WELCOME!

GREATER Hewitt CHAMBER

Member Orientation

WB WYATT BROTHERS MOVING COMPANY

1st The First National Bank of Central Texas

WE'RE GLAD YOU'RE HERE.

Who We Are

Photo by Bradley Turner

- Office from Hewitt's historic train depot
- 550+ Members
- Empower & educate current & future leaders
- Provide Visibility, Credibility and Education
- Attract 10,000+ visitors / year
- Accommodations, History and Visitor Resources
- Create a desirable community

Photo by Charles Turner

The Chamber represents 19,500 jobs and families, 35+ local/state/federal partnerships, and has awarded $80,000 to local seniors through the Greater Hewitt Chamber Scholarship Fund since 2008.

Alissa Cady

GREATER Hewitt CHAMBER

Who We Serve

MEMBERS

Referrals
Credibility & Visibility
Networking/Connections
Leadership Opportunities
Sponsorships
Committee Service
Business Education
Resources

VISITORS

Entertainment
City Amenities
Accommodations
Community Guide
History
Publications
Resources

NEW TO TOWN

Entertainment
City Amenities
Accommodations
Utilities Information
Community Profile
Welcome Bage
Connections
Volunteer Opportunities

SLEEP INN & SUITES

RAMADA

HEWITT TEXAS

GREATER Hewitt CHAMBER

Alissa Cady

Greater Hewitt Chamber's Mission

Since 1978, our mission has been to promote an environment of goodwill and prosperity among businesses, residents and civic organizations in the greater Hewitt area. We strive to foster, protect and promote the commercial, industrial, civic, agricultural and general interests of the Hewitt community.

2019 Easter Egg Hunt

Business Awards

Student Of The Year – Castleman Creek

Educators Credit Union

Custom Integrators LLC HDXPERTS

CLINT ALLEN 254-294-4224 StateFarm

HEWITT TEXAS

SLOVACEK'S YOU'LL LOVE OUR SAUSAGE

Allen Samuels DODGE CHRYSLER JEEP RAM FIAT

McLennan COMMUNITY COLLEGE

MR. ELECTRIC EXPERT ELECTRICAL SERVICE

1st The First National Bank of Central Texas

H-E-B

CEN-TEX ROOF SYSTEMS

Alissa

City of Hewitt

HEWITT
TEXAS

COUNCIL MEMBERS

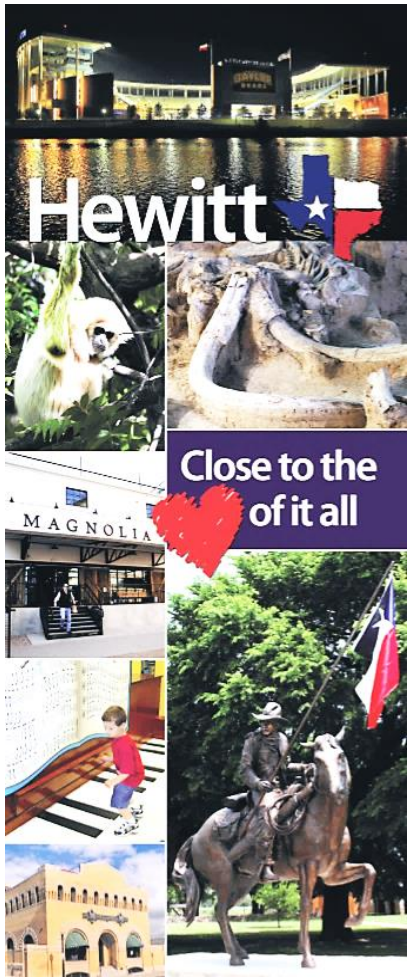
Charles “Charlie” Turner – Mayor (1)
Wilbert “Walky” Wachtendorf – Mayor Pro-Tem (1)
Bill Fuller (2)
Steve Fortenberry (3)
Dr. Erica Bruce (3)
Michael Bancale (At Large)

Bo Thomas, City Manager
Lydia Lopez, City Secretary

Jeff Nunes

Publicity & Tourism Partner: City of Hewitt

The Chamber works closely with the City of Hewitt on business, economic and community development; the Chamber also works with the city to promote tourism, parks, Hewitt's hotels, amenities and serves as a visitor center for Hewitt.



