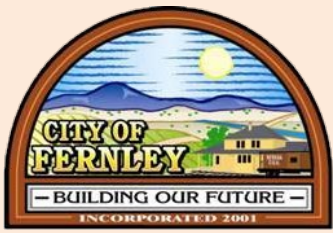




2021 City of Fernley - Citizens Leadership Academy

Lowell Patton, Fernley Chamber President



2021 City of Fernley Citizens Leadership Academy



What is a Chamber of Commerce?

A Chamber of Commerce is a voluntary partnership of businesses and professionals working together to build a healthy economy and improve the quality of life in a community.

As a Chamber of Commerce works to accomplish these goals, it must hold many different functions:

- Economic developer and planner
- Tourist information center
- Business spokesperson
- Economic counselor and teacher
- Government relations specialist
- Human resources adviser
- Public relations practitioner.



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Fernley Chamber of Commerce Mission

The Fernley Chamber of Commerce is a membership organization dedicated to meeting the identified needs of the Fernley area by fostering economic opportunity and a favorable business climate locally, regionally, and beyond.





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Who are Chamber members?

Chamber members are businesses, organizations, and individuals concerned with the socioeconomic climate of a community. These groups have joined together because they stand a better chance of getting things done when speaking with a collective voice.

Fernley Chamber of Commerce members include:

- | | | |
|----------------------------|-----|-----|
| • Total Memberships | 352 | |
| • Individual Memberships | 28 | 8% |
| • Out of State Memberships | 8 | 2% |
| • Fernley Memberships | 255 | 72% |
| • Reno to Fallon Corridor | 329 | 93% |

There are no limits or restrictions on the number or kind of members that choose to get involved in a Chamber of Commerce.



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Who leads the Chamber?

The Fernley Chamber of Commerce is run by its members. The members elect a Board of Directors who determines policies and sets goals. While the President presides over all board meetings, our Chamber's day-to-day operations are handled by Jaime Popp, our Chamber Office Manager.

The Chamber office is located: 70 N. West Street.

Typically, open from 10a – 2p Monday through Friday.





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Benefits of Membership

Some direct benefits include:

- Listing in Chamber Directory
- Business networking at Chamber events: Quarterly Luncheons, Ambassadors Breakfasts, Annual Gala, Fernley Golf Classic, Christmas Parade.
- Bulk rate use for your mass mailing
- Ribbon-Cutting Ceremonies for new businesses
- Business card / Information Display at the Chamber Office
- Welcome Packages and Goody Bags for those relocating to the area. These can include promo items (pens, key chains, magnets, etc.).
- Referral of your business. We have a list (by business category) that we refer to callers/walk-ins.
- New business welcome packet
- Membership window sticker



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Upcoming Chamber Events

2021 Events (subject to COVID-19 restrictions):

- Celebrating Success Gala – “Roaring 20’s” TBD
- Fernley Golf Classic (inc. Mayor’s Cup) TBD
- Christmas Parade TBD
- Chamber Ambassadors Breakfast TBD
- Quarterly Luncheons - Zoomcasts TBD



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Citizens Leadership Academy Graduates

Thank You Package Upon Completion of Academy:

- Discounts to Chamber Member Businesses
- Promotional Items
- Other Info

WEBSITE: www.fernleychamber.org

EMAIL: info@fernleychamber.org

PHONE: (775) 575-4459