

# CHAMBER MEMBER TO DO GUIDE

*(Open to get the most out of your membership.)*



ST. JOSEPH  
Chamber of Commerce

# 2021



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# 2021 Member Guide



**ST. JOSEPH**  
Chamber of Commerce

The Chamber Member Guide is designed to help you maximize your membership investment. Learn more in the following pages.

About the Chamber.....	4
Chamber Staff.....	5
2021 Board of Directors.....	6-7
Events.....	8-9
Committees.....	10
Opportunities.....	11
Programs.....	12
Communications.....	13
Advertising & Sponsorships.....	14
Awards .....	15

3003 Frederick Ave., St. Joseph MO 64506  
816.232.4461 or 800.748.7856  
816.364.4873 (fax)

# ABOUT THE CHAMBER

Three Divisions, Promoting Better Business

## ECONOMIC DEVELOPMENT



The Economic Development Division is responsible for recruiting new businesses to the community and assisting existing businesses in an effort to retain jobs

and provide expansion opportunities. Under the direction of the St. Joseph Economic Development Council, the Economic Development Division is funded through a community partnership for economic development -- the Partnership for Success campaign. It is supported with funds raised from both public and private sectors. The Partnership for Success includes the City of St. Joseph, Buchanan County, and more than 150 local businesses.

The Chamber recognizes what an important aspect community development plays in creating a community where people want to live and work and businesses wish to invest. As such, the Economic Development Division takes an active part in facilitating this mission and to improve physical infrastructure and amenities, other keys to growth. The Chamber also actively recruits for new residents to move to St. Joseph to become a member of our workforce through **talent recruitment initiatives**.

This division also works with the St. Joseph Workforce Development Alliance. This group recognizes what an integral component the workforce plays in the economic growth of a community. It seeks to support, enhance and implement initiatives focusing on the improvement of the area labor force. It is comprised of the Chamber, the St. Joseph School District,

Hillyard Technical Center, Missouri Western State University, the United Way of Greater St. Joseph, North Central Missouri College, Metropolitan Community College and local businesses. The purpose is to coordinate local training and educational initiatives to support a prepared and engaged workforce, leading to successful local businesses.



## Government Relations

The Chamber works to foster relations with the various levels of government, and to represent the business community in addressing legislative issues. Government policies directly affect business, so the Chamber speaks out on behalf of the business community. The Chamber monitors a wide variety of issues and focuses on a number of key areas. The Chamber's advocacy ranges from formal testimony to informal discussions with key elected officials.

## MEMBERSHIP

The Membership Division works to strengthen the membership of the Chamber through effective retention and recruitment efforts. It also provides communication, marketing, networking and educational opportunities for members, and increases the visibility of the Chamber within the community.

## ADMINISTRATION

The Administration Division provides coordination and direction of all organizational resources, financial services and building management.

## Communications

The Communications Department is responsible for the management and dissemination of Chamber programs, activities and initiatives to members, potential members, the business community, and the general public, through various publications and marketing efforts.

# Staff Directory



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**Brad Lau**  
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President & CEO  
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816.232.4485



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Senior Vice President,  
Membership  
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**Tama Wagner**  
Director  
St. Joseph Community Alliance  
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816.364.4109

[saintjoseph.com](http://saintjoseph.com)  
[choosetjoseph.com](http://choosetjoseph.com)  
[jobs.saintjoseph.com](http://jobs.saintjoseph.com)  
[uncommoncharacter.com](http://uncommoncharacter.com)  
[uncommonlife.info](http://uncommonlife.info)  
[championsofcommerce.com](http://championsofcommerce.com)



