



THE GUELPH CHAMBER OF COMMERCE

Membership Guide



guelphchamber.com

Letter from the Chamber

WELCOME TO THE GUELPH CHAMBER OF COMMERCE!

We're excited to share the benefits of membership with you and encourage you to get involved. In this book, you'll learn about:

- *How you can save money with our cost saving programs*
- *Opportunities that are available to you to network, learn, and be inspired*
- *How your business can gain exposure through advertising, our digital member magazine, and more*
- *How we advocate on your behalf to all levels of government to ensure business and community success*
- *Other important resources to ensure your business can be at its best*

The Guelph Chamber of Commerce has been a business champion since our inception in 1827 – yes – we've been serving the business community in Guelph for over 195 years! At our core, we know that businesses are an essential component of a thriving and prosperous community. We provide businesses and business professionals opportunities to help strengthen your business, we promote and influence the policy conditions that enable your success, and we strive to exemplify community leadership while doing it.

You are joining over 750 member businesses and over 30,000 employees, to act as a powerful voice for the business community. Our membership is made up of over 85% small businesses (under 150 employees), a true reflection of the Guelph business community. However, our diverse membership consists of businesses from all sizes and sectors including manufacturing, construction and trades, professional services, agri-innovation, clean-tech, hospitality and tourism, just to name a few.

We're excited to welcome you to the largest business association in Guelph and help you meet and advance your business goals while elevating your business' voice.

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What is a Chamber, anyway?

We know the concept of a Chamber of Commerce can be confusing, let's *uncomplicate* it for you.

We're made up of many businesses who pay to be members. We're a not-for-profit organization who is not operationally funded by any level of government. We're funded by our members, for our members.

With your membership, you and all of your employees get access to exclusive benefits that will help propel your business forward.

Keep in mind though - as with any membership - you truly reap the results and benefits, the more you put into it!



Getting Started – Stay connected with us

SOME IMPORTANT THINGS FOR YOU TO KNOW....

One of the perks of being a member is that your whole organization - including all of your team members - are also members! That means your team can take advantage of the benefits of membership we offer!

STAY CONNECTED

Follow us on social media to stay in the know with all Chamber news, activities, and events.

Be sure to **tag us** in your news, events, and posts so we can share it with our followers, too.

SUBSCRIBE

One of the easiest ways to stay in the know with what we're up to is by subscribing to our emails. We know your inbox can get overcrowded sometimes, which is why we have two options:

Our bi-weekly e-newsletter offering a snapshot of upcoming events, opportunities, advocacy wins, programs, news, and more - all in one simple place.

Our stay informed list - you'll receive an email 3-5 times a week offering more detailed and specific information relating to an upcoming event, program, or initiative.

Not subscribed yet? Click [here](#) to sign up!

LET'S BE SOCIAL!



@GuelphChamber



@guelphchamber3267



@guelph_chamber



@Guelph Chamber of Commerce



Getting started- Get to know your Chamber team



SHAKIBA SHAYANI, President & CEO

shakiba@guelphchamber.com

519-822-8081 ext. 2

- *Your advocate, connector, and convener*



JANE WIELHORSKI, Executive Assistant to the President & CEO

jane@guelphchamber.com

519-822-8081 ext. 5

Connect with Jane to:

- *Get in touch or book a meeting with our President & CEO*
- *Inquire about our Board of Directors*



AMANDA HENRY, Director of Operations (on Maternity Leave)

amanda@guelphchamber.com

519-822-8081 ext. 6



MARK MAYO, Manager of Operations

mark@guelphchamber.com

519-822-8081 ext. 7

Connect with Mark to:

- *Find out more about membership*
- *Inquire about the Guelph Chamber*

CALVIN HYDE, Membership Sales & Engagement Representative

calvin@guelphchamber.com

519-822-8081 ext. 10

Connect with Calvin to:

- *Understand the benefits of membership*
- *Inquire about anything related to membership*
- *Refer a new member*

**ISOBEL ADAMS**, Program & Event Coordinator

isobel@guelphchamber.com

519-822-8081 ext. 3

Connect with Isobel to:

- *Get help with event registration*
- *Inquire about speaking at an event or hosting an event*
- *Inquire about sponsorship*
- *Donate a prize or product to an event*

**JASON KALBFLEISCH**, Research & Policy Coordinator

jason@guelphchamber.com

519-822-8081 ext. 4

Connect with Jason to:

- *Get involved with a policy or advocacy issue*
- *Sponsor a policy opportunity*
- *Ask an advocacy, research, or policy question*

**ELLYN LUSIS**, Marketing & Design Lead

ellyn@guelphchamber.com

519-822-8081 ext. 9

Connect with Ellyn to:

- *Be a part of **acorn online***
(our digital member magazine)
- *Learn more about advertising opportunities*

**MARKUS MCDANIEL**, Finance & Accounting

finance@guelphchamber.com

Connect with Markus to:

- *Pay a bill or inquire about an invoice*



Cost Saving Programs

We're proud to bring you the following cost saving programs that will help you save some money. We work with a curated list of trusted third-party businesses to bring ease, simplicity, and of course, savings, into your business.



