



**Connections
Become
Community**

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Connections You Can't Add Up On a Spreadsheet



Why Connections Matter

Relationships are economic infrastructure

- In rural areas:
 - Referrals replace large marketing budgets
 - Trust travels faster than advertising
 - Collaboration keeps businesses local and resilient
- Chamber as a **neutral table**:
 - Where competitors become collaborators
 - Where new businesses are welcomed quickly
 - Where long-time businesses stay relevant

Chamber as a Connection Ecosystem



Places to Meet

Regular gatherings create repeated, low-pressure interactions



Moments to Celebrate

Ribbon cuttings and milestones spark introductions and visibility



Opportunities to Serve

Committees, sponsorships, and projects deepen relationships



Every event we host is simply a doorway to a relationship.



What Chamber Membership Really Buys You

Visibility → People know your name

Access → You're in the room

Trust → Relationships built over time





This year the chamber will continue to be the connector, convener, and champion

Start New Connections Today

- Sit with someone new
- Make one introduction for someone else
- Show up consistently



Photo by Stacy Cox

Closing Thoughts

- The strength of our local economy isn't measured by chamber events—it's measured by relationships.
- The chamber works best when it's not about the chamber, but about the connections it creates.

