



## OUR MISSION

The mission of The Parks Chamber is to “help businesses succeed with the right tools, connections, and resources.”

We produce world-class events to help promote and connect our members to each other and to the community.

We advocate for a competitive business climate, collaborating with public, private, and nonprofit partner organizations to “help our region emerge from this economic downturn early, equitably, and sustainably.”

We’re proud to also provide customized and innovative technology tools - like search-engine optimized Website Landing Pages, Mobile Web Apps, a Text Messaging Tool, and an E-Commerce System - to help members promote and sell their products and services online.

To explore The Parks Chamber, our members, and their products and services, please visit us online at [ParksChamber.com](http://ParksChamber.com) and follow us on Facebook, LinkedIn, Instagram, and YouTube.

If you're not a member of The Parks Chamber, we invite you to join today by registering online at [ParksChamber.com](http://ParksChamber.com).

# WELCOME TO THE PARKS CHAMBER OF COMMERCE!

The mission of The Parks Chamber is to “help businesses succeed with the right tools, connections, and resources.” Now, more than ever, small businesses need leadership and support. The Parks Chamber understands the interconnectedness of our economy and that today’s issues are too big for any single entity to handle. As a result, we’re collaborating regionally to help combine, link, and leverage assets and to co-create and lead innovative programs together with public, private, and nonprofit partner organizations.

Our newest regional initiative - called the 815 OPEN FOR BUSINESS PROGRAM - is managed by The Parks Chamber; therefore, every Premium Member of our chamber will automatically receive program benefits, including a listing in the new 815 Open for Business Directory and access to new technology tools like a “Checkout System” for selling products and services online. Did you know that every Premium member of The Parks Chamber also receives a search-engine optimized and mobile-responsive Website Landing Page, Mobile Web App, Text Messaging Tool, Coupon Creator, and a Dedicated Assistant who designs and customizes these technology tools for them? The Parks Chamber is the first organization in the region to provide these technology tools in support of our members, and you can learn more about them in this publication and online at ParksChamber.com.

In addition to providing innovative technology tools, The Parks Chamber also produces World-Class Events to help promote our members’ businesses while connecting them to each other and to the community. Please visit our Events Calendar and Gallery at Parks Chamber.com to see upcoming and past events. You’re invited to submit your events to the Community Calendar on our Events page, as well.

New this year, The Parks Chamber is advocating for a competitive business climate to help our region “emerge from this economic downturn early, equitably, and sustainably.” From writing letters and contacting state legislators to promoting Calls to Action among our members and network, the chamber is working hard to help businesses shift from survival to recovery in today’s challenging economy.

Additional details about our chamber, the innovative technology tools we provide for members, our events, and more are highlighted online at ParksChamber.com. We encourage you to learn more about our members’ products and services by viewing their listings in our online Directory, as well.

Thank you for this opportunity to serve you and the businesses within our region. If you're not a member of The Parks Chamber, we invite you to join us today!

Sincerely,



Tonya Lamia, Executive Director



# TECHNOLOGY TOOLS

We know that Google, Bing, and other search engines manage the world's internet information . . . You can find just about anything online today, from funny cat videos to the best restaurants in town. However, when local communities and their local businesses aren't documented online, a hole where the community "should be" gets filled with search results for everything BUT the local community.

Thanks to The Parks Chamber's new technology tools, our members' businesses are indexed by both Google and Bing so the public will find them online - both inside and outside of our own community!

We are the first organization in the region to provide these innovative technology tools for members! If you think about it, chambers started as brick-and-mortar lobbies, where residents and visitors could research - in person or by phone - information about local businesses. In today's digital economy, chambers need to offer timely resources to help members promote products and services online.



## TECHNOLOGY SUPPORT SERVICES

We understand that life gets busy, technology tools can be expensive, and it's often hard to know what kind of information should be promoted. For a one-time technology setup fee of \$49.95, The Parks Chamber's dedicated team of Documentation Assistants do the work for you! Our goal is to be sure that our members' businesses are documented and indexed for Internet searches on all major search engines, and detailed monthly activity reports verify a conservative monthly cash value of potential customers driven to your business through these new technology tools.

## CUSTOM WEBSITE LANDING PAGE

Over 51% of smartphone users have discovered a new company or product while conducting a search on their smartphone. To help ensure your business gets discovered, your Documentation Assistant will design a customized, search-engine-optimized, and mobile-responsive Website Landing Page that serves as a micro-site for small businesses that currently need a web presence, which also links to existing websites and social media accounts for members with an active web presence. Your new, custom Landing Page is also promoted and linked in the Member Directory at ParksChamber.com and in the new regional business directory at 815OpenForBusiness.com.



## MOBILE WEB APP

70% of web traffic occurs on mobile devices. Are you giving consumers the mobile experience they demand? Thanks to technology tools provided through The Parks Chamber, potential customers using a mobile device will enjoy your new Mobile Web APP, which automatically formats the same content from your Website Landing Page into a properly designed and easy-to-navigate APP. As mobile devices are rapidly replacing desktop computers for internet searches, a mobile publishing system for your business is needed now more than ever. Through The Parks Chamber, we've got you covered!



## TEXT MESSAGING TOOL

Parks Chamber members can also use our simple Text Messaging Technology to promote their businesses and manage real-time customer communications. By texting your custom Keyword to 72727, customers will receive an automated response with a link to visit your Mobile Web APP. At the same time, you will receive automated messages with each customer's cell phone number, which allows you to follow-up via text message or phone call. It's that simple!

