



We provide leadership and act as a catalyst in creating a vibrant economic environment that supports business growth and attracts people to visit and live in Borrego Springs.

# Membership Drive 2012

**Thank you for your continued support.  
Please join or renew today!**

*Dear Friends:*

We look forward to working with and for you to make 2012 a great year for Borrego Springs. Working together for a common purpose is more important than ever. It's time to renew or join your Chamber of Commerce – the sole community organization concerned with critical business and economic issues that affect us all.

This past year, your membership dues helped us keep our Visitors' Bureau open, serving tourists from around the world (and residents, too) and directing them to our members' establishments. We further expanded the Borrego Days Desert Festival, bringing more tourists to town, grew the Farmers' Market and kept our lively Sundowners going strong. The 2012 Village Guide will, as before, be distributed to 15,000 in print and downloadable from our website. These programs and more help us sustain a vibrant community.

Our organization is stable and run by a credible and committed Board of Directors. We operate responsibly with prioritized objectives to serve members' interests and strengthen ties with our County representatives. Your membership support shows your trust in the future of Borrego Springs.

Please review the enclosed materials and join or renew right now. We sincerely appreciate the vote of confidence your membership dues represents, and we look forward to serving our business community in the coming year. Please mark your calendar now to attend the Annual Membership Meeting on Tuesday, January 17, 2012 at 8:00am. It will be a breakfast meeting where you will get to meet the officers, directors, staff and volunteers, plus hear more about what's planned for 2012.

Together, we're better – and that's always worth remembering!

With best regards and warm wishes,

**BOARD OF DIRECTORS 2011**

Pat Havens, President  
Joe Raffetto, Vice President  
Dori Holladay, Secretary  
Dan Wright, Treasurer  
Rich Caldwell, Immediate Past President  
Bunnie Hamilton, Director  
Kelley Jorgensen, Director  
Brad Tidwell, Director

**BOARD OF DIRECTORS 2012**

Dan Wright, President  
Joe Raffetto, Vice President  
Kelley Jorgensen, Secretary  
Leo Buckley, Treasurer  
Pat Havens, Immediate Past President  
Rich Caldwell, Director  
Bunnie Hamilton Director  
Dori Holladay, Director  
Brad Tidwell, Director

**STAFF**

Linda Haddock, Executive Director  
Joan Leopold, Bookkeeper



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# Membership Drive 2012

## member benefits



### **A beautiful building you can use.**

A gift from Dr. & Mrs. Sheldon to the Chamber and town. Our building is a welcoming Visitors' Bureau for tourists and residents alike. It is beautifully landscaped with native desert plants and is comfortably appointed, with plenty of room to display members' business materials. We have a lovely conference room, available for members to reserve, at no charge.

### **Promotion on our content-rich website.**

The Internet is a global marketplace, and the way we show up there tells the world about our special town. We have increased new visitors to our site over 40% since 2007 with over 85,000 first time visitors in 2011. Members report that they get 30-40% of their leads from our site. The content-rich, easy-to-use displays provide lists and links to member businesses, thanks to our Webmaster, Pat McArron. Visit [www.BorregoSpringsChamber.com](http://www.BorregoSpringsChamber.com), then click through to our Facebook page and tell us what you think or send us a Tweet on Twitter.



### **Town vitalization efforts that benefit us all.**

Chamber representatives are active participants in key planning activities designed to make the most of our core business district. We support the Borrego Village Association in its vitalization efforts and collaborated with our Community Sponsor Group to implement our Community Plan. Chamber leadership has been instrumental in getting these efforts up and running. Plus our TourismBorrego's "California's Secret Desert™" campaign is going strong!

### **Friendly Ambassadors who point visitors your direction.**

More than 60 community members volunteer their time for Chamber programs and projects. Our Visitors' Bureau is staffed by friendly, informed Ambassadors who represent our town and your businesses in a courteous manner. Our Ambassadors are tremendous assets, skillfully fielding questions and directing people to member establishments.

### **Support from the Chamber's terrific team.**

Support from the Chamber's terrific team. Our Executive Director and Bookkeeper are accomplished and friendly professionals who are here to assist Chamber members with their questions, ideas and concerns. And our volunteer Ambassadors are always ready to help visitors and members alike with accurate and friendly information.

### **Events that get people out and about.**

The Chamber unites our community through shared events. We sponsor the ever-popular Farmers' Market, Hot Shopping on Chili Nights, the Sun-downers, Borrego Days Desert Festival, Holiday Passport, Shop Borrego First, Adopt-A-Road, and the Some Like it Hot summer publication. We promote the Circle of Art, the Art Walks, Art competitions, Sky Art sculptures, Honorary Mayor campaign, Miss Borrego Pageant...and the list goes on! We are Borrego Springs' biggest booster club!

