

GOVERNMENT RELATIONS

The Chamber continues to be YOUR business advocate. Our newly revamped government relations team was at the forefront of the successful battle to overturn the state sales tax on services. The Chamber is actively involved in promoting several new downtown developments and defeating the prevailing wage proposal that could derail these projects. The Chamber's Annual Legislative Banquet attracted over 250 attendees and we also hosted our first Mid-Michigan Legislative breakfast. The Chamber PAC had a productive year in helping elect candidates to the LCC Board of Trustees, Lansing School District Board and East Lansing City Council

NETWORKING AND EDUCATION

More than 5,000 Chamber members and employees participated in LRCC networking programs and educational seminars in 2007. Monthly **Economic Club Luncheons** enjoyed record attendance with a banner roster of keynote speakers. The second annual **Economic Development Celebration Luncheon**, attended by 500 people, recognized seven businesses for their investment in the regions economic growth. The **Chamber's Annual Dinner** and **Lansing Open Golf Outing** continue to provide members with valued networking opportunities. The area's top young professionals were honored at the first annual **Ten Over the Next Ten** awards program. The Chamber also offered expanded professional development programming through its popular **Bottom Line Breakfasts, Business Forums, Speed Networking** and **Coffee with Counsel** series.

Successes
of
2007



LANSING REGIONAL CHAMBER

OUR COMMITMENT TO MEMBERS

The Mission of the Chamber is to create a vibrant economic environment in the Lansing region by supporting existing business, attracting new businesses and working with elected officials. We are the largest regional business organization dedicated to saving members money and helping them generate new business. We achieve this through a variety of programs that create new customers, give members visibility and provide them with the support of 1,400 other members.



LANSING REGIONAL CHAMBER

112 E. Allegan St., Ste. 700
P.O. Box 14030
Lansing, MI 48901
www.lansingchamber.org

Your CHAMBER
at WORK for YOU

Successes
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FROM THE PRESIDENT



2007 was a year of new opportunities and rewarding accomplishments for the Lansing Regional Chamber of Commerce.

Our government relations team helped repeal the state sales tax on services, and led the fight against the proposed prevailing wage ordinance

before Lansing City Council. The Chamber's new economic development initiatives are already paying dividends, as the region pursues a foreign trade zone to compliment the airport's port-of-entry status. Our networking and education programs drew unprecedented interest from our members looking for new ways to grow their business. The U.S. Chamber of Commerce recognized these accomplishments along with our sound business practices and awarded us with a 4-Star Accreditation. This prestigious honor ranks us among the top 10% of Chambers nationwide. I am proud to be able to share a few of the Chamber's highlights from the past year. I invite you to join us for the exciting challenges that 2008 brings as we work together to bring increased prosperity and vitality to the Lansing region.

ECONOMIC DEVELOPMENT

The Chamber's new economic development initiatives met with immediate success in the past year after identifying development areas focused on establishing a Foreign Trade Zone, International Trade & Market Development, Procurement & Technical Assistance Center, Regional Marketing and Strategic Business Retention. The Chamber is working with the Capital Region Airport Authority to develop and manage a foreign trade zone in the Lansing region. The Chamber made significant progress in efforts to secure a **Procurement and Technical Assistance Center** for the region, which will assist regional businesses in pursuing government contracts. Interest in the Chamber's International Trade and Market Development initiative was evident when more than 100 people attended our first **International Business Symposium**. The Chamber also signed an agreement with several community partners creating a regional retention program.

MARKETING

A coordinated marketing strategy is essential to enhance the Lansing region's image around the world. The Chamber saw significant advancements on several major marketing initiatives in 2007, including:

- **A New Chamber Web Site** In 2007 the Chamber began work on its new web site that will serve as a "front door" to the region. Site selection consultants and corporations seeking information about the Lansing region will use the Chamber's web site as a primary source of information. The dynamic web site will contain vital information needed by decision makers considering locating in the region including market profiles, demographic data, workforce profiles, largest employers, testimonials from business leaders, and quality of life information.
- **Chamber Minute** These 60-second vignettes began airing on WILX-TV 10 in October 2007 and feature positive news about the region and economic development success stories.
- **Media** The Chamber continued to develop strong media relationships throughout 2007 and leveraged these relationships to communicate key message points. The media strategy involves story placement, interview opportunities and background briefings with local, state and national mainstream media outlets,
- **Chamber onTarget** In June of 2007, the Chamber developed Chamber onTarget to offer its members a low cost, hassle free direct mail solution. It is distributed to 1500 key business decision makers in the Lansing Region.
- **FOCUS** The Chamber's Focus Newsletter continues to feature members and strives to keep readers up to date on the best business practices as well as the Chamber's events and programs. It is mailed directly to more than 3,800 business people within the region each month and the distribution continues to grow.

- **Community Guide** The Chamber's marketing staff, with assistance from the economic development staff, have been developing a Community Guide that will serve as an important "hands-on" marketing tool for anyone doing or considering doing business in the Lansing region. The Community Guide will contain all the relevant information business leaders and site consultants need to know about the region. The Community Guide and the Chamber web site will combine to provide a multi-media platform for marketing the region with information about the business climate, regional demographics, facts, awards and recognitions, major employers, business growth, and target sectors. The Community Guide will be a highly professional, image enhancing document that will also contain updated information of our region's transportation and infrastructure, location, education, health care, our rich heritage and quality of life, as well as information pertaining to regional business resources.

MEMBERSHIP DEVELOPMENT & SERVICES

The Chamber is thankful for the continued support from our more than 1,400 members. Membership retention levels in 2007 reached 82%, the highest they've been in several years. Our increasing membership retention levels demonstrate the high return on investment we are delivering for our members. Our valuable affinity programs with Blue Cross Blue Shield, Accident Fund Insurance Company of America and DBI Office Products continue to grow providing exclusive benefits to our participating members.

AMBASSADOR PROGRAM

The Chamber's Ambassador Team has been instrumental as a liaison between the Chamber and its members. The Ambassadors have greatly improved the level of communication Chamber members receive. They regularly attend Chamber programs, make welcome calls and serve as mentors to new members. In 2007, the Lansing Regional Chamber Ambassador Committee was selected to host the 2010 statewide Ambassador Conference.