To make park or Amphitheater venue reservations, call (254) 666-6173.

STAY IN HEWITT
RAMADA (254) 265-9269
HEWITT (254) 666-6171
SLEEP INN & SUITES (254) 420-3200

Jeff Nunes

2020 Greater Hewitt Chamber Board of Directors

31

GREATER Hewitt CHAMBER

Jeff

Leadership Opportunities

BOARD OF DIRECTORS:

- 31 Directors | volunteer basis | meet monthly on chamber operations, budget & mission
- 370+ years of combined experience in various industries—from small business to Fortune 500 & international business development
- Board is led by Executive Committee comprised of president, 1st and 2nd vice presidents, secretary, treasurer & past president

AMBASSADORS:

- "Face of the Chamber" and extension of board's leadership
- Support the Chamber's membership retention plan by reaching out to fellow members
- Almost 50 ambassadors currently serving the Chamber

COMMITTEES:

- 2020 committees include: Ambassador, Awards*, Banquet, Budget*, Bylaws, Golf, Long-Range Planning*, Industry Relations, Membership, Nacho Daddy, Nominating*, Scholarships & Spooktacular

(* appointed positions)

HEWITT TEXAS

GREATER Hewitt CHAMBER

Jeff

Networking: Luncheons & Breakfasts

GHC Members visit
Midway ISD in September 2019

HEWITT TEXAS

GREATER Hewitt CHAMBER

BEACON PAYMENT SOLUTIONS

PRESENTING SPONSOR

Held at least once per month
Venues vary month-to-month
Events include a program & business member commercials; events may include facility tours.
Cost for business members to attend is FREE to $25 depending on venue.
Full catered meal provided
Average attendance = 50-60
Sponsorship opportunities available

Trish

Networking Opportunities: Business After Hours

Held at least once per month
Sponsor/venue varies month-to-month
Usually held from 5:00 p.m. to 7:00 p.m.
Event is casual with no set agenda, and attendees come and go at their convenience.
No cost to attend
Refreshments/ beverages typically provided
Average attendance = 80-100
Sponsorship opportunities available for Fall 2020

Trish

Networking Opportunities: Ribbon Cutting Ceremonies

Held at the member's request –for new business, new management or to celebrate a milestone.

Everyone is invited to support the business

No cost to attend

Average attendance = 25-30

GHC hosts approx. 5 to 6/month

Contact the GHC staff to coordinate

Refreshments sponsor

Trish

Freebies

What's Included

- GHCOC logo use for marketing and branding credibility
- Your organization listed in print & website directories
- Promote specials & events in e-bulletin & on our social media
- Include items in Welcome Bags distributed to new residents (coupons, postcards, promos)
- One-time Member Spotlight in Hewitt Express magazine
- Job postings on website
- Attend Business After Hours networking events
- Booth space at annual Spooktacular community event
- Serve on a committee or as an Ambassador
- Attend member orientation (all members invited) & Coffee with the President (for new members)
- Market research tools available at Hewitt Public Library
- Ribbon-cutting ceremony celebrating your business/organization
- Video or Webinar sponsored by Weber Electronics
- Member Plus App

Think outside the box.

Thinking outside the box is a critical Personal Skill- one that will make the difference between success or failure. The real critical leadership skill is accessing the thinking of others to help see what possibilities lie outside the box – outside the individual world of thoughts and beliefs and biases.

We are here for you during these uncertain times. We've helped members set up virtual meetings and events such as virtual tutorials. If you have an idea to share or need help getting creative contact the GHC at 254.666.1200 or you can email Kacie@hewittchamber.com

