

WELCOME!

GREATER HEWITT CHAMBER

FREE PUBLIC MEMBERSHIP ORIENTATION

March 23, 2022 | 9 AM @ Hewitt Public Safety Facility
100 Patriot Court Hewitt, TX 76643

Wondering how the Greater Hewitt Chamber can help grow your business? Get your questions answered and learn more about how the chamber serves our community. All are welcome at this free event! Light breakfast provided.

THANK YOU TO OUR SPONSORS:



REECE FLOOD



Who We Are

- Office from Hewitt's historic train depot
- 501 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 Bradley Turner

The Chamber represents 22,000 jobs and families, 35+ local/state/federal partnerships, and has awarded \$100,000 to local seniors through the Greater Hewitt Chamber Scholarship Fund since 2008.

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.



Who We Serve



Members

- Referrals
- Credibility & Visibility
- Networking/Connections
- Leadership Opportunities
- Sponsorships and committees
- Business Education
- Resources

Visitors

- Entertainment
- City Amenities
- Accommodations
- Community Guide
- History
- Publications
- Resources

Residents

- City Amenities
- Utilities Information
- Community Profile
- Welcome Bags
- Connections
- Volunteer Opportunities
- Resources



Helping Here.



Customized Annual Packages

The Greater Hewitt Chamber's popular Custom Annual Package (CAP) enables members to reserve sponsorships and advertising for the entire year to save time and money. Members find CAPs beneficial in terms of annual planning, budgeting and operational efficiency. We offer three convenient payment options: one annual payment, monthly payments or quarterly payments. To build a customized package, review at Hewittchamber.com/cap.

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Local, State & Regional Partners



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

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.



STAY IN HEWITT

RAMADA
(254) 265-9269

HEWITT
(254) 666-6171

SLEEP INN & SUITES
(254) 420-3200

City of Hewitt

Meet Hewitt's City Council

*Council meetings are at Hewitt City Hall
(200 Patriot Court) on first and third
Mondays at 7:00 p.m.*



Steve Fortenberry – Ward 3, Mayor
Michael S. Bancale – At-Large, Mayor Pro Tem
Johnny Stephens – Ward 1, Council Member
Charles D. “Charlie” Turner – Ward 1, Council Member
Bob Potter – Ward 2, Council Member
Johnny Price – Ward 2, Council Member
Dr. Erica Bruce – Ward 3, Council Member

The City Council consists of seven members that are elected at-large. In general, the members' seats are determined by ward. Two council places are designated in each of the city's three wards, while one place is left at large. The mayor is one of the seven members on the council and is selected by the council once per year at the council meeting immediately after the election. For more information, visit CityofHewitt.com.

City Manager: Bo Thomas

City Secretary: Lydia Lopez, TRMC/CMC



Diana Crow
President
Extraco Events
Center



Michael Wyatt
1st VP
Line-X of Waco



Shawna Roscom
2nd VP
Edward Jones
Investments



Lindsey Skinner
CPA, CFE, CGMA
Treasurer
Pattillo, Brown
& Hill, LLP



Cassie Thomas
Secretary
The Exchange
Event Center



Bo Thomas
City of Hewitt
**Honorary
Member**



Brian Black
Farmers
Insurance
Agency



Clint Allen
State Farm
Insurance



Dena Lind
Cory Lind
Fine Art



Donna Muhlman
Mr. Electric



Donny Hunter
LegalShield
Business
Solutions



Frank Thomas
Wash & Thomas
Attorneys



Gram Short
Bulldog Auto
Detailing



Gregg Dungan
KXXV News 25



Jean Ann Hoover
Educators Credit
Union



Jeanne Rieger
Task Genie Waco



Jeff Nunes
Maverick
Financial



Jeff Stubbs
Custom
Integrators



Jose Neira
Italian Granite



Katy Redding
Specialty
Restoration



Ken Noble
Noble
Leadership
Solutions



Kylee Ticknor
Hero Pest
Control



Lori Robb
Baylor Scott &
White Medical
Center - Hillcrest



Matthew
Boudreaux
ClearVista
Financial



Reece Flood
High & Associates



Regina Martinez
Incommons Bank



Richard Nettles
Extraco Banks -
Mortgage



Scott Hedges
GENCO Federal
Credit Union



Stephanie Tolbert
Fluff Wash + Fold



Suzi Pagel
Midway ISD



Terry Hunt
Community
Cancer
Association



Trish Menchu
Coldwell Banker
Apex, Realtor

2022 Greater Hewitt Chamber Board of Directors 32

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Leadership Opportunities



BOARD OF DIRECTORS:

- 32 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 60 ambassadors currently serving the Chamber

COMMITTEES:

- 2022 committees include: Ambassador, Awards*, Banquet, Budget*, Bylaws, Golf, Long-Range Planning*, Industry Relations, Membership, Nacho Daddy, Nominating*, Scholarships & Spooktacular

(* appointed positions)



Networking: Luncheons & Breakfasts



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 members is **FREE to \$25 depending on venue.**
Full catered meal provided
Average attendance = 40-50
Sponsorship opportunities available
Resumed Sept 2020, CDC Guidelines followed

GREATER HEWITT CHAMBER
2022 PROGRAMS

PRESENTED BY



SUPPORTED BY



THE COOKIE BARN

HEWITT
TEXAS

Visit hewittchamber.com for programs info

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 2023



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

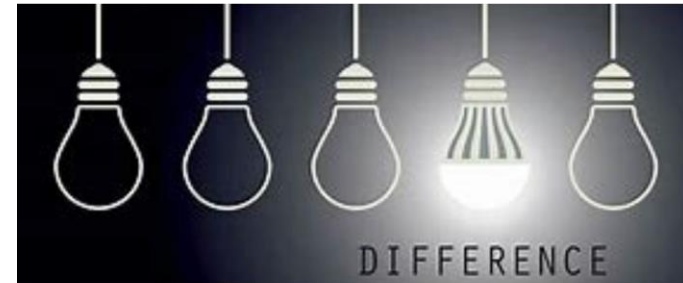
GHC hosts approx. 5 to 6/month

Contact the GHC staff to coordinate



Freebies

- GHCOG logo use for marketing and branding credibility
- Print & website directory listings
- Promote specials 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/profile
- Attend Business After Hours networking events
- Serve on a committee or as an Ambassador
- Attend orientation & Coffee with the President
- Market research tools available at Hewitt Public Library
- Ribbon-cutting ceremonies
- Video or Webinar sponsored by Weber Electronics
- Member Plus App
- Member of the Month Opportunity



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



Sponsorship Opportunities: Annual Events



Clint Allen – Hewitt, TX

Denim & Diamonds Membership Banquet
presented by State farm Insurance Clint Allen
Jan. 26, 2023
(The Base)



- Includes live music, catered dinner, awards & scholarship presentation, keynote speaker, vendors, cocktails & luxury raffle
- Sponsorships start at \$215
- Tickets = \$75 each | Tables of 8 = \$550
- Average attendance = 500
- 2023 Keynote speaker, Chip Wilson, 360 Solutions

Sponsorship Opportunities: Annual Events



Nacho Daddy Car/Bike Show & Concert presented by HEB – April 15, 2023

To be held at Warren Park Hewitt
Live music, car show, kids' zone, food trucks
Benefits Hunger Free MISD
Family Fun, Car/Bike Show & Concert
Average attendance = 3000+
Sponsorships available starting at \$200



Sponsorship Opportunities: Annual Events

HEWITT TEXAS

**Golf Tournament presented by The City of Hewitt
(each September)**

37th annual Disco & Divots at Cottonwood Creek Golf Course - 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 \$500 for team

Average attendance = 38 teams & 50+ volunteers

Benefits Greater Hewitt Chamber Scholarship Fund



Sponsorship Opportunities: Annual Events



**Hewitt's Halloween Bash presented by
Incommons Bank and The City of Hewitt
(10.28.22)**

Held at Warren Park

Event includes trick or treating, costume contest and food trucks

FREE EVENT

Sponsorships start at \$155; Avg attendance = 3,500+
Benefits the local food pantries



Sponsorship Opportunities: Partnered Annual Events



PRESENTED BY



Lead Explosion presented by Mr. Electric and Visiting Angels (Aug 25, 2022)

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

Limited to 3 per industry category and 1 per business
\$50 for members

Affordable sponsorship opportunities;

80 capped attendance

Benefits Christian Women's Job Corps



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

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 (Sept. 24)

