

The Lyons Area Chamber of Commerce accomplished a great deal in 2010. Several new services are planned for 2011. **Please consider the combination of new initiatives and recent achievements as compelling reason to join us for the exciting year ahead.** *Need an extra reason? Membership Renewals received by the February Social will be entered into a drawing for a new Apple iPad! Watch for details about this incentive in upcoming Monday **Member's Messenger** eblasts.*

As a member of the LACC

- you can enjoy the spirited camaraderie of the Chamber's monthly Business After-Hours Socials, now recognized as the community's best networking get-togethers
- you know the Chamber is the primary advertising and promotional venue for the entire community
- your business is benefitted by the wide exposure provided through ads and directory listings in the impressive *LyonsFirst Guide Book* and on our high-traffic website
- you realize that the website, always #1 in Google search listings, introduces nearly 100,000 unique visitors to our community each year
- and you benefit directly, and indirectly, from the individualized response the Chamber provides to hundreds of email and telephone inquiries, about visiting Lyons, about opening a business here, about living in our community and about the products and services offered by Chamber members like you

There is more to write about. As a Chamber Member, you should be aware of all the benefits listed above. I hope you are also aware of the many services of our Lyons Economic Gardening Group (LEGG). Small businesses and small communities successfully endure tough times when they collaborate and pool resources. Your Chamber acts upon that principle. LEGG provides individual mentoring and consulting services on all business topics to Chamber Members. LEGG also operates on a wider basis, serving the entire business community by conducting a series of informal workshops, seminars and tutorials throughout the year. LEGG also offers an online library with an astonishing range of business topics. Here is a great way for you to support our community: spread the word about this service. **Encourage every local business to review this library of information Urge colleagues and acquaintances to explore the resources provided by LEGG on the chamber website under Economic Gardening. Be sure to check it out for your own use, too!**

(LEGG'S Tools-For-Business is made available through the generosity of the Lyons Community Foundation, Loukonen Bros. Stone, Oskar Blues Grill & Brewery, CEMEX, and other members of the Lyons Area Chamber of Commerce.)

To contribute further to our Members, and to provide new support to the entire Lyons community, the Chamber Board will offer three new services in 2011.

- **FIRST**, your Chamber will equip area nonprofit organizations, including town government departments and the activities those departments sponsor, to compete for philanthropic funding from charitable foundations. These foundations annually disburse a flood of money to support community-based programs and activities throughout the nation.

Lyons has an emerging cadre of volunteers and new leaders. These good neighbors, along with town staff, work diligently on behalf of the community. In January your Chamber will underwrite the tool our volunteer leaders and town staff need to effectively seek philanthropic support from foundations. It is a database called the Foundation Library Online. With it, the people of Lyons will be able to access comprehensive records relating to the 20,000 largest U.S. foundations. That information will equip them to seek funding for activities and services that benefit our community. This access will be available to every nonprofit organization in the community, including departments of town government.

- **SECOND**, we want to assist businesses thinking of locating in Lyons by enabling them to easily learn about available commercial property.

In January, our webmaster will add a new Commercial Real Estate section to the Chamber website. The Chamber will make this service available, without charge, for use by owners of local commercial properties and real estate agents representing those properties. Representatives of the properties will be responsible for their own postings. We will encourage them to list all properties within the Chamber's service area that are for sale or are for rent - buildings, storefronts, warehouses, light industrial units and offices.

- **THIRD**, we want to spotlight the service of those who volunteer time, talent and resources to enhance the community and to benefit our business climate and our quality of life.

In 2011 the Chamber will launch an awards program to honor those who step forward and contribute to our community in a manner that we feel sets an example for others to follow. We hope to make this annual award a source of pride for the Lyons Community as well as a symbol of its fundamental strength.

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Renew your membership now – or within the next few weeks. Our annual membership renewal period is scheduled December through February. We do that so you may charge the membership fee to your budget for the current year ... or wait to charge it to the new calendar year.