**Bill Severn**  
Chairman  
News-Press NOW



**Brett Carolus**  
Chairman-Elect  
Hillyard Companies



**Don Tolly**  
Secretary/Treasurer  
Tolly & Associates Inc.



**R. Patt Lilly**  
President/CEO  
St. Joseph Chamber of Commerce



**Ashley Albers**  
Nor-Am Cold Storage



**Col. Ed Black**  
139th Airlift Wing,  
Mo. Air National Guard



**Jody Carlson**  
Missouri American Water



**Kelly Crawford**  
E.L. Crawford Construction, Inc.



**Scott Davis**  
Boehringer Ingelheim



**Colby Edwards**  
Altec Industries, Inc.



**Scott Gann**  
Scott Gann Construction



**Kevin Kelly**  
LifeLine Foods, LLC



**Dr. Elizabeth Kennedy**  
Missouri Western State University



**Jennifer Kneib-Dixon**  
Fairway Independent  
Mortgage Corporation



**Carrie Koelzer**  
Evergy

# 2021 Board of Directors



Amy Kotwani  
Americas Best Value Inn



Bill McMurray  
City of St. Joseph



Terri Modlin  
Room 108



Michael Pulido  
Mosaic Life Care



Dr. Larry Rideaux  
Metropolitan Community College



Amy Ryan  
Commerce Bank



Lee Sawyer  
Buchanan County



Martial Thevenot  
Perka Building Frames by  
Business Logistics, Inc.



Dr. Doug Van Zyl  
School District of St. Joseph



Mark Woodbury  
General Counsel  
Polsinelli



Sarah DeGarmo  
Past Chair  
Rise by Design



Zach Moore  
Diplomats Club Rep.  
Conveyance Solutions by Continental

## Past 10 Chairpersons of the Board of Directors

- |                     |                                    |
|---------------------|------------------------------------|
| 2020 Sarah DeGarmo  | 2015 Todd Meierhoffer              |
| 2019 J.L. Robertson | 2014 Dr. Mark Laney                |
| 2018 Matt Robertson | 2013 Vern Middleton                |
| 2017 Corky Marquart | 2012 Matthew Dority/Vern Middleton |
| 2016 Stet Schanze   | 2011 Brad McAnally                 |

## EVENTS

The Chamber provides a number of opportunities for members to network, socialize and learn. Look for dates, prices and locations in the Chamber Calendar of Events section each month in the Connections newsletter and the Monday Morning Memo, or check the Chamber website at [www.saintjoseph.com](http://www.saintjoseph.com). Contact Natalie Redmond for more information.

**PUBLIC AFFAIRS COFFEE** Hosted by the Government Relations Committee, this event features issues, questions, and responses involving social, economic, governmental, legislative and corporate activities that are of concern to members. Held quarterly.



**ANNUAL BANQUET** The Chamber has a gala event each year where retiring officers are honored, new leaders introduced and food and fun are enjoyed by all. More than 800 people usually attend.

**NEW EXECUTIVES WELCOME** Good things begin in St. Joseph each year when the Chamber welcomes and introduces new business leaders to the community.

**CHAIRMAN'S BREAKFAST** This general membership breakfast is held to update members and showcase recognized speakers.

**BUSINESS AFTER HOURS** Networking events held regularly at a member's place of business. Free admission.

**FARM CITY BREAKFAST** This event is held in celebration of National Ag Day. It recognizes the farmer/producer and the importance of agribusiness to the area economy. Proceeds benefit Agriculture Future of America (AFA) Scholarships.





**POINTERS & PINTS** Learn during this speaker series about technology issues that affect small business owners. Maybe have a pint while you're there? Free.

**THE CHAMBER CLASSIC** The hottest golf outing around is annually sponsored by the Chamber. Members and their guests enjoy a day of fun and camaraderie.

**MY SUCCESS EVENT** Area businesses promote career opportunities available to area students from Northwest Missouri high schools. Held in October each year, business representatives meet with students and encourage them to develop a career path.

**HOLIDAY PARTY** Meet and greet Chamber members, staff and the Board of Directors at the annual Holiday Party held in December. Sample "Chamber Tastes" provided by member restaurants, caterers and beverage distributors.

**ECONOMIC SUMMIT** Luncheons are held annually and are hosted by the St. Joseph Economic Development Council. The Economic Summit is designed to keep members current on economic development activities and showcases a recognized speaker.

**LUNCH & LEARN SEMINAR** These box lunch seminars, held the second Tuesday of the month, focus on personal and professional development for members of the business community.

**DONUT DASH** Walk or run by some of St. Joseph's historical sites in a 5k where you can consume and burn calories at the same time. Proceeds benefit area museums.

