

The Chamber

2026

Penticton & Wine Country Chamber of Commerce

FIND EVERYTHING

in one place



General Email:
info@penticton.org



Executive Director: Michael Magnusson
mmagnusson@penticton.org



Events & Marketing: Terri Phillips
events@penticton.org



Membership & Engagement: Brett Ziegler
brett@penticton.org



Office Administrator: Deb Johnston
admin@penticton.org



Instagram



Facebook



LinkedIn



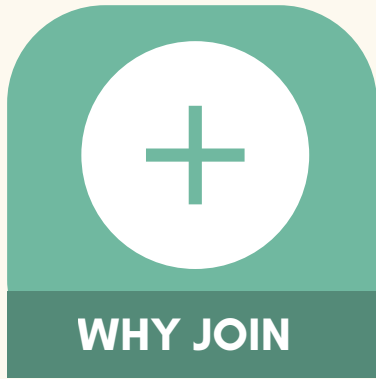
778-467-3111



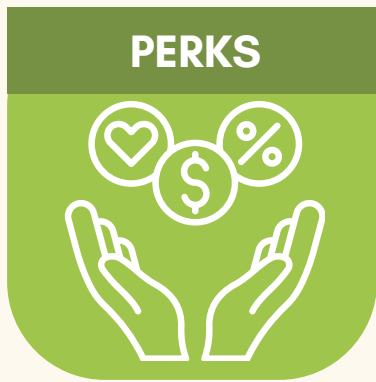
www.penticton.org



#110 - 888 Westminster Ave W
Penticton, BC V2A 2S4



CHAMBER MEMBER BENEFITS



Chamber Membership Guide

The Penticton & Wine Country Chamber of Commerce exists to strengthen our diverse, vibrant, and growing businesses by offering valuable networking opportunities, professional development, affordable marketing opportunities, and a strong voice in all levels of government to support our members.

By joining the Chamber, you'll instantly become part of a trusted network of local leaders, gain greater visibility for your business, and benefit from dedicated advocacy that champions your interests.

Whether you're focused on growing your business, elevating your profile, improving our community, or driving real change, the Chamber is your partner in making it happen.



WHY JOIN

HELPFUL LINKS:

[MEMBERSHIP INFO](#)

Your membership helps strengthen not only your business, but the entire local economy.

We are a business support organization focused on:

- Promoting local businesses
- Creating meaningful connections
- Advocating for business interests
- Supporting economic growth
- Providing education and resources
- Building a stronger community together



WHAT WE DO

[COMMUNITY JOB BOARD](#)

[COMMUNITY EVENTS CALENDAR](#)

One of the greatest advantages of Chamber membership is support, through increased visibility.

As a Chamber member, we help you find opportunities to:

- Be featured on social media
- Highlight milestones in our monthly newsletters
- Participate in member spotlights
- Advertise in our Business Review magazine
- Host a ribbon cutting for your grand opening
- Promote events through our community calendar
- Sponsor Chamber events and initiatives
- Share opportunities on our Job Board



CONNECTIONS

[EVENTS CALENDAR](#)

Relationships are one of the most valuable parts of Chamber membership.

We host a variety of events designed to bring businesses and community leaders together.

Events Include:

- Business & Bites, Business After Business & Before
- Luncheons, Educational Workshops
- Signature Events such as Golf Tournaments, Business Excellence Awards, Jingle & Mingle

We are always looking for:

- Speakers, sponsors and collaborators.
- Hosting locations & community partners



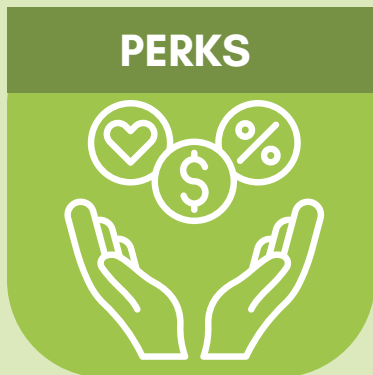
[CHAMBER WEBSITE](#)

The Chamber acts as a voice for business at all three levels of government. Through our affiliation with the BC Chamber and Canadian Chamber networks, we advocate on behalf of our members on issues that matter to business and the local economy.

Advocacy Topics Include:

- Transportation & infrastructure
- Economic development
- Public safety, housing & workforce development
- Business regulations, taxation & policy
- Shop local initiatives

You can explore advocacy letters, media releases, and updates on the website.



[CHAMBER PERKS DASHBOARD](#)

[CHAMBER PARTNERS](#)

As a Chamber member, you are already part of the Chamber Perks App! This is a free marketing tool included with your membership which allows members to post deals and offers, promotions while increasing visibility and encouraging local shopping!

The Process is very straight forward, download the app and then request a password from your Chamber to access your member dashboard.

Other benefits include:

- Shipping discounts
- Marketing & Sponsorship opportunities
- Member-to-member deals
- Professional development
- Networking opportunities
- Business promotion



[GROUP INSURANCE](#)
[SPENCER BROWN](#)

Every member has access to the Chamber Group Insurance Plan through Brown Benefits. They offer flexible options for all businesses, no matter the size.

Benefits can include health & dental coverage, affordable benefits for employees all under flexible plans.

Contact:

Spencer Brown

778-754-7437

spencer@brownbenefits.ca

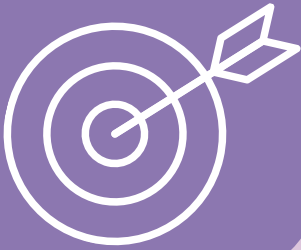
EDUCATION



We believe strong businesses build strong communities. The Chamber provides opportunities for ongoing learning through:

- Workshops
- Guest speakers
- Leadership development
- Governance training
- AI & technology discussions
- HR & legal education
- Economic forums & Surveys

IMPACT



The Chamber plays an active role in supporting and strengthening the South Okanagan business community.

In 2025, the Chamber:

- Hosted major networking and educational events #
- Welcomed approximately 1,200 job seekers to the Start Here Penticton Job Fair
- Expanded Chamber initiatives into Summerland
- Continued advocating for business priorities
- # of letters written
- Supported workforce development and economic growth

We are committed to long-term resilience, collaboration, and prosperity for our region.

GET THE MOST OUT OF YOUR MEMBERSHIP

Businesses that engage with the Chamber often see the greatest return on investment. Think of it like a gym membership!

- We encourage all of our members & employees to attend the events. They are enjoyable and beneficial.
- Promote your business
- Reach out for introductions
- Share your news and milestones
- Connect with other members or refer a business
- Ask questions

Your membership is an investment in your business, your visibility, your connections and your community.

Thank you for being part of the Penticton & Wine Country Chamber of Commerce. We exist to help you succeed. So let's grow together!

WE LOOK FORWARD TO SUPPORTING YOUR SUCCESS!