### **Useful information is circulated regularly.**

Thanks to our email communications system, throughout the year we are able to keep members involved, and the media, our elected representatives, sister chambers, regional welcome centers, members and interested public informed about Chamber business and Borrego Springs' happenings. In 2011 alone, we sent out 15 e-blasts to approximately 15,000 recipients with a 30% opening rate, and we grew our opted-in contact list from <500 to >2,400. In 2012 we'll grow it larger and share Borrego news near and far!

### **Exclusive advertising in the Village Guide.**

Produced and distributed by the Chamber, the Village Guide showcases all that Borrego has to offer in a colorful annual booklet. Your business membership opens up eligibility to advertise your enterprise in this smart publication, invaluable to visitors and locals alike. We print and distribute 15,000 copies and make it web accessible to the world.





Leaders. Catalysts.



Join us!

# Membership Levels and Incentives

## Platinum Membership: \$500

- Recognizes leading and most successful businesses and non-profit organizations
- Platinum member plaque and yearly Flag (plate)
- Enhanced "banner" presence on website
- Use of bulk-mailing permit, saving precious time and money on direct mail communications
- 20% discount on Village Guide advertising
- Spotlight in e-blasts
- Use of Chamber's email system to announce Events or Sales
- Opportunity to promote business on our Member Spotlight table at Sundowners
- Use of rack card displays at Chamber
- Member only referrals from the Chamber
- Co-op marketing participation
- Shopping Borrego profiles
- Bulletin Board preference in order of membership level
- Membership Directory
- Legislative Liaison
- Member Interest and Concern at Board Meetings
- Member E-blasts

## Gold Membership: \$300

- Recognizes leading businesses
- Gold Member Plaque and yearly Flag (plate)
- Enhanced website presence
- 15% discount on Village Guide advertising
- Spotlight in e-blasts
- Use of Chamber's email system to announce Events or Sales
- Opportunity to promote business on our Member Spotlight table at Sundowners
- Use of rack card displays at Chamber Member only referrals from the Chamber
- Co-op marketing participation
- Shopping Borrego profiles
- Bulletin Board preference in order of membership level
- Membership Directory
- Legislative Liaison
- Member Interest and Concern at Board Meetings
- Member E-blasts

Planning on advertising in the next Village Guide? The money you save could pay for your Gold or Platinum membership!

## Silver Membership: \$200

- Basic Business Membership
- Silver Member Plaque and yearly Flag (plate)
- 5% discount on Village Guide advertising
- Website listing
- Opportunity to promote business on our Member Spotlight table at Sundowners
- Use of rack card displays at Chamber
- Member only referrals from the Chamber
- Co-op marketing participation
- Shopping Borrego profiles
- Bulletin Board preference in order of membership level
- Membership Directory
- Legislative Liaison
- Member Interest and Concern at Board Meetings
- Member E-blasts

## Copper Membership: \$100

- Entry Business membership
- Copper Member Plaque and yearly Flag (plate)
- Website listing
- Opportunity to promote business on our Member Spotlight table at Sundowners
- Use of rack card displays at Chamber
- Member only referrals from the Chamber
- Co-op marketing participation
- Shopping Borrego profiles
- Bulletin Board preference in order of membership level
- Membership Directory
- Legislative Liaison
- Member Interest and Concern at Board Meetings
- Member E-blasts

## Individual & Family Membership: \$35/\$50

- Free Sundowner admission
- Chamber communications
- Legislative Liaison
- Member Interest and Concern at Board Meetings
- Member E-blasts

Please include your email address on the application for Chamber communications.



Join us!



Make yourself at home.



How can we help?



## 2012 Membership Application

**Please take the time to complete this application in order to update our files and to insure you are on our email list for electronic notices. Thank You!**

Business Listing

Firm Name / First and Last Name

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Mailing Address

City

State

Postal Code

---

Street Address

City

State

Postal Code

---

Business Phone

Fax

Toll Free

---

Email

Website

---

Contact Info

Contact Name

Title

---

Telephone

Fax

email

---

May we send you information via fax or email?  Yes  No

Publication / Web

Business / Industry Category (list up to 3 categories)

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Brief description of Business and Services offered

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Membership

Membership Level

Platinum \$500 year X \_\_\_\_ years

Gold \$300 year X \_\_\_\_ years

Family \$50 year

Silver \$200 year X \_\_\_\_ years

Copper \$100 year X \_\_\_\_ years

Individual \$35 year

Yes we welcome additional donations!  Additional Donation Amount \$ \_\_\_\_\_

Payment Info

Method of Payment

Name on Card

Check

\_\_\_\_\_

Cash

Credit Card No.

Security Code /VCode

Visa

\_\_\_\_\_

MasterCard

Expiration Date

Amount Enclosed

American Express

\_\_\_\_\_