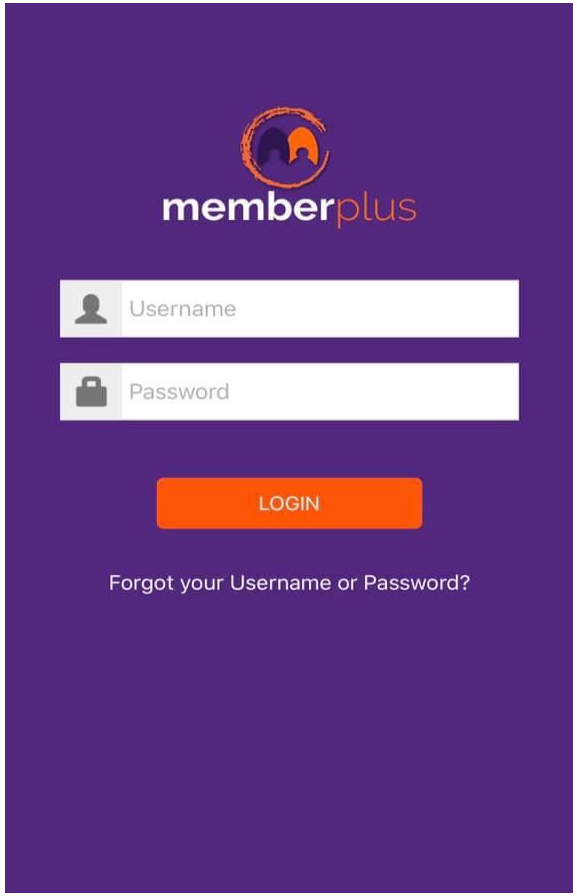
WEBER ELECTRONICS

GREATER Hewitt CHAMBER

Abri Martin

Chambermaster: Memberplus App

- **Access** member information center
- View Business **Directory**
- Update profile information
- **Register**, pay and check-in for events
- Interact with other members
- Post and view **jobs**, hot deals and member-to-member **specials**
- Download app and log in with member credentials



E-mail Kacie@Hewittchamber.com for log-in credentials.

Abri Martin

Greater Hewitt Chamber Partners

Hewitt First United Methodist Food Pantry

Regional Chamber Marketing Partners: *Temple, Belton, Killeen, Georgetown, San Marcos, Lake Whitney, Hillsboro, Clifton Chamber, Round Rock, NW Tarrant County Chamber*

Donny Hunter

Sponsorship Opportunities: Annual Events

Donny Hunter

Membership Banquet presented by Cen-Tex Roof Systems (1.30.20)

Held at the Waco Convention Center
Includes live music, catered dinner, award & scholarship presentation, keynote speaker, cash bar & luxury raffle
Sponsorships start at $210
Tickets = $65 each | Tables of 8 = $495
Average attendance = 500
2020 Keynote speaker, Johnny Quinn, US Olympian & Author (Bobsled)

Nacho Daddy Car/Bike Show & Concert presented by HEB (6.27.20)

Held at Warren Park in Hewitt
Live music, car show, kids' zone, food trucks & more
Benefits Hunger Free MISD
Parking $10/car, includes Kids Zone, Car Show & Concert
Average attendance = 3000+
Sponsorships available starting at $200

Sponsorship Opportunities: Annual Events

Golf Tournament presented by The City of Hewitt (9.18.20)

35th annual tourney –Held at Cottonwood Creek Golf Course - includes lunch, luxury raffle & contests on every hole with chance to win a car and/or $1 million
Sponsorships start at $125
Player: $120 each or $475 for team
Average attendance = 40 teams of four & 50+ volunteers
Benefits Greater Hewitt Chamber Scholarship Fund

Creekside Spooktacular presented by Incommons Bank and The City of Hewitt (10.29.20)

Held at Warren Park
Event includes trick or treating, games, costume contests, crafts, food trucks, prizes & more
Admission & parking is **free**
Sponsorships start at $150
Average attendance = 3500+
Benefits the Hallelujah Food Pantry

Donny Hunter

Sponsorship Opportunities: Partnered Annual Events

PRESENTED BY

Lead Explosion presented by Mr. Electric and Visiting Angels (6.25.20)

Joint Networking event with Women of Waco at Baylor Club: cocktails, dinner, assigned seating with likely prospects, 30-second spotlights and time for follow-up appointments

Limited to 3 per industry category and 1 per business

$50 for members (June 1 = $55)

Affordable sponsorship opportunities; 80 capped attendance

Benefits Christian Women's Job Corps

Hewitt Public Library's Hero Day at Hewitt Park (6.24.20)

Fun for the entire family!