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+



Networking & Sponsorship Opportunities: Operation Thank You

Operation Thank You takes place in February and provides the GHCOC Staff and Volunteers an opportunity to share our appreciation to our members! We visit as many members as possible in one day and provide them a goodie bag. It's also an opportunity for the chamber to update contact information and make sure they're aware of the several benefits we have to offer. *All members are welcome to help – watch for our 2023 date!*

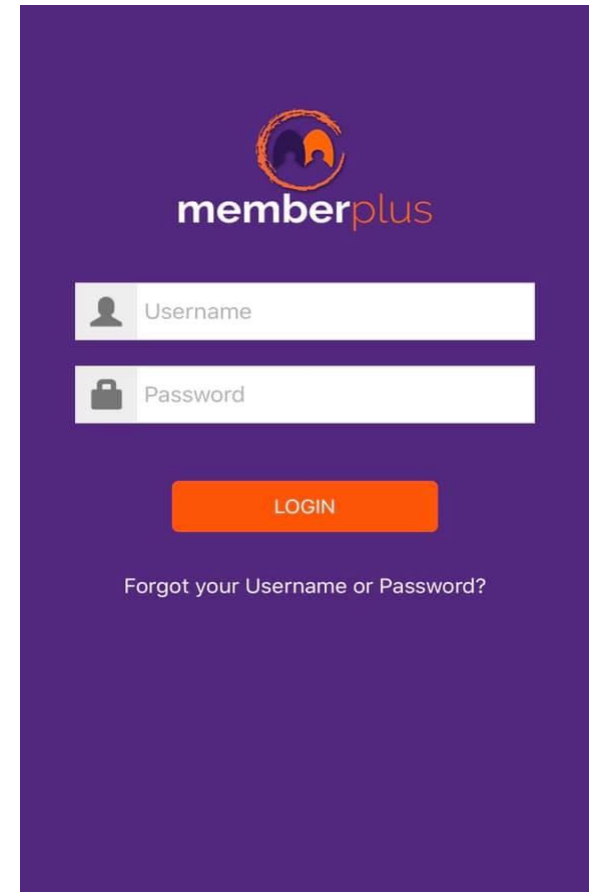


Sponsorship Opportunities: MISC.

- New Resident Welcome Bag
- Student of the Year
- Strategic Planning
- Board Meetings
- Member Anniversaries - Digital
- Member Birthdays – Digital
- Volunteer Shoutouts – Digital
- Greater Hewitt Chamber Happenings Calendar – Digital/Print
- Membership Orientation
- Coffee With the President
- Top Priority – Online Listing Category Banners
- Shred Events
- Door Prizes
- Articles/Express Magazine Content

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



Sponsorship Opportunities: Partnered Annual Events



SIP N' SHOP
A GREATER HEWITT CHAMBER & FEMALE EXECUTIVES OF WACO EVENT

Thursday, Nov. 17, 2022 | 4:00 - 7:00 P.M.
The Edison @ Castle Heights 2601 Franklin Ave, Waco, TX 76710

Enjoy shopping, prizes, food, beverages & networking at this fun, free annual event! For vendor info, visit www.hewittchamber.com/sipnshop.

Greater Hewitt Chamber | F.E.W. | FOX 44 KWKT | GENCO FEDERAL CREDIT UNION | DIGITAL MEDIA BUTTERFLY

Sip N' Shop With FEW (Nov. 17, 2022)

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, 500+ attendance

Hewitt Police Department's National Night Out (Oct. 1, 2022 6-9 pm)

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+ Sponsorships available!

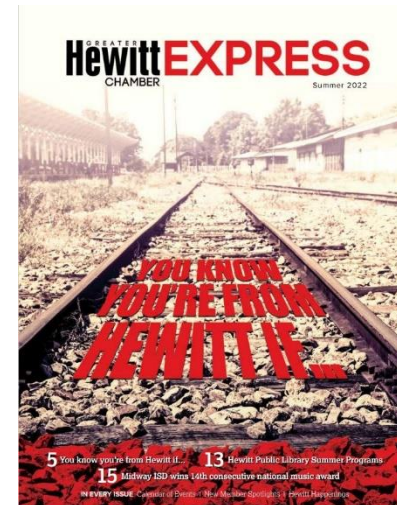
Hewitt Christmas Tree Lighting (December 7)

