



Bedford County Chamber of Commerce

Leading Businesses. Leading Communities.™

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Chamber Fast-Facts

Source: The Shapiro Group
Atlanta, GA
National Research Study, 2012

7 out of 10 consumers believe that a business being actively involved in the Chamber demonstrates that it uses good business practices.

If consumers know that a small business is a member of the Chamber, the company enjoys:

- 44% increase in its consumer favorability rating.
- 51% increase in consumer awareness.
- 63% increase in likelihood that consumers will patronize the business in the future.

Consumers are 63% more likely to buy from a business that is a Chamber member.

Consumers are 68% more likely to think positively of a business' reputation if they are a member of the Chamber.

Consumers are 73% more likely to be highly aware of a business if they are a member of the Chamber.

Accomplishments

Advocacy, Education & Economic/Community Development

- * Named 2018 Chamber of the Year by the PA Association of Chamber Professionals
- * Provides a Government Affairs Speaker Series allowing the business community and public to connect and interact with government officials concerning issues important to the Bedford County region and beyond.
- * Hosts Candidate Forum leading up to Primary and General Elections; held the first-ever tribute to the Honor Guards of Bedford County; Hosts valuable Government Affairs programs throughout the year connection businesses with legislators.
- * First Chamber in Pennsylvania to offer Active Shooter & Intruder Training for business; based on member feedback, followed-up with Self Defense Training.
- * Launched an annual Women in Business Conference in 2014; added Health & Wellness Symposium in 2015; Adding Marketing/Branding Workshop in 2017.
- * Has provided more than 100 business development and training events since 2013, including a groundbreaking partnership with Allegany College of Maryland.
- * Sponsored the homecoming of Olympian Natalie Dell O'Brien for inspirational school visits; welcoming bronze medalist again in 2015 for Business Community Showcase and Career Fair.
- * Has been providing educational programs through the Bedford County Chamber Foundation for two decade, with programs focused on servant leadership and community improvement, literacy, career exploration & workforce development.
- * Launched the leadership-themed John Anderson Distinguished Speaker Series.
- * Tripled the business honorees and attendance at the Annual Dinner & Awards Program, providing a signature celebration of excellence for local business.
- * Doubled the business participation and more than tripled community attendance for the Home, Garden & Lifestyle Show, the largest springtime consumer event in Bedford County; includes partnership with Fairgrounds/Racetrack to promote season.

Member & Community Engagement

- * Publishes an annual *Membership Directory & Community Profile Guide*, providing information to businesses, new residents, visitors and the community about the many assets of the Bedford County region; online version also available worldwide.
- * Each member receives multiple listings within the member directory on the Chamber website along with opportunities for multi-media exposure in monthly direct mail newsletter, weekly electronic email blast, social media, office display and more.
- * Provides more than 60 Business Celebrations annually, including Ribbon Cuttings, Anniversary Celebrations, Groundbreakings, etc.
- * Creates hundreds of member networking opportunities each year, including After Hours mixers, speed networking events, Chamber committees and task forces, as well as many events and programs.
- * Presents events targeted to specific demographics of members and their customers, including: business-to-business, direct sales, outdoors, families and more.
- * Showcases agriculture in the county with a series of educational events including Downtown on the Farm, Fall Farm Tour, Ag Career Fair, and AgEd Month.

Learn more about these and other Chamber Membership offerings online:

www.BedfordCountyChamber.com

Member Benefits

EXPOSURE

Print Directory, Map
 Website & Social Media
 Direct Mail & Email
 Referrals
 Events & Sponsorships
 Business Celebrations
 Member of the Month
 Bedford Gazette Chamber Page
 News Release Service
 Relocation Information

EDUCATION

Government Affairs Events
 Seminars & Workshops
 Leadership Bedford County
 Youth Leadership Bedford Co.
 Community Reading Day
 BASICS Steps to Success
 Career Fairs and Field Days
 Agri-Business Education
 Entrepreneur Education

NETWORKING

Business After Hours
 Speed Networking Events
 Annual Dinner & Awards
 Trade Shows
 Technology Roundtable
 Direct Sales Task Force
 155232 Young Professionals

SAVINGS:

Chamber Choice Programs
 Energy Savings
 Internet Savings
 Marketing Specials
 Penn National Insurance
 (Dividend Program)

Committee Opportunities

The Bedford County Chamber of Commerce relies on our many committees to help plan & execute our events & programs. Committee involvement benefits not only our Chamber, but also our members, who have the opportunity to work with their peers in small groups, cultivating valuable business connections, all while making an important contribution to the many offerings of Chamber and our community.

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Awards (gathering info about Award Nominees)  
 meets periodically June through September in Chamber office

Special Events (Planning major events like Annual Dinner, Women in Business Series, Foundation Fundraisers, Breakfast with Santa, etc.) meets 2nd Tues., 8:30, venue varies

Home, Garden & Lifestyle Show (plans springtime home improvement trade show)  
 meets monthly October through April 2nd Mondays, 3pm in Chamber office

Business Community Showcase (plans Business-to-Business Trade Show)  
 meets periodically May through September event (times vary)

Government Affairs (Plans Government events, discusses issues)  
 1st Tuesdays—10am in Chamber office

Chamber Ambassadors (participates in ceremonies, adopts new members)  
 meets 2nd Fridays at noon (venue varies)

Direct Sales Task Force (for home-based businesses)  
 meets bi-monthly, dates/times vary

Golf Committee (plans annual Chamber golf tournament)  
 meets Jan. through July, 1st Thursdays, noon (venue varies)

Agri-Business (plans agri-business education events in school & the community)  
 meets last Wednesdays at Noon at BCTC

Bedford County Outdoor Challenge (plans Chamber bike ride and related events)  
 lunch meetings as needed to plan Aug. event

15522 Young Professionals (20's/30's/40-something's networking/education events)  
 Re-Launch Planned in 2019

Olde Bedford Beer Festival Committee  
 (4th Tuesdays, 5pm at the Golden Eagle Inn & Olde Bedford Brewing Co.)

Leadership Bedford County Advisory Committee  
 meets last Fridays, 8am in Chamber office

Youth Leadership Bedford County Advisory Committee  
 meets 3rd Mondays, 8am at BCTC (during school year)

BASICS (Businesses & Schools Investing in Cooperative Solutions)  
 meets 3rd Tuesdays, 8:15am in Chamber office.

Other committees, task forces, etc. are formed as needed.

**Contact the Chamber for Additional Information on Current Opportunities.**