You will find details about membership benefits, membership levels and advertising specifications on the Chamber website and in the enclosed membership application form. When applying for 2011 membership, note:

- There is no increase in price over 2010 Chamber dues.
- Owners of multiple businesses can enroll the second one with a \$75 fee reduction (50% off the \$150 Basic Business Member Level).
- Recognizing that some businesses are seasonal, the Board adopted a flexible plan to enable Members to stretch out payments in two installments over several months with 50% due in January and the balance due by May 31st (the last day of the Chamber's fiscal year). Call for details if you would like to learn more about this payment option.

Please review the membership categories and select the one that is right for you. **Then renew online by credit card. Or renew by sending a check and registration in the enclosed envelope.**

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REMEMBER: *next summer we will publish a new edition of the popular LyonsFirst Guide Book and will update its digital version on www.lyons-colorado.com. You must be a 2011 member to be included in these highly effective promotional vehicles. Depending on the membership level you select, you may also receive complimentary advertising space in print and online.*

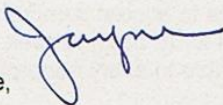
AND, if you renew your membership by the February Social, you have a chance to win the iPad we will give away in our 2011 Members' Drawing!

If you have questions or if you need more information please call the Chamber at 303.823.5215 or email admin@lyons-colorado.com

Your Chamber is a volunteer-managed grass-roots organization working to build an improved business climate and a greater sense of community. We work together and we grow together.

Be part of the evolution. Renew your Chamber Membership today!

Sincerely,



Jayne Rhode,
President
Lyons Area Chamber of Commerce

Lyons Area Chamber of Commerce (LACC) 2011 Membership Benefits

MEMBERSHIP LEVELS	2011 Dues	DIRECTORY LISTINGS		ADVERTISING ON WEBSITE - the internet presence of the Lyons Business Community - www.lyons-colorado.com - with nearly 100,000+ visitors annually seeking information about Lyons & its businesses				ADVERTISING IN MAGAZINE		High-Impact Marketing and Promotional Opportunities: the following benefits are reserved for companies that make larger investments in their Chamber Membership by joining at the Sustaining, Cornerstone or Legacy levels.
		Chamber Magazine	Chamber Website	Directory Logo 140 X 100 pixels	Square Ad 175 X 175 pixels	Banner Ad 468 X 60 pixels	Front Page Ad - rotating	The 2011 Edition of the acclaimed <i>LyonsFirst Guide</i> (for visitors and locals)		
BUSINESS MEMBERSHIP										
Basic Business Member	\$150	✓	✓	\$25 option				Directory text listing		
Supporting Member	\$250	✓	✓	✓	1 ad			Text listing with logo plus 1/8 page full color ad		
Enhancing Member	\$500	✓	✓	✓	2 ads	1 ad		Text listing with logo plus 1/4 page full color ad		
Sustaining Member	\$1000	✓	✓	✓	2 ads	2 ads		Text listing with logo plus 1/2 page full color ad		
Cornerstone Member	\$1500	✓	✓	✓	2 ads	2 ads	1 ad	Text listing with logo plus Prime placement of full-page page full color ad		Sponsorship of Red Box distribution bin for LyonsFirst Guides on Main Street plus Chamber Event Banner Display
Legacy Member	\$2500	✓	✓	✓	2 ads	2 ads	1 ad	Text listing with logo plus Prime placement of full-page page full color ad		Sponsorship of Red Box distribution bin for LyonsFirst Guides on Main Street plus Chamber Event Banner Display plus Zero Waste Event Sponsorship plus <Buy Local> 2011 Campaign Sponsorship
NON-BUSINESS MEMBERSHIP										
Community-Minded Individuals	\$75	✓	✓							
Non-Profit Organizations	\$100	✓	✓							



Lyons Area Chamber of Commerce 2011 Membership

Renew your membership online at www.lyons-colorado.com and pay by credit card!!