### EVENTS MAY BE VIRTUAL OR IN PERSON

At the time of printing, what the 2021 event schedule might look like is uncertain because of the pandemic. However, the Chamber will continue to offer opportunities in many forms for your benefit.

**SMALL BUSINESS SUMMIT** This event is held annually and focuses on the growth and success of businesses. Features recognized speakers and important business topics.

**SPEED NETWORKING** Meet new business connections in record time -- it's like speed dating for the business world. Bring lots of business cards and practice your elevator speech.

**PARTIES ON THE PARKWAY** This series of after-work community events features live music, food and drinks. "Parties" are held the second Thursday of the month, from 5 to 8 p.m., beginning in May and running through September, at various locations along St. Joseph's one-of-a-kind parkway system.

**CUP OF JOE** This weekly meeting offers the opportunity for entrepreneurs to discuss ideas and make connections.

**CIRCLE OF INFLUENCE** This exclusive group meets twice a month to exchange sales leads. One person per industry is allowed in each COI group. Guests are free for their first meeting.

**WOMEN'S LEADERSHIP LUNCHEONS** Each month women professionals are invited to bring their own lunch and discuss business topics important to women. This is held in partnership with Northwest Missouri State University's Small Business Development Center. Free admission.

**ST. JOSEPH RESTAURANT WEEK** Eating establishments are encouraged to participate in St. Joseph Restaurant Week, a special way to introduce new menu items, offer specials and bring new business into their doors during a historically slow time of year. The week is co-hosted with Joe Town Fun.

## COMMITTEES

Membership in the St. Joseph Chamber of Commerce provides you with a multitude of ways to increase your visibility within the business community. And, like most membership organizations -- the more you put into it, the more you get out of it.

**DIPLOMATS CLUB** This club is the Chamber's public relations team and is highly visible throughout the Chamber and the community. With monthly breakfast meetings and seven subcommittees — Annual Banquet, Business Mixers, Events, Hospitality, Member Retention, New Member Contact and Public Relations — the Diplomats keep very active. Contact Natalie Redmond.

**PARTIES ON THE PARKWAY** This committee coordinates a series of after-work community events celebrating St. Joseph's unique parkway system. Contact Natalie Redmond.

**GOVERNMENT RELATIONS** This committee develops the Chamber's legislative positions on business-related issues and maintains working relationships with government officials at the local, state and federal level. Contact Patt Lilly.

**AGRIBUSINESS** This group serves as the Chamber's primary link with the agricultural community. Meetings are scheduled once a quarter from noon to 1:30 p.m. at the Chamber, except for the months of June, July and August. Contact Natalie Redmond.

**MEMBERSHIP COUNCIL** These volunteers meet quarterly and are led by the Board Vice Chair for Membership. They review current member programs and services to see where the Chamber can improve and add value to members. Contact Natalie Redmond.

**SMALL BUSINESS** This committee reviews small business programs the Chamber offers and discusses issues facing small business. Contact Natalie Redmond.

**TRC** This committee helps organize the Total Resource Campaign, a main fundraiser for the Chamber. Contact Natalie Redmond.

**MANUFACTURERS COUNCIL** This new council, formed from two former organizations, the Eastside and Stockyards groups, has the purpose to bring all St. Joseph manufacturers together to discuss relevant issues. This group meets quarterly. Contact Brad Lau.

**ECONOMIC DEVELOPMENT COUNCIL** This is a group formed from the business community and the private sector to give guidance to the Chamber on economic development issues. This group is open to Partnership for Success investors, which are companies and individuals that invest in the Chamber's economic development efforts. This group meets quarterly. Contact Brad Lau.

## OPPORTUNITIES

The Chamber offers several ways to showcase your business facility, products and services. Contact Natalie Redmond for more information.

**RIBBON-CUTTING & AWARD CEREMONIES** Ribbon-cutting ceremonies are provided by the Chamber Diplomats for new, expanded or relocated businesses. Ceremonies are scheduled at least two weeks in advance. Hosts should provide refreshments, tours, displays and a brief presentation. Photos are posted on the Chamber's website. Contact Deanna Greiner.



