



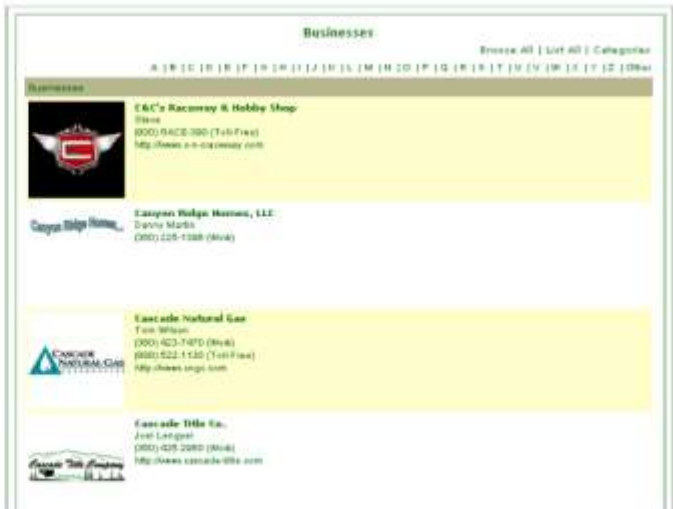
## What is the Woodland Chamber of Commerce Gold Star Featured membership?

For an extra \$100 annual fee at the time new member application or current member renewal for 2008 your organization will receive a Gold Star Featured listing. In addition, if you are currently a member of the Chamber in 2007 and renew early your \$100 will count for the remainder of 2007 as well as all of 2008.

## How does the Gold Star Featured membership help to promote my organization?

When you become a member of the Woodland Chamber of Commerce you are entered in our online business directory. This directory displays your logo and the basic contact information for your organization. Visitors to the website are able to browse Chamber members alphabetically and by category.

This online directory is a comprehensive tool that allows visitors, organizations, and those seeking information on our area with the goal of relocation a point and click way to find those organizations that offer the services they require.



Example of the "C" section of the 2007 Woodland Chamber of Commerce website's online business directory.



A regular membership listing is shown to the left. Our regular directory listings display the following:

- Organization Logo
- Organization Address
- Organization Website URL
- Organization Contact Email address
- Organization Phone, Fax, and Toll Free numbers
- Organization Contact



Gold Star Enhanced Membership listings display the following:

- Organization Logo with Featured Member text
- Organization Address
- Organization Website URL
- Organization Contact Email address
- Organization Phone, Fax, and Toll Free numbers
- Organization Contact

In addition, Gold Star Members are also able to create their own online flier or mini-website. This is an added bonus to members who offer multiple services difficult to allocate to one or two directory categories.

As shown in the example listing to the right, Gold Star members are able to post a comprehensive flier about their business including expanded logos and maps.

Finally, All Gold Star members are listed not only in the main member directory, but also from the animated Feature members link on the home page of the website. Gold Star Members are entered in to a weekly drawing held at the Chamber Luncheon Meeting for the Weekly Chamber Website Sponsor of the week.

These weekly sponsors will receive a prominently placed link to their Gold Member listing on the home page of the Chamber website for one week.

*Note: Need not be present to win, due to the large number of Chamber Members there may be one or more weekly sponsors, depending on number of members drawn per week, to allow the potential for all Gold Star Members to win a weekly sponsorship since Gold Star Memberships run annually, from January 1 to December 31. Members may win more than once per year. Drawing begins January 2008.*

The screenshot shows a detailed online listing for Mosby Insurance. At the top, there are navigation links like 'View Business Information' and 'Browse All | List All | Categories'. Below that, the business name 'Mosby Insurance' is displayed with the Woodland Chamber logo and a 'Featured Member Business' badge. A large banner for 'Mosby Insurance' features the slogan 'Your satisfaction is our goal.' and a logo. The main text describes the company as a local independent insurance agency licensed in Oregon and Washington, focusing on excellence in customer service and rural values. It lists various insurance services and leading companies like Grange Insurance Association and Safeco. Contact information for Vivian Mosby, Neely Lorimer, Tracy McClellan, and Deanna Snow is provided. A map shows the location at 1338 Commerce Avenue in Longview, WA. Office hours and phone numbers are also listed. At the bottom, there is a section titled 'Our staff is ready to serve you.' with a note about providing accurate quotes and a contact form.

Example of a Gold Star Featured Member Listing

## What is the Gold Star Membership going to cost my business?

At a time when every organization is feeling the pinch in revenue the Woodland Chamber of Commerce, a non-profit organization dedicated to local businesses, is offering Gold Star Memberships for an additional \$100 fee beyond your 2008 membership dues. Because Gold Star Memberships run annually, from January 1 to December 31, Those 2008 members who would like to have a Gold Star listing for the remainder of 2008 and renew before December 31 would pay only \$100 for the full listing through the end of 2009; the remainder of 2008 would be at no cost.