

THE CHAMBER



THE  
CHAMBER

Reno•Sparks•Northern Nevada



Serving Reno/Sparks and Northern Nevada

# Values, Vision and Mission:

We value the idea of maintaining a strong image and reputation to help us establish trust in our community & business arenas

Integrity· Leadership· Accountability·  
Responsibility· Representation·  
Community



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## Values, Vision and Mission:

Our vision is to provide a strong chamber, help serve business and community through an ample array of benefits, programs and support and to establish a unified voice with a focus on growth which will result in a thriving business environment & a enriched quality of life.



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## Values, Vision and Mission:

Our mission is to create an environment that will encourage sustainable economic growth through a cohesive unity between community and business which will encourage business success, job creation and superior quality of life standards.



# Merger Timeline:

## Summer 2008

Hispanic Chamber of Commerce of Northern Nevada merges with the Sparks Chamber of Commerce in first multi-cultural Chamber consolidation known.

## August 2010

The Sparks Chamber is re-branded as the Northern Nevada Chamber.

## November 2010

Merger meetings begin discussing the possibility of a combined, region wide Chamber of Commerce.

## March 2011

The Reno Sparks Chamber and Northern Nevada Chamber of Commerce announce the intent to merge and create a new partnership with EDAWN, (Economic Development Authority of Western Nevada)

# Merger Timeline:

## June 2011

A new dues structure is formulated, Chamber programs are reviewed.

## August 2011

“The Chamber” is introduced as the combined organization’s new name.

## October 2011

Staff and resources are reallocated to streamline operations and improve efficiency across the organization.

## Today:

A combined Chamber with two easily accessible offices containing business & tourist information are available to the public in both Reno & Sparks. With revised business programs, streamlined business operations and improved efficiency, the Chamber is poised to be a world class organization.

## Benefits of a merger:

### ▪A Larger Membership

Combined membership increases business opportunities and provides more readily available collective resources and business diversity.

### ▪Larger Business Support

More staff to accommodate new events and modern business programs making Chamber services more effective and farther reaching.

### ▪Consolidated Operations

Improving efficiency and eliminating waste, a consolidated regional effort improves the ability to promote the region and better maintain cohesive efforts to improve the quality of life of Northern Nevada.



## Benefits of a merger:

- The Chamber proudly represents almost 2200 businesses which encompasses thousands of individuals!!!
- We also employ 13 staff members which support the needs of these members through a variety of services.





# Benefits of a merger:

## ▪ **A Community Model**

Effectively showing the improved operations of a merged organization, promoting collaboration and unity in our community from a regional and national standpoint.

## ▪ **A Unified Front**

A more complete and unified business voice for the region, better representing the businesses and non-profit organizations in our community to local, State and Federal government.

## ▪ **Representation through active partnerships**

Representation through vital partnerships with organizations such as: EDAWN, SCORE, UNR, RSCVA, City of Reno, City of Sparks, DRI, Washoe County, the Washoe County School District, TMCC, NCET and other community organizations.

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## BAC (Business Advocacy Council):

- Public policy arm of the Chamber
- 21 member committee
- Tasked with staying up to speed on various federal, state, and local issues
- Keeps Chamber members informed and engaged on public policy issues
- Meets with elected and other public officials to gather information and work toward solutions to regional issues
- Responsible for updating and revising the *Agenda for Economic Vitality in Nevada*



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# PAC (Political Action Committee):

- Political arm of the Chamber
- 15 member committee
- Interviews and endorses candidates for public office
- Takes positions on ballot questions
- Authorizes contributions to candidates, fundraisers, and issue and ballot advocacy campaigns



# Chamber Training & Development:

## ▪BizFlash

Monthly Business Class/Presentation provided by the Nevada Small Business Development Center from UNR. FREE to Chamber Members, focused on 90 minutes of business insights from experienced trainers & industry experts.

## ▪Desayuno Entre Amigos

“Breakfast with friends” is the Chamber’s monthly business class/presentation provided in Espanol for Hispanic/Latino business members.

## ▪Toastmasters International

Providing weekly meetings to further develop communication skills, Toastmasters provides a sounding board for Chamber Members who are building presentation, communication or sales skills. The Sparks Chapter is known as the Legendary Speakers.



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# Chamber Training & Development:

## ▪SCORE Counseling

SCORE is a nonprofit association dedicated to educating entrepreneurs and helping small businesses start, grow, and succeed nationwide. SCORE is a resource partner with the U.S. Small Business Administration (SBA). The Chamber provides FREE SCORE Counseling to Members & Non-Members.

## ▪Chamber Leadership Programs

Developing talent and ability within the local business community is a focus of the Chamber, allowing our members access to powerful training programs that help streamline business operations and develop competent and professional graduates that will serve northern Nevada in business and civic responsibilities.



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# Chamber Leadership Programs:

## ▪ Youth Leadership

Provides significant leadership & development training to young adults in our community.

## ▪ Reno Sparks Leadership

Started in 1985 with over 1,000 Alumni graduates spanning across the region, RSL provides highly capable and refined professionals for northern Nevada. RSL has provided a pool of talented leadership for our business community for over 26 years.

## ▪ OnP.A.C.E. Leadership

Professional Achievement Communication Excellence, is a high intensity on-hands development & training program to build civic focused professionals that not only serve business needs, but fulfill community & civic duties and responsibilities for the region.



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## Major Events



- **DIRECTIONS 2012**
- **Annual Business Forum**
- **Annual Recognition Banquet**
- **Annual Golf Tournament**
- **Healthcare Forum**



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## Minor Events



- **Weekly Mixers**
- **Business Happy Hour Mixers**
- **Monthly Business Classes**
- **Ribbon Cuttings**
- **Pizza + Planning = Progress Meetings**





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Community Event:  
**Star Spangled  
Sparks**



*Star Spangled Sparks*

Annual All Day Family  
celebration at the  
Sparks Marina  
held on July 4th



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# Sparks' Got Talent Regional Talent Show on July 4th



# Advertising & Promotion

- **Get listed in our online directory (FREE)**
- **Buy advertising on the Chamber website**
- **Buy advertising on the Chamber's full color**
- **Video electronic sign at the Legends**
- **Advertise in a publication:**
  - **Business Matters Newsletter**
  - **Relocation Guide**
  - **Specialty Maps**
  - **Special publications & program books**

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# The Chamber is on Facebook & Twitter

twitter



Follow us on Twitter to get the latest “up to the minute” news on Chamber events & programs.

facebook

See the latest event & member news on Facebook



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# Support from the bottom up

Referrals and references

Recruitment assistance

Job Postings

Promotional Literature in both Chamber offices



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**THANK YOU**