**DIPLOMATS CLUB** This fun group meets for breakfast the second Thursday of each month at 7:15 a.m. Host businesses should have a facility large enough to accommodate 70 to 80 people for breakfast, provide at least one door prize and offer a tour of the facility.

**BUSINESS MIXERS** Business Mixers are held regularly. Hosts provide a cash bar, appetizers and a door prize. Facilities must be large enough to accommodate 75-100 people.

**CIRCLE OF INFLUENCE** This is a leads group composed of small business professionals who are looking to increase their revenue by forming relationships with other Chamber members for the purpose of exchanging direct client referrals and leads.

**CHAMBER TASTES** Chamber Tastes events promote member restaurants, caterers, and food/beverage providers. Participants provide samples at Business Mixers and receive recognition in Connections, promotion in the invitation and the opportunity to distribute cards, brochures and menus at the event.



## PROGRAMS

Gain in-depth knowledge of St. Joseph, see our government in action and learn strategies for success from other communities by participating in these Chamber programs. Prices vary.

**WASHINGTON D.C. FLY-IN** A delegation of local business and community leaders annually visit the nation's capitol as part of the Chamber's Washington D.C. Fly-In. While in D.C., the delegation meets with members of Congress, U.S. Senators, legislative staff and U.S. Chamber officials. The Fly-In is held each spring. Contact Tama Wagner.

**GREAT NORTHWEST DAY AT THE CAPITOL** This event serves as an important public relations effort on behalf of St. Joseph and the entire Northwest Missouri region. Join with local residents, officials and business leaders as they meet and mingle with our state legislators. Visit [www.greatnorthwestday.com](http://www.greatnorthwestday.com) for more information. Contact Tama Wagner.

**SHOP ST. JOSEPH HOLIDAY PROGRAM** This program, which runs from November through December, is designed to encourage customer loyalty, retain sales revenue for participating businesses and raise public awareness of retail availability in St. Joseph. A \$10,000 grand prize is awarded to one lucky shopper. Contact Natalie Redmond.



The St. Joseph Chamber of Commerce is a Five-Star Accredited Chamber with the U.S. Chamber of Commerce. This is the highest level of accreditation a Chamber can receive.



## COMMUNICATIONS

Many publications and services keep members updated and informed. Contact Kristi Bailey for more information.

**CONNECTIONS NEWSLETTER** This is the monthly news source for Chamber members in print form. Learn about business issues from the president, upcoming events, new members and other items of general interest to the membership.

**LEGISLATIVE UPDATES** These are e-mailed, real-time updates on state and federal business-related legislation to keep Chamber members informed of and engaged in our advocacy role.

All members receive a complimentary subscription to the **BUSINESS INTELLIGENCE E-REPORT**. This monthly e-newsletter provides the latest strategies, trends, tips and news for today's successful businesses.

**MEMBERSHIP DIRECTORY & BUSINESS RESOURCE GUIDE** This annual publication offers updates on Chamber members -- their location, leaders and information on their services. It also serves as a community guide to services provided, recreation opportunities, and much more.

**WEBSITES** The Chamber's main website, [saintjoseph.com](http://saintjoseph.com), features the Membership Directory, calendar of events, street map, online publications and more! You can also pay your bill and update your contact info in the [Member Portal](#) located on the site. Members can get their username and password for [www.saintjoseph.com](http://www.saintjoseph.com) by calling 816.232.4461. The Chamber's economic development website, [choosestjoseph.com](http://choosestjoseph.com), gives site selectors all the information they need to choose to locate in our fair city. Potential residents should

check out [uncommonlife.info](http://uncommonlife.info) and [uncommoncharacter.com](http://uncommoncharacter.com). Launched in 2020, [championsofcommerce.com](http://championsofcommerce.com) is a site the highlights where to shop and eat locally or where to purchase gift cards.

**SOCIAL MEDIA** Follow the Chamber on Facebook, LinkedIn, Instagram or Twitter to see pictures from Chamber events, get breaking news and to talk about business-related issues.