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



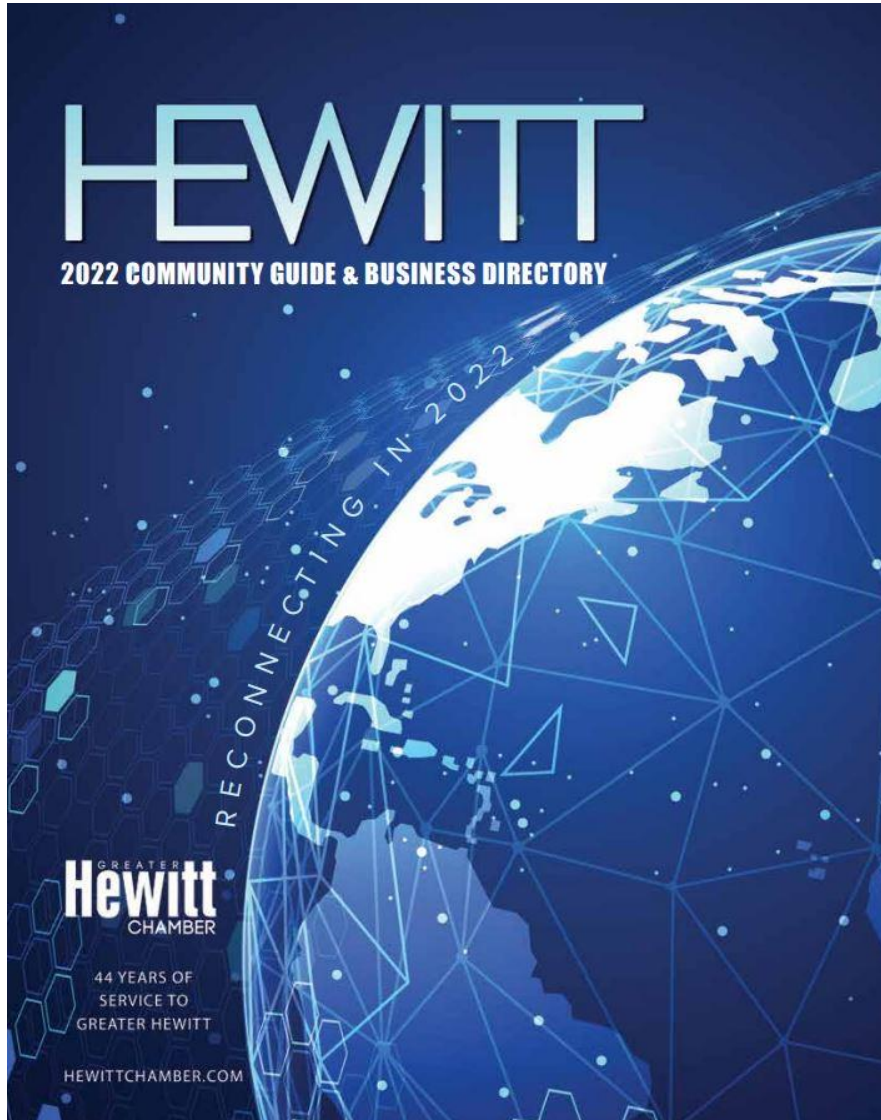
Sponsorship Opportunities: Print Advertising Hewitt Express Magazine

- **3,000** printed quarterly (12,000/Year)
- Free to readers
- **Mailed** to all GHCOG 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 \$150



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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)

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 ~~\$87~~ **\$65 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 \$37; 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 \$70 and may link to member's webpage of choice

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?



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

Maximize Your Membership

MONTH THREE – PROMOTE & REFER



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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

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.



KACIE BIRKES

Communications Coordinator

Kacie@HewittChamber.com

On Staff since 2019



ALISSA CADY

Executive Director

Alissa@HewittChamber.com

On Staff since 2010



JAKE SMITH

Membership & Social Media Coordinator

Jake@HewittChamber.com

On Staff since Oct. 2022

FAQ's:

- Does a business have to be in the Hewitt city limits to join the GHCOC? No
- How long does your membership run? 12 Months
- How do I submit information to share? E-mail Jake@Hewittchamber.com