MORE THAN A MEMBERSHIP

A Resource for What Comes Next

By Rebecca Patrick

Running a business has never been simple, but the range of issues competing for employers' attention continues to grow – from finding talent and managing benefit costs to keeping pace with regulatory and policy changes.

The Indiana Chamber of Commerce brings many of those concerns under one roof. Its mix of legislative advocacy, business guidance, health coverage, workforce programs and statewide connections gives companies of all sizes practical value well beyond a traditional membership.

"Businesses are being asked to navigate more complexity than ever, and our role is to make sure they do not have to do that alone," says Indiana Chamber President and CEO Vanessa Green Sinders. "Whether we are advocating at the Statehouse, helping an employer understand a compliance issue or connecting business leaders with new ideas and resources, everything we do is focused on creating a stronger environment for employers and their employees."

A voice – and a source of answers

Advocacy remains one of the most significant benefits. During the last two legislative cycles, the Chamber's efforts to stop costly proposals and advance pro-business policies saved Indiana employers an estimated $7.13 billion – an average of $1,257 per employee. Members also receive frequent legislative newsletters and access to Policy Issue Zoom calls that explain what is happening, how the Chamber is responding and where employers can make their voices heard.

The support extends from statewide policy debates to the everyday questions that arise while running a business. Members can turn to confidential helplines for guidance on HR and employment issues, tax matters, training grants, Affordable Care Act and OSHA compliance, environmental regulations, internships and communications. A new member benefit provides two complimentary downloadable HR publications covering workplace and employment topics, including employment law, FMLA, employee policies, employment forms and workers' compensation.

"The value of membership looks different for every organization," offers Jennifer Pferrer, Indiana Chamber vice president of membership. "One company may need help with an HR or regulatory question, while another is looking for more affordable health coverage, stronger workforce strategies or a way to connect with business leaders across the state. Our goal is to help each member identify and use the resources that will have the greatest impact on its organization."

Connections, intelligence and reach

Chamber membership also gives companies ways to broaden their perspective and extend their reach. Signature events, conferences, policy committees and networking opportunities help members build connections with business leaders, policymakers and peers across Indiana. Business intelligence and research support can provide customized sales leads, demographic and economic data, major-employer information and answers to a range of business questions.

Members receive one IBJ Media digital subscription, providing business news and market intelligence from the *Indianapolis Business Journal*, *Inside INdiana Business* and *Indiana Lawyer*. Companies involved in international trade can use the Chamber's complimentary online Certificate of Origin service to obtain certified export documentation through a secure process.

A new member benefit provides business anniversary milestone certificates. Other visibility opportunities include member press release and spotlight postings on the Chamber website, as well as social media promotion of significant company achievements and announcements.

Members can also take advantage of a new annual *BizVoice*® advertising offer: a $900 half-page ad in the February, May or August issue – more than half off the list price.

Support for people and operations

For many employers, health coverage is among the most consequential business decisions they make. ChamberCare, available exclusively to qualifying member employers, offers access to health coverage designed to provide greater rate stability and affordability. (For more on ChamberCare, see page 111.)

Other resources help employers make informed decisions and build stronger teams. Salary.com compensation tools include up to three complimentary job reports, discounted salary data and member pricing on compensation software, market data and consulting. Chamber conferences, seminars and publications offer learning and leadership development. Both the Institute for Workforce Excellence and the Wellness Council of Indiana offer complimentary consultations. The Institute helps employers develop strategies to attract, develop and retain talent, while the Wellness Council addresses overall wellness and mental health in the workplace.

"Indiana's success depends on the success of its employers," Sinders stresses. "By listening to businesses, responding to their needs and bringing their collective voice to the table, we can help individual companies succeed while building a more prosperous state."



From complimentary HR publications to milestone certificates and advertising savings, new benefits rolled out this fall add to the value of Indiana Chamber membership.

RESOURCE: Indiana Chamber at www.indianachamber.com/membership