OR use this Application/Renewal Form

BUSINESS NAME: _____

CONTACT NAME: _____

Please select your 2011 Membership Level below

BUSINESS MEMBERSHIPS

- Legacy Member** **\$2500**
Benefits: website directory listing with logo; two permanent static ads, two banner ads *and* one rotating home page ad on chamber website; listing as LEGG Underwriter in Economic Gardening home page on Chamber website; LyonsFirst Guide text directory listing with logo; prime placement of one full-page, full-color ad in LyonsFirst Guide; Chamber Event Banner Display; Red Box Distribution Bin Sponsorship; Zero Waste Event Sponsorship; BUY LOCAL Holiday Contest Sponsorship.
- Cornerstone Member** **\$1500**
Benefits: website directory listing with logo; two permanent static ads, two banner ads *and* one rotating home page ad on chamber website; listing as LEGG Underwriter in Economic Gardening home page on Chamber website; LyonsFirst Guide text directory listing with logo; prime placement of one full-page, full-color ad in LyonsFirst Guide; Chamber Event Banner Display; Red Box Distribution Bin Sponsorship.
- Sustaining Member** **\$1000**
Benefits: website directory listing with logo; two permanent static ads and two banner ads on chamber website; listing as LEGG Underwriter in Economic Gardening home page on Chamber website; LyonsFirst Guide; text directory listing with logo; 1/2 page, full-color ad in LyonsFirst Guide.
- Enhancing Member** **\$ 500**
Benefits: website directory listing with logo; two permanent static ads plus one banner ad on chamber website; LyonsFirst Guide text directory listing with logo; 1/4 page, full-color ad in LyonsFirst Guide.
- Supporting Member** **\$ 250**
Benefits: Website directory listing with logo; one permanent static ad on chamber website; LyonsFirst Guide text directory listing with logo; 1/8 page, full-color ad in LyonsFirst Guide.
- Basic Business Member** **\$ 150**
Benefits: Website directory listing; LyonsFirst Guide text directory listing.
 Basic Business Member Option: Add my logo to my website directory listing. \$25 additional. (Total amt. due \$175)

SPECIAL MEMBERSHIPS

- Nonprofit Member [Public service organization with IRS tax exempt status]** **\$ 100**
Benefits: Website directory listing; LyonsFirst Guide text directory listing.
- Individual Member [non-business]** **\$ 75**
Benefits: Website directory listing; LyonsFirst Guide text directory listing.

CONTINUE TO REVERSE SIDE FOR CONTACT/DIRECTORY LISTING INFORMATION

For Lyons Area Chamber of Commerce 2011 Website and LyonsFirst Guide Advertising Specifications, please visit www.lyons-colorado.com. Ads and logos must be submitted by email to webmaster@lyons-colorado.com.

Return this completed form with your payment to:
Lyons Area Chamber of Commerce, PO Box 426, Lyons, CO 80540
(303) 823-5215

Member Contact / Listing Information

Select one option:

- Renewing member – **no changes** to contact/listing info needed; use my information from 2010.
- Renewing member – **please update** my information as listed below. *(Fill out only fields needing updates.)*
- New member – please complete all fields.

"X" for Private Data (Do Not Publish)	Field (* = required)	Your Information	
	Business Name *		
	Contact Name *		Title/Position
	Local Phone *		
	Toll-Free Phone		
	Fax		
	Cell		
	Personal Email		
	Business Email *		
	Business Website		
	Street Address		
	Mailing Address *		
	City, State, Zip*		
	Type of Business * (listing category)		
	Business Hours/ Seasons of Operation		

DIRECTORY LISTINGS: Describe your business, service, or organization, emphasizing the information that your customers need such as years in business, hours/seasons of operation, special services or features, etc.

LyonsFirst Guide Printed Directory Listing (25 word maximum):

Website (lyons-colorado.com) Directory Listing (50 word maximum):

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