CHAMBERS OF COMMERCE GROUP INSURANCE PLAN

We offer exclusive access to the Chambers of Commerce Group Insurance Plan so you and your employees can have access to health and dental benefits. An excellent retention tool for your employees, our group benefits plan is Canada's #1 plan, offering stable and affordable rates, customized options, and peace of mind.

We work with a local company to help administer the benefits plan. Interested in learning more or getting a free quote? Connect with Michele Mactaggart at Bensol Consulting via email: michele@bensol.ca or phone (519-829-2860).



MERIDIAN CREDIT UNION

Reduce your costs and get access to Meridian's wide array of solutions for businesses of all sizes. Transfer your day-to-day business banking to Meridian and take advantage of savings such as: a welcome bonus, no-fee daily banking, 30% off service fees and so much more.



ESSO FLEET PROGRAM

Whether you have 1 vehicle or a fleet of 1000, start saving 3.5 cents per litre at any ESSO station in Canada. Control and manage your fuel expenses with easy statements, billings, and controls. Members can easily [apply online](#) and start saving!



FREIGHTCOM

You ship it, we'll save you the money and hassle. Get exclusive discounts from top-tier carriers, a dedicated account and support team, and use of ClickShip by Freightcom, an innovative e-commerce shipping platform that integrates with Shopify, Amazon, WooCommerce, and more. Get saving on your shipping by contacting Amanda Veitch at amanda@freightcom.com or by phone at 1-877-335-8740 ext. 155.



GRAND & TOY

Save up to 25% off of competitor pricing and save over 30% on paper.

Business Directory, Member Portal & Member to Member Discounts

Want to find another member business? Our online Business Directory provides a comprehensive listing of all member businesses complete with sector, contact information, and more. Our Business Directory gets over 400,000 visits a year, so be sure to regularly review and update your company listing to ensure your business gets noticed.

MEMBER PORTAL

The Member Portal is your one-stop-shop for controlling and viewing all things to do with your membership and business directory profile! In your member portal, you can do the following things:

- Update your online directory listing
- Add and remove employees from your company listing
- Update emails, phone numbers, addresses, titles, etc.
- Add Member to Member discounts (see below!)
- View and pay invoices with one simple click
- Register for events with ease

MEMBER TO MEMBER (M2M) DISCOUNTS

There are over 50 discounts on products and services that are exclusive to Guelph Chamber members. Get more exposure for your business and help support other members by uploading your special offer through your member profile today.

CONTACT:

CALVIN HYDE

Membership Sales & Engagement Representative

calvin@guelphchamber.com

519-822-8081 ext. 10

Member Referral Program

Having a strong network with diverse businesses, voices, sectors, and priorities is important to us. When our Chamber grows, it allows us to put even more into the services we provide.

If you have a friend, colleague, or client who you think would benefit from joining our network, it's easy to refer them and get rewarded!

Send an email to calvin@guelphchamber.com with your referrals:

- ☐ BUSINESS NAME
- ☐ CONTACT NAME
- ☐ EMAIL
- ☐ PHONE NUMBER

We'll be in touch with your referral to tell them about all of the benefits of membership

If your referral joins the Chamber within 90 days of receiving your referral, you'll receive a **\$50 credit** for your next membership renewal

There is no limit on the amount of referrals you can make!

Advertising Opportunities

Are you ready to get your brand noticed? Our affordable advertising options gets your organization visibility in the business community - and beyond.

OUR DIGITAL MEMBER MAGAZINE, **acorn online**

Launched in the fall of 2022, our new digital member magazine tells the stories of our members through storytelling, photography, profiles, Q&As, and more. Quarterly editions delivered right to your device via Issuu, acorn online is promoted through e-blasts, social media, emails, our website, at events, and more. Your ad will be seen by over 750 businesses and countless business leaders. As an added bonus, your ad will click *directly to your preferred links and social media platforms*, taking your future clients right to you. Click [here](#) for more information on **acorn online**.



WEBSITE ADVERTISING

Clickable ad on the right-hand side of our website. Our website averages 7,000 views a week! This is a great small or large business solution offering the most bang for your buck. Click [here](#) for rates.

E-NEWSLETTER ADVERTISING

Clickable ad on the left-hand side of our newsletter, our newsletter is sent out to roughly 5,000 subscribers bi-weekly.

