

# Chamber Review

## Facts & Figures

- ♦ **Mission:** Enrich the lives of Bel Aire citizens and businesses.
- ♦ **Goals:** Business retention & expansion, recruitment of new members, development of an online business database, sponsorship of training and leadership events.
- ♦ **Size:** Approximately 35 active members.
- ♦ **Benefits:** Published in Business Directory, access to government officials, training seminars, networking, and sponsorship opportunities.

## Membership

**Interested in joining? Please attend the next scheduled meeting. All meetings take place at 12pm in City Hall on the first Wednesday of the month. If you have additional questions about the meeting contact Ty Lasher by phone at (316) 744-2451 or by email at [tlasher@belaireks.gov](mailto:tlasher@belaireks.gov)**

## Speakers Provide Insight to Chamber Members

The Bel Aire Area Chamber seeks to attract a variety of speakers who can share their expertise with members to produce a stronger and more effective organization.

Kansas State Senator Carolyn McGinn discussed budget changes and decisions that have been made in the senate. The state is going through turbulent financial times and more difficult decisions will have to be made. Kent Beisner, President and CEO of the Kansas Chamber of Commerce identified programs that can help our chamber grow, programs that can help members grow their businesses or skill set, and the impact of the 2010 legislative session. John Allison, Superintendent of USD 259, gave an update on events happening with the school district, as well as the new K-8 and the new high school to be located within the city limits of Bel Aire. The new facilities are scheduled to open in Fall 2012. Keith Lawing from the Workforce Alliance of

South Central Kansas spoke about the many useful ways his organization can assist business members with important tasks. Grant funding and screening potential candidates, important activities for a successful business,



are examples of the services they provide. Lastly, Karen Page, President and CEO of the Kansas World Trade Center enlightened members of the importance of the Kansas World Trade Center for Kansas international business.

The Chamber would like to express sincere appreciation to all speakers who took time out of their busy schedule to share their

perspective with our members. Thank you!



## 2010 Accomplishments

The Bel Aire Area Chamber of Commerce made noteworthy accomplishments throughout 2010. A new logo was adopted to help brand The Chamber's name within the community and surrounding area. In addition, The Chamber placed an ad in *Wichita 360*, a publication distributed throughout the Wichita metropolitan area. The

Chamber also supported the Bel Aire booth at the 2010 Home Show, an event sponsored by the Wichita Area Builders Association. Finally, The Chamber sponsored the Bel Aire Music & Moonlight event. The event provides citizens the opportunity to celebrate what makes Bel Aire great!



## Branding the Chamber

Bel Aire Area Chamber of Commerce—  
Linking Community & Business.



Recognition is paramount for organizational success. In January 2010, The Chamber adopted a new logo and tag-line to help foster recognition amongst members of our community. Courtesy of Jacques Designs, the new logo and tag-line provide a symbol of unity—business and government working together as partners for a better community. By way of unity, a sustainable environment is produced which thrives from support for and cooperation with one another. While Bel Aire is blessed to have the amenities of the Wichita metropolitan area readily available, we must get out and support the businesses that have made a significant contribution to our community. Unity makes us one—unity makes us Bel Aire!



*"I believe that membership in the Bel Aire Chamber of Commerce and attendance at its functions are important to both individuals and businesses alike. It helps business people in the area get to know each other better and what each other's business is all about. It also brings us together as individuals and businesses as we work towards a common goal of furthering the awareness of our community for the benefit of everyone."*

*Lauren Thiessen  
Scott Rice Office Interiors*

*"As one of the city's largest employers I think it is important for the Catholic Care Center to be represented and a participating member. Our expectation is that participation will facilitate communication between the city and our company regarding business initiatives both the city and we may be taking to foster a positive relationship between both entities and with other city businesses."*

*Thomas M. Church, President/CEO  
Catholic Care Center*



## Member Views

*"As the Bel Aire City Manager, the chamber gives me a terrific opportunity to meet face-to-face with local businesses. The City of Bel Aire recognizes the value of our businesses and we want to make sure they have direct interaction with us. For Bel Aire to grow, our local businesses must be successful."*

*Ty Lasher, City Manager  
City of Bel Aire*



## Goals for Next Year



**Push yourself. That's what the Chamber wants to do next year. We hope to have even more accomplishments to**

**brag about next year, and in order to achieve them, we have set some goals:**

- **Increase sponsorship opportunities for the Chamber and its members, as part of an overall branding goal.**
- **Promote business and economic development within the City of Bel Aire by providing assistance and resources to current and prospective businesses.**
  - **Become an active, integral part of the community.**
  - **Increase membership and attendance**
- **Provide more educational opportunities and increase membership benefits.**