



Being involved with the Chamber has really allowed the community to get to know me and my business. Over the last 6 years, the Chamber staff have been a positive and supportive influence for me and are a key player in the success of Elderberry Herbals in Peterborough.

Marianne Beacon, Elderberry Herbals



PETERBOROUGH CHAMBER
HOLISTIC GROUP
Promoting a Healthier Community

Chamber Membership

Membership in the Peterborough Chamber is structured under three packages:

The **3 Star “Connections”** package (\$260) gives you all of the above benefits and advantages.

The **4 Star “Growth”** package (\$500) provides a number of enhanced marketing features.

The **5 Star “Leadership”** package (\$800) typically for larger businesses who want to send a message of support.

Be Seen

- As a leader in your field
- Be more visible to the community at large

Be Heard

- Be recognized as a credible resource
- Influence government policy

Belong

- To a like-minded group of holistic businesses



For a complete list of features and benefits contact Karen.

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Our Vision

There is need in our city for a professional business association that serves the needs of those who care about holistic values and a heart-based way of doing business. You will benefit from the learning and experience of the most successful mainstream companies, under the umbrella of the Peterborough Chamber of Commerce, The **Peterborough Chamber Holistic Group** will represent health and wellness practitioners, coaches and support services, and a variety of body/mind/spirit related businesses.

*If you want to go fast, go alone.
If you want to go far, go together.*

African Proverb

How will your business benefit from being a member of the Holistic Group?

- Professional Development Workshops/Seminars
- Dedicated web page within the Chamber webpage
- Dedicated search function which flags your business as "Holistic"
- Dedicated Facebook page, Twitter handle, or Blog
- Promotion of the Holistic Group to the rest of the Chamber membership
- Promotion of the Holistic Group to non members and the community at large
- Increased awareness of Holistic alternatives in the community. (Strength in numbers.)
- Tangible support for the Holistic Business Community in the Peterborough Area

How will the Peterborough Chamber Holistic Group operate?

A dedicated steering committee will help develop the direction of the group, plan professional development opportunities, and plan outreach/marketing opportunities for members such as a Holistic Workshop series, a blog or social media sites. Chamber staff would also play a supportive role – providing regular support and services specific to the Holistic Group. The Holistic Group will be self-directed and operate with autonomy regarding workshop/communication content, and professional development content.

How would your business benefit from being a member of the Peterborough Chamber?

- Access to all Chamber Marketing tools, including:
 - Searchable Directory listing, online and mobile app
 - Sub-Directory - "Holistic Group"
 - Free to post to Chamber Social Media sites and website "Coupons"
 - Front desk and online directory referrals
 - "Member" branding for use on your own website/marketing material
- A standard of credibility (Chamber Certified – adherence to the Code of Conduct)
- Government Advocacy (Steering Committee Representative on our Policy Committee)
- Administrative Support
- Access to all regular Chamber programming, benefits and services including:
 - Regular networking events to help build your business
 - Social media sites that allow you to promote your business
 - "New Member" profiles, introductions and promotion
 - "Welcome" in VOB Examiner Page
 - Table at New Member Showcase (June 3 PBX)
 - Introduced at Peterborough Business Exchange (PBX)
- Access to Group Insurance and Merchant Services discounts
- Three levels of membership allowing you a choice of features
- The reputation of an established professional organization with a 125 year history of supporting local business

I am very pleased at how open the Chamber of Commerce has been to holistic practitioners. It is evident that its strengths lie in leadership, support, sincerity and vision to strengthen the voice of even the smallest of companies. If you are even thinking about joining the chamber, I encourage you to join, and become a strong link in the development of this new chapter.



**Dr. Brenda Tapp, Clinic Director,
Peterborough Centre of Naturopathic Medicine**