**MONDAY MORNING MEMO** This weekly e-mail updates members on events and activities taking place at the Chamber, and provides information from our members about events happening at their place of business. Sign up at [www.saintjoseph.com](http://www.saintjoseph.com).

**ECONOMIC DEVELOPMENT UPDATE** Investors in the Partnership for Success receive monthly updates on economic development activities, workforce initiatives and insights into the local economy.



# ADVERTISING & SPONSORSHIPS

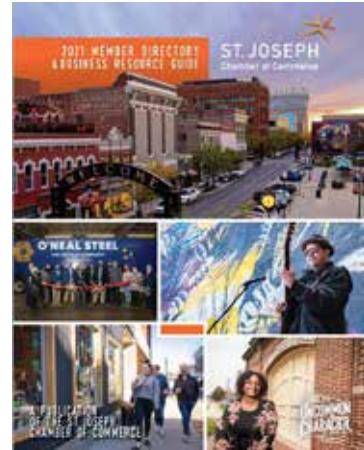
## TOTAL RESOURCE DEVELOPMENT CAMPAIGN

All of the Chamber's publications, events and programs are available for sponsorship, with varying benefits, through the Chamber's Total Resource Development Campaign (TRC) that takes place each spring/summer. The TRC is an all-volunteer effort to enlist new members, generate programs and sponsorships, sell advertising and raise awareness of the Chamber throughout the region. You may contact Natalie Redmond for more information on sponsorship opportunities.

**MEMBERSHIP DIRECTORY** The Chamber Membership Directory-Business Resource Guide is published each January. This publication has an annual circulation of 3,500 copies and is distributed to Chamber members, business prospects and new residents. Display advertising space is available to Chamber members only. Advertising rates vary depending on size and placement. Contact Kristi Bailey.

**BUSINESS INTELLIGENCE E-REPORT** Directly reach business leaders every month with your advertisement in this business strategies and trends electronic publication. A business card size ad is \$100/month, or less if you buy more. Non-compete ads only. Contact Kristi Bailey.

**MAILING INSERTS** Members can include a promotional flyer in the Chamber's monthly membership mailing. The 2,600 pieces are to be delivered to the Chamber by the 15th of the month prior to the mailing. Must be a "c" fold piece that will fit into a #10 envelope and be pre-approved by Chamber staff. One insert will be included in each month's mailing. The cost is \$500. Member must be in good standing. Contact Natalie Redmond.



**LABELS/EXCEL LIST** Would you like to send a direct mail piece to Chamber members? You can purchase mailing labels (for one-time use) or an Excel sheet of mailing addresses (to be used more than once). E-mail addresses cannot be purchased. Contact Missy Howe.

**MONDAY MORNING MEMO** Chamber members may submit an event (limit one per week) to be published in the Chamber's weekly Monday Morning Memo. This is a free opportunity and the e-mail goes to more than 2,600 e-mail addresses. Contact Jennifer Humbert.

**WEBSITES** Interested in having your company's logo and link to your website featured on one of the Chamber's websites? Contact Kristi Bailey.

## PROMOTIONAL ITEMS

Members can supply samples, promotional items, coupons and brochures for participants at Chamber programs and events. Contact Natalie Redmond. Free.

## DOOR PRIZES

Door prizes can also be provided for give-aways at Chamber events. Contact Natalie Redmond. Free.

## NEW MEMBER WELCOME MUGS

These mugs are provided to new members within the first few months of joining the Chamber, 20-30 items (must be able to fit into a coffee mug). Coupons are encouraged. Contact Natalie Redmond. Free.

## NEW EXECUTIVES WELCOME GIFT ITEMS

These items are provided to those new to management in St. Joseph. 100 items. Contact Natalie Redmond. Free.

## THE CHAMBER CLASSIC GOODIE BAGS/PRIZES

Provided to Chamber Classic golfers. 150 items. Contact Natalie Redmond. Free.



## MEMBERSHIP INVESTMENTS

Investments in the Chamber may increase annually based on the Consumer Price Index (CPI), not to exceed 5 percent. Past increases have averaged 2-3 percent.