ADVERTISING PACKAGES

Looking for a one-stop-shop package that allows you to get all of the perks of advertising in one simple step? We've got you covered! The Guelph Chamber currently offers two packages to members. See what fits your business best [here](#).

CONTACT:

ELLYN LUSIS

Marketing & Design Lead
ellyn@guelphchamber.com
 519-822-8081 ext. 9

Sponsorship Opportunities

Sponsorship is one of the most unique methods of advertising the Chamber has to offer. If you're looking for a customized branding opportunity to enhance your community visibility and work towards achieving your organization's business goals, sponsoring an event or program may just be a fit for you.

With over 30 events a year, your brand will get the stage presence it deserves. The Guelph Chamber offers many different levels of sponsorship, whether you want your brand seen by others or your voice heard at in-person events. We provide our members with countless sponsorship opportunities to choose from.

To learn more about the available sponsorship opportunities, connect with Isobel - our Program & Event Coordinator today.

CONTACT:

ISOBEL ADAMS

Program & Event Coordinator

isobel@guelphchamber.com

519-822-8081 ext. 3

Advocacy & Advocacy Initiatives

WE SAY WE ADVOCATE ON YOUR BEHALF -
BUT WHAT DOES THAT EVEN MEAN?
WE'RE GLAD YOU ASKED!

Throughout our history, the Guelph Chamber has played an important role in bringing together business and community leaders to advocate to all levels of government for policies that further enhance the social and economic prosperity of our city.

The Guelph Chamber's non-partisan advocacy efforts are reflective of the priorities of our membership and wider business community. With the help of our membership and our partners at the Ontario Chamber of Commerce and the Canadian Chamber of Commerce, our proactive policy and advocacy work promotes the conditions that enables business success.



HOW DO WE DO THIS? ON YOUR BEHALF, WE:

- Participate in task forces to bring forth relevant business feedback
- Provide written submissions to all levels of government on policy and business priorities
- Host roundtables with government stakeholders to ensure the voices of Guelph's diverse business community are heard
- Delegate to City Council on issues that are affecting businesses alone, or wider business issues
- Convene town halls with elected officials and encourage business participation
- Survey our membership to establish what advocacy issues are important to you
- Communicate regularly and work closely with our MP, MPP and Mayor

You can always keep up to date on what we've been advocating for by checking out our **Advocacy Page** on our website.

If you have an advocacy or business issue that you need our assistance with, please connect with Jason today.

CONTACT:

JASON KALBFLEISCH

Research & Policy Coordinator

jason@guelphchamber.com

519-822-8081 ext. 4

Events

Our events are one of the core reasons people join the Guelph Chamber! We have over 20 events annually, and we have something for everyone. We host our events between September and June, meaning that there are no events in July or August – so you can enjoy your summer!

Whether you are looking for a learning opportunity, a professional development workshop for your employees, or networking opportunities to expand your reach, we've got an event for it all!

HERE'S A QUICK BREAKDOWN OF SOME OF OUR MOST POPULAR EVENTS:

BUSINESS AFTER 5 (BA5'S)

A networking event that tours a local business or space to get a behind-the-scenes look at business! With six events per event year, and free to members, our BA5's are one of our most popular series.

INSPIRATIONAL WOMEN

Be inspired by some of Guelph's most influential women in business. Hear from entrepreneurs and thought leaders while they share their journey of success. Join us while we celebrate women in business, entrepreneurship and corporate leadership over lunch together.

GOLF TOURNAMENT

Our annual Chamber Cup golf tournament provides excellent opportunities to network with peers and develop new business relationships in a relaxing social environment. Join us on the green and stay for dinner to network into the evening. Looking to gain some corporate exposure? Get on course with us and play ball!

GUELPH AWARDS OF EXCELLENCE

Celebrate with us as we recognize the best of business in Guelph. The Awards of Excellence recognizes outstanding achievements made by individuals and organizations that work hard to make Guelph even better. Raise a glass to an elegant evening of delicious fine-dining and join the celebration of excellence in our community.

STATE OF THE CITY

Our annual networking event where the Mayor of the City of Guelph outlines the successes and shortfalls of the previous year and showcase council's goals and vision for the upcoming year. Grab coffee and breakfast with us while we kick off our year ahead in Guelph.

Checking out the [**Event Calendar**](#) on our website is the best way to stay in the loop about what events we have coming up. If you want to be the first to hear about new and exciting events, you'll want to make sure you're subscribed to our emails.

HOSTING/SPEAKING AT EVENTS

Are you a super-engaging speaker who can add value to members by speaking on a topic you're an expert in? Do you have a cool facility that people would want to tour or an innovative product? If so, be sure to connect with us! We're always looking for members who can present at events, and members who are willing to host networking events.

