



REASONS TO JOIN THE CHAMBER

ADVOCACY

The Chamber President, Board Leadership and Legislative Committee lobby on behalf of business and industry on all levels of government—local, state and federal to keep central Louisiana business friendly. The Infrastructure Committee works with local and parish governing authorities and private enterprise to advocate for projects for the region that support economic development.

NETWORKING

Through Morning Coffees, Network Lunches, After Ours, and Committee meetings, you will have the opportunity to market yourself and your business to our members. The Chamber is the largest Chamber in the region, with more than 1,000 member businesses representing more than 28,000 employees! That means more networking opportunities for you and your business.

REFERRAL NETWORK

Your name will be listed in the official Chamber Directory and on our website. When people call the Chamber for a list of businesses, ONLY Chamber members' names, addresses, and phone numbers are given.

MARKETING

Marketing through the Chamber is the most cost-effective way to reach a targeted audience of decision makers ready to do business with fellow members. Reach consumers through targeted marketing opportunities with special advertising offered at below market rates. Event sponsorships also offer high visibility through pre-publicity and logo prominence. Your business' milestones and achievements will be advertised in the Chamber's bi-monthly newsletter that is received by more than 1700 business professionals in our area.

EDUCATION/WORKFORCE

The Chamber works with partners such as the Orchard Foundation, CLEDA, LED and the parish school systems and post-secondary education institutions to build a better prepared workforce. The Chamber encourages its member businesses to utilize the National Career Readiness Certificate WorkKeys system to enhance hiring processes. In 2014, with the Chamber's help, ACT gave Rapides a "Work Ready Community" certification.

KNOWLEDGE

Through seminars and workshops, the Chamber provides opportunities for professionals to share their knowledge on topics related to best practices and increased market penetration.

ECONOMIC DEVELOPMENT

The Chamber works with its regional economic development organization, CLEDA, in the lead to attract new businesses and industries to the area. The Chamber provides programming and services designed to help existing businesses grow and prosper.