## MEMBERSHIP HAS ITS AWARDS

Businesses that have been continuous members of the St. Joseph Chamber of Commerce for 5, 10, 20, 30, 40, 50, 75 & 100 years are recognized annually as part of the Chamber Membership Awards Program. Members receive standing awards in graduated heights. Another award given by the Chamber is the “**Diplomat of the Year**” award presented at the Annual Banquet.



816.364.4105

Northwest Missouri State University's Small Business Development Center (SBDC) is located within the St. Joseph Chamber of Commerce. The SBDC is available to assist individuals and businesses with issues involving business start-up, expansion, purchase, sale, marketing, financial analysis and almost any other issue that presents itself to current or potential small business owners.

The services provided by the SBDC are free and do not require Chamber membership. Funding comes from state and federal government funds, as well as other sources to make this service free to the public. If you or your business could benefit from any of these services, please contact the SBDC.

**Rebecca Lobina**  
Director, SBDC



**ST. JOSEPH**  
Chamber of Commerce

# MEMBERS

*only!*

Thank you for being a valued Chamber member.

As part of our commitment to providing the highest level of member value and engagement, we've launched a Members Only area where you can:

**Update contact information**

**Upload images to your online listing**

**Pay invoices**

**View and print Referral Reports**

**Access exclusive content**

**Take part in the Member-to-Member Discount Program**

**Participate in surveys**

We hope you enjoy having more control over your membership with us.

Visit **[saintjoseph.com](http://saintjoseph.com)** and  
click on **MEMBERS ONLY** to log in.

Contact the Chamber at 816.364.4103 or [greiner@saintjoseph.com](mailto:greiner@saintjoseph.com) for help





## ST. JOSEPH COMMUNITY ALLIANCE

UNCOMMON LEADERSHIP

The St. Joseph Community Alliance promotes a shared vision for the community through collective input from citizens.

The St. Joseph Community Alliance's partners are: the St. Joseph Chamber of Commerce, the City of St. Joseph, Buchanan County, the School District of St. Joseph, the Convention and Visitors Bureau, Mosaic Life Care, Missouri Western State University, the 139th Airlift Wing of the Missouri Air National Guard and the United Way of Greater St. Joseph.

Its vision: To provide a leadership forum to optimize the community's potential and enhance its quality of life.

Its mission: To maximize resources to resolve community priorities through collaboration, cooperation and commitment.

The Strategic Focus areas for the St. Joseph Community Alliance include: Shepherding the Imagine St. Joseph 2040 future plan, coordinating government relations/advocacy and implementing a community survey.

Contact: Tama Wagner, Director  
wagner@saintjoseph.com  
(816) 364-4109  
ca.saintjoseph.com

*imaginesstjoseph2040.com*



*A workforce development program of the St. Joseph Chamber of Commerce and local schools with the support of the Mosaic Life Care Foundation.*



## NEED HELP RECRUITING OR RETAINING TALENT?

The St. Joseph Chamber's Uncommon Life campaign can help your business recruit top talent and keep your best employees. St. Joseph has a lot to offer and has tremendous character in our people, architecture and amenities.

Use this website to communicate all St. Joseph has to offer and why we call it home:

[UNCOMMONLIFE.INFO](http://UNCOMMONLIFE.INFO)

The Chamber offers tours, gift baskets, welcome rallies and icebreakers for new employees and much more. To see the HR Recruitment Toolbox see this site:

[UNCOMMONLIFE.SAINTJOSEPH.COM/HR](http://UNCOMMONLIFE.SAINTJOSEPH.COM/HR)

Want to see open jobs in St. Joseph or post your resume? See our Uncommon Life Jobs Center at [SAINTJOSEPH.COM](http://SAINTJOSEPH.COM)



ST. JOSEPH

# YOUR LOCAL NEWS LEADER



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**ROKU**



**816-364-2222**

# SHOP LOCAL

- because Amazon won't sponsor your kid's baseball team
- because it keeps stores open
- because it keeps residents employed
- because it generates revenue to improve our community

There are many reasons to choose local businesses over ordering from online giants. Before you click order, think about if there's a local business that can provide the same product.

**Be a Champion of Commerce!**

[championsofcommerce.com](http://championsofcommerce.com)

