member Testimonials
- Networking & Involvement Opportunities
- Sponsorships & Marketing
- Business Exposure & Referrals

Continued...

4. **We have learned that businesses join the chamber for different reasons-**

- **Small businesses** basically join to take advantage of our first focus - *the resources and tools we provide to help them grow their business*. These include all of our networking, advertising, involvement and business exposure opportunities. They want to meet others and be seen. Focus on selling them these benefits. The [Members Bulletin Board](#) is very popular with these companies as well, so be sure to tell them about this no-cost exposure!

- **Large employers** benefit from the results of our other focuses. They may be a national company or a company that does not do business locally, so they may not believe they need to meet others in the community or be seen. BUT, they chose to operate their businesses here in Lenexa, so they *are* a part of our business community and we believe they should support the critical work we do on their behalf by becoming members. We encourage you to share the following links with them:

- [Governmental Affairs](#)
- [Economic/Community Development](#)

5. Invite your potential new member to a chamber event to “check us out”. They too will see that we are an important organization to belong to and support if they do business in our community. View the [Calendar of Events](#) here.

6. Offer the semi-annual billing option: We believe our investment rates are very reasonable with a great return on the investment. However, many businesses still have a difficult time budgeting for a membership. We would love for all businesses that want to join to be able to join, so we offer a semi-annual billing option. The new member would pay half of the annual investment amount when they join and the balance in 6 months. We have been successful in increasing our membership with this offering. **If the new member chooses the semi-annual billing option and pays for 6 months, we count this member as ½ a membership for you.**

7. **Tell them about the incentives (valued at \$100+) that they receive when they join:**

- Waiving the additional \$25 application-processing fee (value \$25)
- Receive Complimentary Membership Luncheon Certificate (value \$25)
- 12-month membership extended through December 2018, receiving 14 months of membership for the 12-month rate (value \$60+)

We hope these tips will help you to be successful in growing our chamber so that we can continue to keep Lenexa a great place for you to do business!

Thank you for your dedication! If you have any questions please contact Sarah Dietz or Liz Albers at the chamber: 913-888-1414 or sdietz@lenexa.org or lalbers@lenexa.org.



11180 Lackman Road • Lenexa, KS 66219-1236 • (913) 888-1414 • Fax (913) 888-3770 • www.lenexa.org • staff@lenexa.org

MEMBERSHIP APPLICATION

Receive incentives valued at \$100+ when your company joins during the Membership Drive (November 2-22, 2017):
+ Waiving the additional \$25 application-processing fee (value \$25) + Receive complimentary Chamber Luncheon Certificate (value \$25) + Receive extended annual membership thru December 2019 (value \$60+)

Company Name _____ Location Address _____
City/St./Zip _____ Phone Number _____ Fax Number _____
Website _____ Year Established _____ # Full Time Empl _____ # Part Time Empl _____
Billing Contact _____ Billing Contact's Email _____ Phone # _____
Address _____ City, St, Zip _____

COMPANY REPRESENTATIVES - (up to 3) for directory listing, chamber mailings and emails:

Primary Contact _____ Title _____ Email _____
Second Contact _____ Title _____ Email _____
Third Contact _____ Title _____ Email _____

To help serve you better please tell us why you joined:

Business Classification: Choose category from Yellow Pages book for listing in our membership directories _____

Optional Additional Business Classification listings in directories (\$50 each, per year) _____

Optional Enhanced Listing in online directory:

Option A: Red company listing plus 25-word business description (\$50/year). Enter 25-word description here:

Option B: Same as Option A, PLUS your company logo included in the listing (\$75/year). Enter 25-word description above and email logo to sschooley@lenexa.org

CONTINUED...

Please contact me about the following sponsorship opportunities:

- Host an AM Live or Business After Hours Networking Event _____ Monthly Luncheon Sponsor _____
- Speed Networking Event Sponsor _____ Quick Start Breakfast Sponsor _____
- New Member Breakfast Sponsor _____ Electronic Communications Sponsor _____
- Annual Golf Classic Sponsor _____ Annual Awards Dinner Sponsor _____
- Business Blast Expo Sponsor _____ Lenexa Art Fair After Hours Sponsor _____

Please contact me about the following involvement opportunities:

- Hospitality & Greeting Committee (year round) _____ Leadership Lenexa Program - \$\$ (Jan - June) _____
- Legislative Affairs (Sept - May) _____ Annual Golf Classic Committee (May-Sept) _____
- Lenexa Economic Development Council - \$\$ (year round) _____ Membership Recruitment Campaign (as needed) _____
- Annual Dinner Committee (Sept-Jan) _____

Investment Total:

Amount of Annual Investment (per schedule) \$ _____ Check enclosed _____ (Payable to Lenexa Chamber of Commerce)

Optional Add'l Classifications (\$50 ea) \$ _____ OR Charge to Visa, MasterCard or American Express (circle one)

Optional Enhanced Listing A (\$50) or B (\$75) \$ _____ Card # _____ Exp _____

\$25 Processing Fee (waived thru 11/22/17) \$ 0 _____ Signature of Card Holder _____

TOTAL DUE \$ _____ Title _____ Date _____

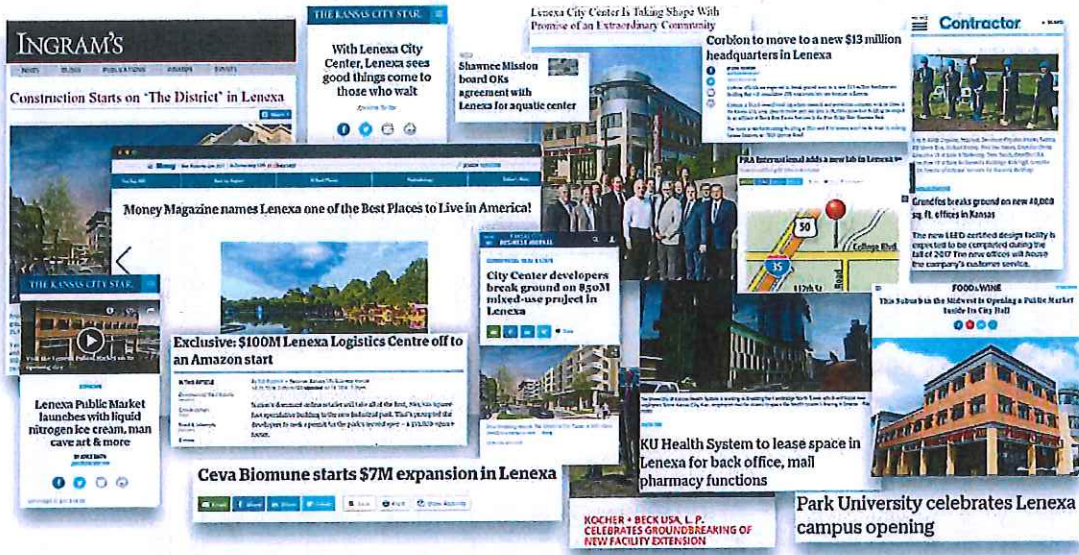
You may deduct 85% of your membership investment as an ordinary and necessary business expense for federal income tax purposes. By federal law, the other 15% is not deductible as a business expense as it is allocable to lobbying expenditures. Further information regarding deductibility should be obtained from your tax advisor.

Thank you for your support! Please allow 2 business days to process your application. A member of the Chamber's Hospitality and Greeting Committee will be contacting you shortly regarding delivering your New Member Binder to you.

The Lenexa Chamber of Commerce - An investment in the future of your business and the Lenexa community

MEMBERSHIP REFERRED BY: _____

Letter emailed to Chamber's list of Lenexa-based non-member companies on 10/31.
Teams to make follow up calls.



Lenexa is making history. We are the fastest growing city in the State. Money Magazine named Lenexa one of the Best Places to Live in America. We are breaking growth and development records, and our new Civic Campus and Public Market has already gained national recognition. We have created one of the best environments in the country to do business, while maintaining an outstanding quality of life for your workforce.



All of this would not be possible without the work of our partners at the Lenexa Chamber of Commerce. Their work in legislative advocacy, economic development, and their leadership in the community has helped make Lenexa an exceptional place to live and work.

Your company is not currently a member. I urge you to consider joining the Lenexa Chamber of Commerce. A representative from the Chamber will be contacting you soon and can answer any questions you may have. I am also available to talk to you about the benefits of membership, and what the Chamber means to our City. Just let your Chamber representative know you would like to talk with the Mayor and we will set a date. Help us continue to make Lenexa the best possible place for your company and employees to thrive.

