

# Benefits of Membership



**When you belong to the SHCC, we present a wide range of resources to make sure you're given every opportunity to succeed professionally:**

## BE SEEN

It's all about who you know, and who knows you. At the SHCC, we help you get exposure within the largest Hispanic business community in the greater Sacramento area. Here's how:

### Marketing Opportunities

- Be publicly introduced as a new member at a New Member Orientation
- Gain valuable exposure through our Member-to-Member Discount Program
- Promotion of company discounts to the public\*
- Receive a free business listing in the SHCC online directory
- Advertising opportunities in a printed chamber publication
- Post your community events for free on the SHCC website
- Ribbon Cuttings\*
- Sponsor well-attended annual events
- Become eligible to receive the Chamber's "Business of the Year" award
- Receive direct business referrals from SHCC staff members & fellow chamber members
- Purchase Members Mailing Labels
- Post jobs through the Sacramento Business Services Center\*

### Networking Events

- Free networking meetings each month cater to your schedule and your style of connecting
- Promote your products and services
- Develop lasting business and personal relationships

\*Charge may apply

## BE HEARD

The Hispanic community is increasingly influential in the making of public policy. The SHCC and the Political Action Committee (PAC) acts as the voice of our members to shape the decisions that will greatly impact our businesses. Here's how:

- We stay abreast on current actions occurring in local and state government and share such information to SHCC members
- The SHCC provides opinions to media regarding issues that affect Hispanic business and has taken the necessary steps to ensure the SHCC image remains positive
- The PAC interviews candidates of various political races and determines which are best suited for the SHCC endorsement

## BE EQUIPPED

With a wide range of education and training programs, the SHCC keeps members current on new issues and opportunities that can help your business growth. Here's how:

- Be the first to know about procurement events and opportunities
- Receive certification consulting
- Benefit from free SCORE counseling offered by the Chamber
- Enroll in low-cost or no-cost seminars covering topics such as:
  - How to write a business plan
  - Compliance with state and federal regulations
  - Doing business with SMUD or the City and County of Sacramento
  - International Trade
  - New seminars being added in response to the needs and requests of SHCC members
- Gain access to capital through our new Microloan program
- Learn the keys to running a successful business through our Small Business Academy