



Dear Chamber and Prospective Members:

It is time again to join or renew your membership with the Gooding Chamber of Commerce. On behalf of the Board of Directors, we'd like to thank you for supporting us. Your ongoing financial contribution is vital to our ability to continue to deliver outstanding business support and events to promote Gooding.

Becoming a Chamber Member is reinvesting in your business and in the Gooding area community. We have adjusted our membership rates to make membership more affordable for our small businesses. No matter your size, being a member of the Gooding Chamber of Commerce benefits your business. Pay before February 1<sup>st</sup>, 2025 and receive a discount on your membership. According to Kathleen Lanza, columnist for *Money News Now*, "when consumers know that a small business is a member of their local Chamber of Commerce, they are 44% more likely to think favorably of it, and they are a full 63% more likely to purchase goods or services from that company in the future."

There are just some of the many reasons to join the Gooding Chamber of Commerce

- **CHAMBER SPONSORED EVENTS** Gain visibility and drive traffic to your business as we encourage members to promote their businesses. This year's events included: **SMALL BUSINESS SCAVENGER HUNT, SHOP LOCAL CAMPAIGN, TRICK OR TREAT MAIN STREET AND THE HOLIDAY KICKOFF.**
- **ADVERTISING.** We can help advertise your businesses through our Social Media campaigns and our email list of members and local residents.
- **POWER OF NETWORKING** Gather and network with other Chamber members at our monthly General Meetings on the third Thursday of the month.
- **RIBBON CUTTINGS and GRAND OPENINGS or RE-OPENINGS** Let us help introduce and celebrate your business!
- **CHAMBER OF COMMERCE BUSINESS GUIDE and WEBSITE** We list your business as a Chamber member on our website. Google loves to give preferential rankings to websites associated with high-profile quality sites, such as a local town's Chamber of Commerce website.
- **BUSINESS AND MARKETING WORKSHOPS** New in 2024, these informative trainings have been offered quarterly at our General Meeting.

Please plan to attend our monthly General Meetings. We welcome everyone, member or not, to a no-host lunch at **ZEPPE'S PIZZA AND SUBS** on Main Street on the **THIRD THURSDAY** of the month. It is a great time to network, share news about your business, and listen to informative speakers. The more participation and the more resources available, the more we will continue to grow. The location changes occasionally, so please watch our website and the Facebook page for any updates.

With new members come new ideas. We're open to hearing your suggestions on how we can make our Chamber more helpful and beneficial to its members and their businesses. If you have an idea for an event, fundraising opportunity, project, or anything else you think would help our local businesses, we want to hear it! You can email your ideas to [goodingcoc@gmail.com](mailto:goodingcoc@gmail.com).

*Growth is never by mere chance; it is the result of forces working together.*

~ James Cash Penney | Founder, J.C. Penney

Thank you for your continued support,  
Gooding Chamber of Commerce Board of Directors:

Whitney Beaver, Cindy Carter, Dave Clark, Daniel Cole, Nancy Dunn, Shawna Jacobson, Jeremy Marr, Beth Riddle