Join the Lenexa Chamber of Commerce!

Sincerely,
Mayor Michael Boehm

TOP 25

Non-Member Lenexa Major Employers (100+ empl), Oct 2017 * = former member

Some companies did not return our calls to provide us with their current employee count and contact name so please keep this in mind.

<u>Company</u>	<u>Phone</u>	<u>Business</u>	<u>F/T Employ</u>	<u>\$ Invest</u>	<u>Contact</u>
Alliance Data Systems *	577-5000	Credit Card Serv	520	1955	Brenden Steffens
Amazon.com	?	Distributor	?	?	?
Church of Nazarene G.M. *	577-0500	Church	175	775	David Wilson
CVS Caremark	748-3240	Pharmacy	200	935	Darry Benedict
Consolidated Container	888-9494	Container Mfr	136	775	David Farrendin
Factory Direct Appliance *	888-8028	Appliances-Retail	144	775	Rod Holsapple
Faith Technologies *	541-4700	Electrical Contractor	250	835	David Jahner
Gear for Sports *	693-3200	Sports Apparel	630	1955	John Fryer
Hallcon	631-0450	Employee Transport	175	775	Tony Plut
Jack Henry & Assoc	341-3434	Bank Data Process	177	775	Jack Prim
JC Penney Distribution Center *	492-8600	Distribution Center	715	2010	Dan Daley
Keypath Education	254-6000	Ad Agency	179	775	Steve Fireng
Liquid Education	254-6997	Call Center	127	775	John Jennings
Modern Maintenance	345-9777	Janitorial Svc	140	775	Michael Zarinka
Nations Lending Svc	383-9248	Title Insurance	100	775	Steve Likens
Performance Contracting	888-8600	Specialty Contractor	172 @ 2 Lx locations	775	Bill Massey
Quest Diagnostics *	333-5562	Laboratory	2000	3500	Mary Ann Deffandack
SAFC Biosciences *	469-5580	Biological Products	185 @ 2 Lx locations	775	Michael James
Smith & Loveless *	888-5201	Pumping Equip	175	775	Sarah Ross
Sunflower Health Plan	401-4222	Managed Care Org	220	835	Miranda Steele
Thermo Fisher Scientific	888-0939	Laboratory	500 @ 4 Lx locations	1955	Rob Spignesi
TouchNet	599-6699	Software	149	775	Dan Toughey
Uhlig, LLC	754-4000	Publisher	180	775	Mark Uhlig
UPS *	541-3700	Delivery Service	800	2315	Vince Helfrey
Wachter Electric Co. *	541-2500	Electrical Contractor	175	775	Brad Botterson

2017 Lenexa Chamber of Commerce Investment Schedule

If your business falls under one of these categories please use the corresponding annual fair-share investment rate.

Financial Institutions	\$980
Non-Profit Organizations	\$365
Universities, School Districts	\$600
Utilities (including cable)	\$850
Hospitals	\$980
Real Estate Developers	\$980
Independent Contractors	\$365
Hotels w/meeting space & 250+ rooms	\$980
Hotels w/meeting space & less than 250 rooms	\$825
Hotels without meeting space	\$600

If your business does not fall under one of the above categories please use the corresponding annual local full-time equivalent employee-based rate below. Count 2 part-time employees as 1 full-time employee.

1-4 FTE Employees	\$365
5-20 FTE Employees	\$425
21-49 FTE Employees	\$475
50-99 FTE Employees	\$675
100-199 FTE Employees	\$775
200-299 FTE Employees	\$935
300-399 FTE Employees	\$1175
400-699 FTE Employees	\$1955
700-999 FTE Employees	\$2315
1,000+ FTE Employees	\$3185+ (Call for Quote)

LEADS TO FOLLOW UP WITH

Will you please take a few moments to document the status of the membership leads you call that are not able to join during the campaign? The Chamber will contact these companies at a later date. Please fax or email this completed form to Sarah Dietz at the Chamber, 913-888-3770 or sdietz@lenexa.org. Thank you!

Your name _____ Date _____

Contact Name _____ Company _____

Address _____

Phone _____ Email _____

Comments _____

Date to contact again _____

Your name _____ Date _____

Contact Name _____ Company _____

Address _____

Phone _____ Email _____

Comments _____

Date to contact again _____