CONTACT:

ISOBEL ADAMS

Program & Event Coordinator

isobel@guelphchamber.com

519-822-8081 ext. 3

Membership Rates

Annual Membership Non-Profit Paid Staff	\$305.28
Annual Membership Non-Profit Unpaid Staff	\$97.00
Annual Membership 1-2 Employees	\$199.10
Annual Membership 3-4 Employees	\$318.55
Annual Membership 5-10 Employees	\$410.44
Annual Membership 11-20 Employees	\$514.58
Annual Membership 21-35 Employees	\$596.26
Annual Membership 36-60 Employees	\$764.73
Annual Membership 61-100 Employees	\$940.34
Annual Membership 101-150 Employees	\$1,211.93
Annual Membership 151-200 Employees	\$1,427.36
Annual Membership 201-300 Employees	\$1,634.62
Annual Membership 301-400 Employees	\$1,772.46
Annual Membership 401-500 Employees	\$1,927.65
Annual Membership 501-750 Employees	\$2,032.81
Annual Membership 751-1000 Employees	\$2,221.70
Annual Membership 1001-1500 Employees	\$2,325.84
Annual Membership 1501-2000 Employees	\$2,531.06
Annual Membership 2001+ Employees	\$2,703.61
Young Entrepreneur	\$121.50
Retired Professional	\$121.50

Business Resources

[BUSINESS CENTRE GUELPH-WELLINGTON](#)

[ONTARIO BUSINESS REGISTRY](#)

[SERVICE ONTARIO](#)

[GOVERNMENT OF ONTARIO](#)

[BIZPAL](#)

[CANADA REVENUE AGENCY](#)

[CITY OF GUELPH LICENSING](#)

[WDG PUBLIC HEALTH](#)

[GROW GUELPH](#)

[INNOVATION GUELPH](#)

[IOC](#)

[DOWNTOWN GUELPH BUSINESS ASSOCIATION](#)

Chamber Checklist

ARE YOU GETTING THE MOST OUT OF YOUR GUELPH CHAMBER OF COMMERCE MEMBERSHIP?

We've created a handy checklist to help you navigate the benefits of membership. Contact us at calvin@guelphchamber.com once you're ready to start taking advantage of all of these discounts, resources and opportunities. We're here to help.

- ☐ Add your business/organization to our online Business Directory/Member Portal
- ☐ Ask about the Chamber Plan, providing affordable, flexible employee health plans exclusively to Chamber members, and tailored towards your business
- ☐ Have you signed up for our networking events? Sign up and expose your business to new networks
- ☐ Attend a free and fun Business After 5 event or consider hosting one if you have a business space large enough to hold 50+ people
- ☐ Do you have an advocacy issue? Connect with us
- ☐ Would your business like to be featured in a Member Spotlight on our socials?
- ☐ Have a look at our advertising rates and spaces and see what's the best fit for your business
- ☐ Make sure you are subscribed to our bi-weekly E-Newsletter, so *your* business can keep up-to-date with *our* business
- ☐ Follow us on social and get in the know about upcoming events and exciting opportunities



FAQs

ARE ALL OF MY EMPLOYEES MEMBERS?

YES!

WHEN DOES MY MEMBERSHIP COME UP FOR RENEWAL?

If you pay your membership on an annual basis, your membership will come up for renewal one year from when you became a member. The Main Dues contact will receive your membership invoice via email 30 days prior to your invoice's due date.

CAN I VIEW AND PAY MY INVOICES ONLINE?

You can view, print, and pay any new (or old) invoices through our Member Portal. Go to guelphchamber.com and click "Member Portal" on the top right hand of the homepage.

If you can't access the Member Portal, contact:
calvin@guelphchamber.com

HOW CAN I UPDATE MY DIRECTORY LISTING OR MEMBER TO MEMBER DISCOUNT?

You can do this through our Member Portal.

HOW CAN I SUBSCRIBE TO YOUR NEWSLETTERS?

Go to guelphchamber.com/subscribe or click [here](#) to subscribe.

I AM INTERESTED IN CERTIFICATES OF ORIGIN. WHERE CAN I GET MORE INFORMATION?

Click [here](#) to learn more about this program or contact Jane Wielhorski at jane@guelphchamber.com or 519-822-8081 ext. 5

DO YOU OFFER ANY FUNDING FOR BUSINESSES?

We do not directly provide any grants or funding for businesses, programs, or events. We are currently working on a comprehensive list of funding sources local to our community, stay tuned for more information or check out GrowGuelph.ca





GUELPH
CHAMBER
OF COMMERCE



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SV LAW
PRACTICES IN LAW CORPORATION

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