## E-COMMERCE SYSTEM

77% of smartphone shoppers are more likely to purchase from companies whose mobile websites or APPS allow them to make purchases quickly; therefore, The Parks Chamber is now providing a FREE, fast, and simple E-Commerce System so members can begin selling products and services online. This new system will be fully integrated into your customized Website Landing Page and Mobile Web APP, and you'll receive login access to regularly add, update, and manage items for sale. The best part? You can choose to process payments online through Paypal, or customers can place orders without payment and then pay you directly when picking up their orders at your location. This technology tool also allows you to offer curbside pickup, regular pickup, and shipping options.



## MEMBER LOGIN ACCESS TO MORE!

Along with these technology tools, you can update your company and contact information, create Coupons, post events to the Community Calendar, pay your member dues, AND MORE by clicking Member Login at ParksChamber.com. We know this is a lot of information to absorb. Don't worry, our team of Documentation Assistants will do the work for you.



## INNOVATION AT WORK

The Parks Chamber is the first organization in the region to provide these innovative technology tools for members!

# WORLD-CLASS EVENTS

**THE PARKS CHAMBER PRODUCES WORLD-CLASS EVENTS TO HELP PROMOTE OUR MEMBERS' PRODUCTS AND SERVICES WHILE ALSO CONNECTING OUR MEMBERS TO EACH OTHER AND TO THE COMMUNITY.**

Please visit our events calendar and gallery of photos and videos online at [ParksChamber.com](http://ParksChamber.com) for more information.



## GOLF OUTING

Held in August, The Parks Chamber Golf Outing features a Scramble golf competition with trophies and prizes, including First Place Foursome, Hole in One, Closest to the Pin, Longest Drive, Longest Putt, and more! Activity Golf Hole Sponsors offer additional contests, food tastings, and beverage giveaways throughout the course. Raffle prizes are awarded at the lunch immediately following the outing, and non-golfers can purchase a ticket to attend the lunch. Our 2019 Golf Outing sold out in less than 30 days, we had nearly \$5,000 in raffle prizes, and we had a celebrity appearance by Stanley Cup winner and Chicago Blackhawks player Brian Campbell.

## ANNUAL MEETING & DINNER

Held in October, The Parks Chamber Annual Meeting & Dinner is an elegant affair that features award presentations, dinner, and entertainment. Our 2019 event was held at Forest Hills Country Club, and we more than doubled attendance from the previous year. Keynote Speaker & Chamber Nation CEO Richard Scully unveiled new technology tools available to Parks Chamber members for effective and measurable online promotion of their businesses, and we showcased several members' products and services. The Arthur W. Anderson Community Service Award was presented to 2019 recipient Minuteman Press.





## HOLIDAY HAPPY HOUR

Held in December, The Parks Chamber Holiday Happy Hour is a casual networking event that showcases a local establishment and features complimentary food and drink tastings.

## RIBBON-CUTTING & GROUND BREAKING CEREMONIES

The Parks Chamber hosts ribbon-cutting and groundbreaking ceremonies in support of our members. We coordinate directly with elected officials, and we invite our Board and members to participate. We also publish and send Media Advisories, and we provide suggested talking points for speakers.



## BUSINESS EXPO

The Parks Chamber Business EXPO is held at a prominent, high-traffic location and features display booths and participation contests. Attendees will receive a Map at the entrance, which will instruct them how to navigate the EXPO, collect passwords, and enter their completed Map in a Prize Barrel; one winner will be selected in a random drawing from all qualifying entries. Sponsors and Exhibitors also have an opportunity to purchase discounted advertising packages that promote the EXPO and their participation.

## MEMBER EVENTS

Parks Chamber members are also invited to attend Member Events - like Business Afterhours networking events and open houses - in addition to our Signature Events.



## SPONSORSHIP OPPORTUNITIES

Various sponsorship opportunities are available throughout the year for Parks Chamber Events. Please contact us at [info@ParksChamber.com](mailto:info@ParksChamber.com) for details about upcoming opportunities.





# BOARD OF DIRECTORS

**WE THANK MEMBERS OF  
THE PARKS CHAMBER BOARD OF DIRECTORS  
FOR THEIR LEADERSHIP AND SERVICE**

## **OFFICERS**

President • Craig Carlson, Northwest Bank  
Vice President • Lori Perkins, Rock Valley Credit Union  
Treasurer • Josh Aurand, Harlem School District  
Secretary • Pam Cook, Harlem School District

## **DIRECTORS**

Julie Altenbernd • Rock River Disposal  
Maxine Bayer • Rock Valley Publishing  
Mike Broski • Entre Computer Solutions  
Traci Eppes • Minuteman Press  
Gino Galluzzo • Galluzzo Law Group  
Thomas A. Green • Barrick, Switzer, Long, Balsley, & Van Evera  
Mayor Steve Johnson • Village of Machesney Park  
Mayor Greg Jury • City of Loves Park  
Brent Nelson • By the Dozen Bakery  
Heidi Saavedra • Rockford Park District  
Tim Savage • Village of Machesney Park  
Steve Thompson • City of Loves Park



# JOIN US

## IT'S EASY TO JOIN THE CHAMBER

“  
**MEMBERSHIP IN THE  
PARKS CHAMBER OF  
COMMERCE IS ONE OF  
THE BEST INVESTMENTS  
YOU CAN MAKE!**  
”

You're invited to join The Parks Chamber of Commerce as a new member today! The Parks Chamber is dedicated to helping businesses succeed with the right tools, connections, and resources.

Join online at [ParksChamber.com](http://ParksChamber.com) or contact us at [info@ParksChamber.com](mailto:info@ParksChamber.com) for more information.



**MEMBERSHIPS START AT \$100 / year**

Your membership level is based on the number of employees working 20 hours or more per week.