



# Shop 52



Building Relationships with Business Associations

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# Historical Perspective

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- ▶ Established by business owners
- ▶ Advocate and voice
- ▶ Influence economic landscape to establish growth opportunities
- ▶ Business Attraction and Retention
- ▶ Regional Health: Investment and Job creation



# Sphere of Influence



## Growth Oriented Model:

- ▶ Informed advocacy
- ▶ Collaboration and Partnership
- ▶ Access to regional capability
- ▶ Expands your affiliations



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# Business Association Offerings

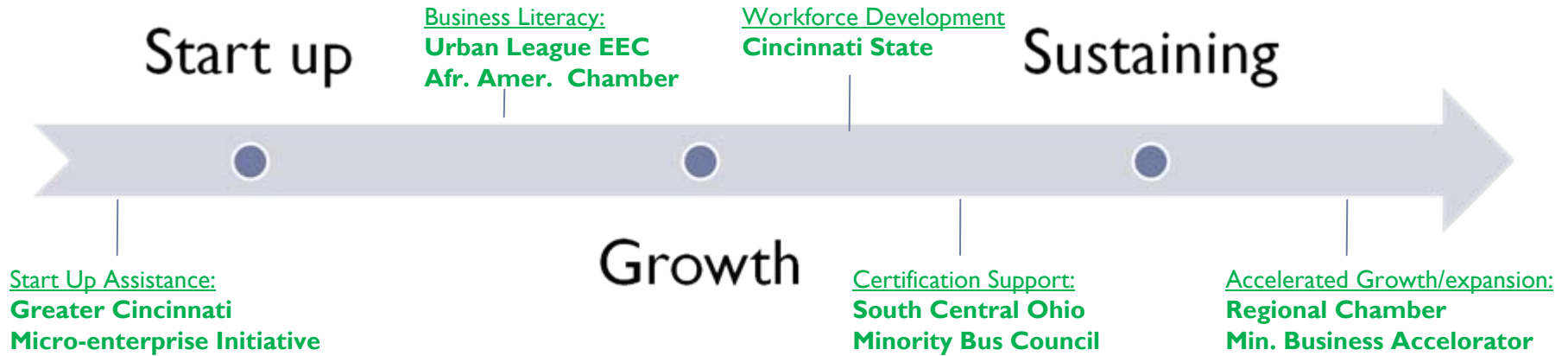
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- ▶ Networking (expand your peer group)
- ▶ Technical Business Assistance (Seminars, programs)
- ▶ A path for knowledge and information
- ▶ Recognition for its members
- ▶ A voice for your issues
- ▶ Instant scale (you are part of a focused community)



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# Synergized Programming Example



- ▶ SCORE
- ▶ Colleges and Universities
- ▶ Funding Partnerships
- ▶ Mentorship Programs
- ▶ Certification Assistance

**Ohio**

**Department of  
Development**

Minority Business  
Development Organization  
**Cincinnati**



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# Value Proposition

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- ▶ The power to coordinate experiences that enable business growth.
- ▶ Power to convene (pull together) thought leaders to afford you and your business to engage.
- ▶ Power to connect your business to the information or relationships you need.



# Types of Chambers of Commerce

## ▶ Geographic

- ▶ Cincinnati USA
- ▶ Over The Rhine
- ▶ West Chester
- ▶ Butler County
- ▶ Clermont County



## ▶ Ethnic

- ▶ African American Chamber
- ▶ Hispanic Chamber
- ▶ Japanese American

## ▶ Gender business associations

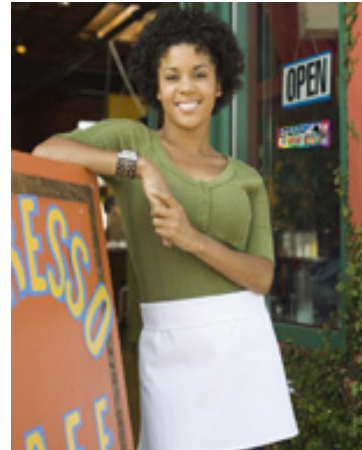


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# Relationships

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- ▶ Professional and Business associations are one of the **MOST** powerful drivers of growth.....
- ▶ However, they are **ENABLERS**; you get out of them what you put in.



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▶ Thank You



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