

Greater Des Moines Partnership Affiliation

The Greater Newton Area Chamber of Commerce has now joined 22 other Central Iowa Chambers' of Commerce in being affiliated with the Greater Des Moines Partnership. The following member benefits sheet highlights the various advantages to the Newton Chamber of Commerce. Joining the Partnership provides Newton with increased opportunities to promote our business community. It will also give individual businesses greater exposure in the region as well as access to the business tools and resources the Greater Des Moines Partnership has available to its affiliate Chamber Members.



<http://www.desmoinesmetro.com/>

Note: When you look at Greater Des Moines Partnership website, notice the scrolling Chamber Events to the right. With our membership, our Newton Chamber Events will now be listed along with the other Chambers.

There are currently 22 Chambers of Commerce affiliated with the Greater Des Moines Partnership including Indianola, Waukee, Grimes, Altoona and Bondurant. Winterset is currently considering membership as well. Being an affiliate of the Greater Des Moines Partnership takes nothing away from our organization as the Greater Newton Area Chamber of Commerce. We are still our own independent Chamber with our own Board of Directors. Affiliation with the Partnership merely gives us more opportunities to promote the business and community of Newton and also provides many resources, seminars for any business to grow and thrive in today's economy. The cost for us to join is \$17 per chamber member. For 2011, that cost has been covered by a group of businesses and organizations want to see Newton benefit from this affiliation.

This is a unique opportunity for our Chamber. Most large businesses like the Vernon Company, Thombert, Inc. and Forbes have been in favor of this for a while. They already do most of their business regionally and want more opportunities to network and have a voice in the larger Central Iowa Economy. Adam Otto of Otto Law firm already has clients in Des Moines and would appreciate the opportunity to *remain a Newton based law firm* yet have the larger business network through the Partnership. As Senator Dennis Black counseled us, we should strongly consider this opportunity. Des Moines is expanding east and there will be a more symbiotic relationship in the future. Linda Klepinger with the Center for Arts and Artists is in favor as she sees it as giving us more opportunities to promote our Arts community.

Expectations

We all know that in business, customer satisfaction is all about meeting customer expectations. Our expectation in becoming an affiliate Chamber of the Greater Des Moines Partnership is that for a very reasonable cost, it will bring more opportunities, resources, and exposure to the business community of Newton. It will be up to us to take advantage of those opportunities and partnerships. Joining the Greater Des Moines Partnership is a "magic bullet" to all of our economic and business challenges. It can and will be an important "piece of the puzzle" as Newton moves forward.

Misunderstandings and Clarifications

1) Why does the their website say “Do More in Des Moines”?

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“Welcome to the Greater Des Moines Partnership's web site. This site provides resources for moving or expanding a business to Greater Des Moines, employment opportunities, information about the area, and updates on the Partnership's programs and events.”

The introductory paragraph on the Partnership website clearly states that the purpose of the website is to attract businesses from around the country to our region. The slogan “Do More in Des Moines” refers to the benefit of relocating your business in the Central Iowa and Greater Des Moines area. *We want Newton to be a clear option for that business! We will still encourage our Chamber Members to do as much of their purchasing as possible in Newton and Jasper County first before they branch out to the Des Moines Area.*

2) I will never do any business with Des Moines. How will it benefit me?

We must think in terms of our over all regional economy. If a relationship with the GDP helps other businesses in Newton grow and expand, that helps the overall Newton economy and eventually most businesses benefit from that growth.

4) I can't compete with Des Moines.

The goal is not to compete at every level, but to provide opportunities to attract shoppers, travelers, etc to Newton as well as new businesses. Joining the Greater Des Moines Partnership will not change the current reality of our proximity and economic relationship to Des Moines. ***In many ways, being affiliated with the Partnership will elevate the stature of Newton in the region and make us more of a participant in the Central Iowa Economy.***

Please call the Chamber Office if you have any questions. - (641) 792-5545



THE GREATER DES MOINES PARTNERSHIP REGIONAL MEMBER BENEFITS



PROMOTION TOOLS FOR YOUR BUSINESS



MEMBERS ONLY
FREE

Regional Member and Investor Directory -- The Partnership can connect your business to thousands each month via the annually published directory and the accompanying online directory with name and industry search capabilities.

MEMBERS ONLY
FREE

One Voice Newsletter -- This monthly communication is distributed in partnership with the Business Record and is also available online to share information about regional initiatives and events. The Partnership's weekly e-mail newsletter reaches over 13,000 business people.