Dunk Tank, Touch a truck, snacks and kids' games

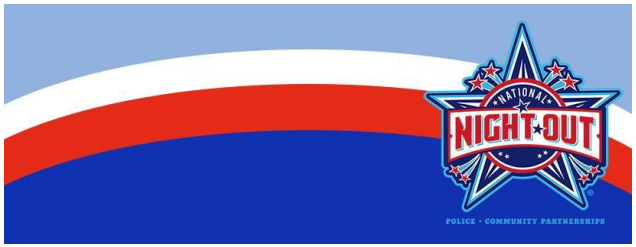
First Responders of McLennan County Appreciation Lunch

Gatorade and Bottled water donations accepted, 1500+

Hewitt Public Library's Dog Days Canine Event (9.25.20)

Aims to provide the greater Central Texas community with a fun family day to enjoy a variety of activities, learn from experts, connect with other dog lovers & even adopt a pet! 4000+

Sponsorship Opportunities: Partnered Annual Events



Sip N' Shop With NAFE (11.5.20)

A fun night of holiday shopping with local vendors, refreshments, beverages & networking

Joint event with the National Association For Female Executives

No cost to attend

Vendor space available - $40 for NAFE members & $80 for non-NAFE members

Benefits CASA of McLennan County

Held at The Pavilion in Woodway, 500+

Hewitt Police Department's National Night Out (10.3.20)

Promotes police-community partnerships and neighborhood camaraderie to make our neighborhoods safer. Includes vendor booths, bounce houses, children's games, food, live music and more! 4,000+

Hewitt Christmas Tree Lighting (12.7.19)

Enjoy crafts, hot chocolate, cookies, storytelling, Spring Valley Elementary School Choir, Santa & more! 1,500+

Dena B

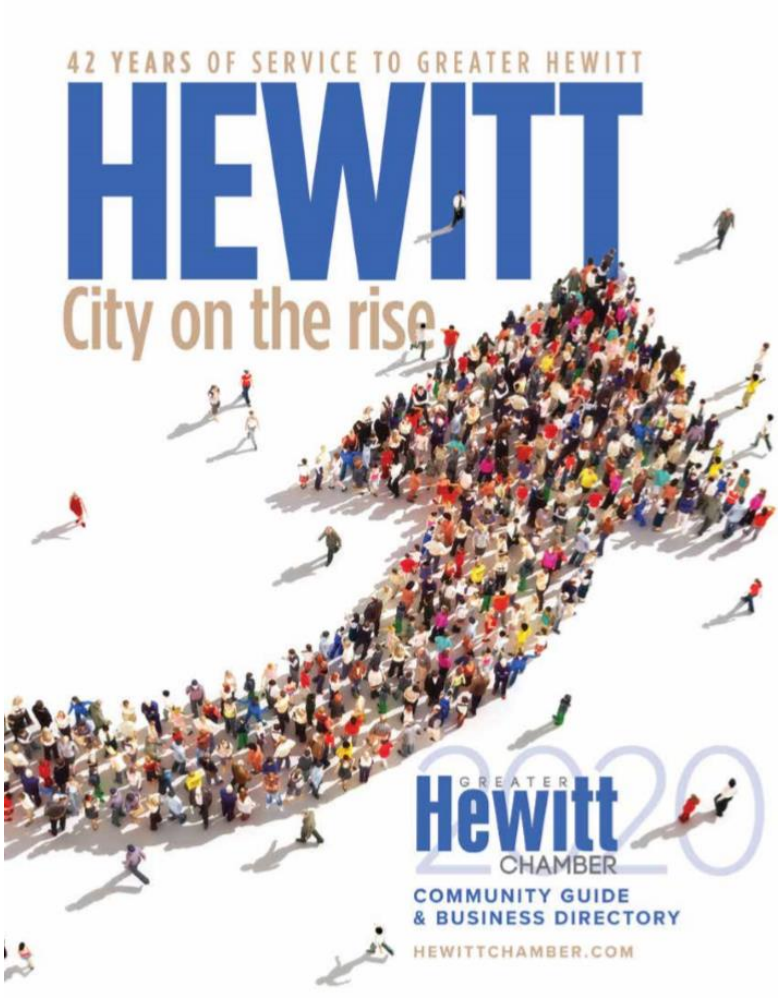
Sponsorship Opportunities: Print Advertising
Hewitt Express Magazine

