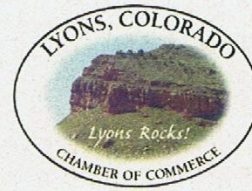


December, 2011



Membership in the Lyons Area Chamber of Commerce keeps you connected and informed. Our local Chamber is a volunteer-managed, grass-roots organization working to build an improved business climate and a sense of community. A growing network of volunteers has worked hard and has achieved much in recent years. Business owners and involved citizens feel a sense of momentum and energy that promises an exciting year ahead.

Please consider the combination of new initiatives and recent achievements as compelling reason to renew your membership for 2012. As a bonus, members who renew before the February Networking Social will be entered into a drawing to win a new Kindle Fire! Watch for details about this special incentive in upcoming Monday **Member's Messenger** e-blasts.

As a member of the LACC you benefit from

- spirited camaraderie at the Chamber's monthly Business-After-Hours Socials, now recognized as the community's best networking get-togethers
- advertising and promotional opportunities to reach your customers
- ads and directory listings in the impressive *LyonsFirst Guide Book* and on our high-traffic website
- Google search listings that introduce nearly 100,000 unique visitors to our community each year
- individualized responses 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

If you have personally benefitted from mentoring services through the Economic Gardening Group (LEGG)... **or** have attended Chamber-sponsored workshops, seminars or tutorials ...**or** have browsed the online library's Tools-For-Business directory... **or** have assisted a local nonprofit or department of town government to access funding from the Foundation Library Online database ... **or** have located office space or light-industrial property through the Commercial Real Estate section of the Chamber website... **or** have received business leads at a Chamber Social... **or** have participated in a Coffee & Conversation with Community Leaders Forum ... **or** have received an award honoring the manner in which you stepped forward to contribute to our community in a way that sets an example for others to follow (*congratulations again to the awesome members of the Lyons Garden Club!*) ...**then you have sampled just some of the many benefits of membership in the Lyons Area Chamber of Commerce.**

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 either to your current year budget or to the budget for the new calendar year. And, for 2012, if you choose to join at the Basic Business Level or the Supporting Member Level and make your payment by December 31st, 2011 you can pay at 2011 rates (and save \$10).

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 2012 membership, note:

- Owners of multiple businesses can enroll the second business with an \$80 fee reduction (50% off the \$160 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 by January 31st 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.

Lyons Area Chamber of Commerce, PO Box 426, Lyons CO, 80540 / 303-823-5215 / www.lyons-colorado.com

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 completed registration form in the enclosed envelope.**

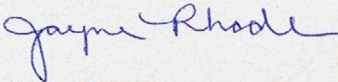
*AND, remember - if you renew your membership by the February Networking Social, you have a chance to win the **Kindle Fire** we will give away in our 2012 Members' Drawing! So- don't delay.*

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. The Guide is invaluable to visitors and to local residents alike. You must be a 2012 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.

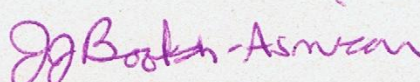
If you have questions or if you need more information please call the Chamber at 303.823.5215 or email us at admin@lyons-colorado.com

See you at the January Business-After-Hours Networking Social!

Sincerely,



Jayne Rhode,
LACC Co-President



JJ Booksh-Asnicar,
LACC Co-President

The 2011 - 2012 Chamber Board of Directors

- President (shared)
- President (shared)
- Vice President
- Treasurer
- Recording Secretary
- Directors

Jayne Rhode - Bank of The West
JJ Booksh-Asnicar - Ceremonies for Sacred Living
Lyla Carter - The White Lion
Steve Kleiner - Insurance Frontiers
Steve Kleiner - Insurance Frontiers
Carol Bouchard - Flappy's Print Shop
Dan Bruckner - A Spice of Life Catering Services
Steve Goodrich - Cemex
Laurie Kennedy - Lyons Community Montessori
Mike Loukonen - Loukonen Bros. Stone Co.
Kheli Mason - The Handy Woman
Neil Sullivan - Saint Vrain Market

Lyons Area Chamber of Commerce (LACC) 2012 Membership Benefits

MEMBERSHIP LEVELS	2012 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 The 2012 Edition of the acclaimed <i>LyonsFirst Guide</i> (for visitors and locals)				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 <small>140 X 190 pixels</small>	Square Ad <small>175 X 175 pixels</small>	Banner Ad <small>468 X 60 pixels</small>	Front Page Ad - rotating		
BUSINESS MEMBERSHIP										
Basic Business Member	\$160	✓	✓	\$25 option					Directory text listing	
Supporting Member	\$260	✓	✓	✓	1 ad				Text listing with logo plus 1/8 page full color ad	
Enhancing Member	\$500	✓	✓	✓	2 ads				Text listing with logo plus 1/4 page full color ad	
Sustaining Member	\$1000	✓	✓	✓	2 ads				Text listing with logo plus 1/2 page full color ad	
Cornerstone Member	\$1500	✓	✓	✓	2 ads				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				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> 2012 Campaign Sponsorship
NON-BUSINESS MEMBERSHIP										
Community-Minded Individuals	\$75	✓	✓							
Non-Profit Organizations	\$100	✓	✓							