MEMBER SAVINGS

Mailing Labels -- As a regional organization 4,400+ strong, the Partnership's mailing list is a great way for your organization to extend its marketing reach to other Partnership members.

MEMBERS ONLY
FREE

MarketSource -- This tool allows Partnership investors/members to create an in-depth business profile within the Partnership's site that is accessed by thousands searching for local goods and services. Your company can provide detailed information on product offerings and even include promotional materials for downloading.

MEMBERS ONLY

Relocation Prospect List -- Purchase a list of recent location inquiries made to the Partnership about the metro area.

MEMBER SAVINGS

Small to Big Business Forum -- A forum held annually to get small business sellers and big-business buyers in the same room, meeting face to face and building profitable relationships.

MEMBER SAVINGS

Regional Business After Hours -- Business to business networking events open to chamber members across Central Iowa held at a different business and community each time.

WORKFORCE TOOLS



MEMBERS ONLY

Jobs/Resume Database and Matching -- An online tool for investor/member organizations to post available jobs that can be accessed by job seekers who can also post resumes on the system.

MEMBERS ONLY
FREE

Relocation Packets -- These packets contain a wealth of community information and are available for member companies to use for recruiting candidates from outside the region.

MEMBERS ONLY
FREE

Customized Workforce Recruitment Assistance -- A wide range of personalized services including executive community orientation services, ambassadorial services for diverse candidates, trailing spouse/partner placement and more is here for your recruitment needs.

FREE

'Do More In The City' Intern program -- A series of networking events designed to engage summer interns with business and community leaders, young professionals and other interns while incorporating exposure to many of the quality of life amenities and professional development opportunities in the region.



THE GREATER DES MOINES PARTNERSHIP REGIONAL MEMBER BENEFITS

REGIONAL PUBLIC POLICY EFFORTS

**MEMBERS ONLY
FREE**

Policy Development/Lobbying -- The Partnership works at the federal, state and local levels to advance policies that contribute to a positive business climate for the region.

MEMBER SAVINGS

Washington, D.C. Trip -- The annual advocacy trip to the nation's Capitol takes 200 business, civic, and community leaders from the region to secure federal funding for projects and initiatives specific to Greater Des Moines.

PARTNERSHIP PARTICIPATION

**MEMBERS ONLY
FREE**

Councils and Committees -- Connecting with other investors/members on topics about which you are passionate is one of the Partnership's greatest offerings – you can be part of any number of councils and committees working on issues like: government policy, workforce attraction, affinity programs, education, health and wellness, and more.

MEMBER SAVINGS

Share Your View -- A monthly round-table discussion about the economic and community issues facing Partnership member companies. This event has been the catalyst for a variety of Partnership initiatives and new programs, and will continue to provide a forum for discussion of the issues important to your business success.

BUSINESS TOOLS

MEMBERS ONLY

Buy Into the Circle -- A community effort to build awareness about the importance of buying local. Shifting business purchases back into the Greater Des Moines region encourages economic stability, strengthens local relationships and creates jobs.

FREE

International Trade -- Assists Iowa companies in developing or expanding international markets for their products and/or services.

FREE

Diversity Initiatives -- Providing programs, resources, and consultation that foster inclusive work places and community.

MEMBER SAVINGS

Regional Calendar of Events -- Events of affiliate chambers and business groups posted on the web site.

MEMBER SAVINGS

Education/Professional Development -- Periodic events exploring timely business issues by industry experts. Recent topics include sustainable business practices and wellness in the workplace.

BUSINESS AWARD AND RECOGNITION

MEMBER SAVINGS

Celebrate Business Awards and Economic Impact Awards -- Presented annually to promote the betterment of the Greater Des Moines business community by publicly recognizing innovative and enduring business initiatives.

MEMBER SAVINGS

Diversity Award -- Recognizes businesses in Greater Des Moines that strive to create opportunity and embrace a workplace culture that includes diversity from the foundation up.

MEMBER SAVINGS

Young Professionals Connection's "Amy Jennings YP of the Year" Award -- This award is given annually to a young professional who demonstrates the mission of YPC through leadership in professional development, civic, charitable and social endeavors in Greater Des Moines.

For more information on Partnership programs and initiatives, contact (515) 286-4950 or visit www.desmoinesmetro.com