- **3,000** printed quarterly (12,000/Year)
- Free to readers
- **Mailed** to all GHCOC members and area visitor centers along I-35 corridor
- Placed in **40+ high-traffic locations** in the greater Hewitt area (banks, Post Office, clinics, restaurants and shopping centers)
- Included in **welcome bags** given to new **residents** & new employees at large area **employers & To-Go Orders @ Walk-On's!**
- **Digital issue** promoted by Greater Hewitt Chamber & Midway ISD
- Features **articles** on area businesses and Hewitt history, new member **spotlights**, Hewitt area demographics, event photos, **calendar** & more
- Ads start at $140

GREATER Hewitt CHAMBER

Kacie Birkes

Sponsorship Opportunities: Print Advertising Community Guide & Business Directory



- Won 1st place in its category in Texas Chamber of Commerce Executives Media Contest in both 2016 & 2017
- 3000 printed every January
- Same distribution as Express magazine
- Features info on City of Hewitt, area attractions, education, business directory, map & more
- Use it to refer business to your fellow Chamber members (directory of members located in the back – both alphabetical and categorial)

GREATER Hewitt CHAMBER

Kacie Birkes

Sponsorship Opportunities: Digital Advertising

E-Blast

- Sent to GHC's of over **2,000** people in the greater Hewitt area
- Also posted on the GHC social media
- Great way to promote a sale, special event or new product/service.
- Member provides content & staff designs for member to approve
- Cost is ~~$81~~ $50 special offer! E-mail staff for availability
- 22-24% Open Rate (*above industry average*)

E-Bulletin

- Snapshot of upcoming events, community news & opportunities
- Sent to over **2,000** people in greater Hewitt
- Banner ads available on a weekly basis for $32; link to member's webpage of choice
- 22-24% Open Rate (*above industry average)*

Website

- Features member directories, events calendar, information on the greater Hewitt area's amenities & more.
- Utilized by chamber members, residents and visitors - receives over **2,500+ page views** per month.
- Ads on the home page are available on a monthly basis for $60 and may link to member's webpage of choice

Brian Black

Maximize Your Membership

MONTH ONE – CONNECT & LEARN

1. Stay plugged in by getting in the habit of scanning the weekly e-bulletin

2. Perfect your elevator pitch for networking events (you should be able to tell your name and position, business name, what your business offers and your ideal referral all in 30 seconds)

3. Attend a chamber event & set a goal of meeting three new contacts

4. Get familiar with the GHC Benefits on the membership brochure – are you taking advantage of all of the benefits available to you?

GREATER Hewitt CHAMBER

Jeanne Rieger

Maximize Your Membership

MONTH TWO – BUILD RELATIONSHIPS & VISIBILITY

1. Make sure your chamber sticker is displayed at your company's front door for a boost in credibility and favorability with your customers!

2. Contact the Chamber staff to schedule your ribbon cutting ceremony.

3. Go through the Chamber directory & get to know your fellow members.

4. Check out the Chamber's available webinars for programs on a variety of topics

5. Ask questions

GREATER Hewitt CHAMBER

Jeanne Rieger

Maximize Your Membership

MONTH THREE – PROMOTE & REFER

1. Get your business spotlighted in the next Hewitt Express magazine! Email the staff to get your logo and a brief article about your business included in the magazine.

2. Review Event & Publication Sponsorships for opportunities to increase brand awareness by supporting a community event or advertising in a publication

3. Review Ambassador and Committee information for leadership opportunities

4. Bring your marketing materials to the depot office to be included in new resident welcome bags

GREATER Hewitt CHAMBER

Donna Muhlman

Maximize Your Membership

Event attendance is the number one thing you can do to see a return on the investment of your chamber membership.

- Stay in-the-know with GHC emails & social media
- Be engaged – come to events & serve in leadership roles
- Get to know your fellow members & refer them
- Full 90-day action plan for a successful membership available at HewittChamber.com/90days

The strength of the Greater Hewitt Chamber rests in our relationships. The more members get to know one another, the stronger our chamber, community and the local economy become.

Donna Muhlman

Your Support Matters!

QUESTIONS? THE GHC STAFF IS HAPPY TO HELP!

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