



17 S MONROE | ROCKFORD, MI 49341

616-866-2000 | INFO@ROCKFORDMICHAMBER.COM | WWW.ROCKFORDMICHAMBER.COM





Dear Prospective Member,

First and foremost, we would like to extend our thanks for your interest in the Rockford Chamber of Commerce. We are working hard to create an atmosphere that is beneficial to the membership and the business community.

It is the mission of the Chamber to create a successful, profitable and positive business environment therefore we are always updating our resources to bring commerce into the area. We have formed partnerships with the City of Rockford, Rockford Public Schools, SCORE Grand Rapids, Small Business Development Center, and many other organizations to help achieve this mission. We understand that it is important to utilize every avenue we can to help sustain a healthy business community.

It is your membership that not only allows the Chamber to build those connections but also enables us to offer programs that benefit the membership. These programs include the networking opportunities of the Chamber Network Circle, Bi-Monthly Luncheons, and Business After Hours. We also have a wonderful currency program "Rockford Cash" which brings new revenue to our Members.

During 2026, we are looking for more ways to help our local businesses succeed. Our membership covers over 99-square-miles and offers plenty of opportunity for growth and success. The Chamber wants to help establish the Rockford area as *the* place to start or grow a business.

This letter is your invitation to join the Rockford Chamber of Commerce. We want you to experience the benefits your membership will bring to your business.

Thank you for your consideration, and if you have any questions please feel free to stop in the Chamber office or call 616-866-2000. We will happily take the time to meet with you and address any questions you may have.

Sincerely,

Amanda Engstrom

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Events & Membership Coordinator
Rockford Chamber of Commerce

THE ROCKFORD CHAMBER OF COMMERCE SINCERELY APPRECIATES OUR 2025 GOLD CHAMPIONS
Byrne Electrical Specialists, Inc. | Wolverine World Wide, Inc.

17 S Monroe Street • Rockford, Michigan 49341
P: 616-866-2000 • F: 616-866-2141
Email: info@rockfordmichamber.com • Website: www.rockfordmichamber.com



MISSION STATEMENT

The Rockford Chamber of Commerce and its member businesses create a successful, profitable and positive business environment that strengthens and enhances the quality of life in the Rockford Area.

VISION STATEMENT

The Chamber supports and advocates the growth of member businesses through member programs and collaboration with government, school and community organizations.

VALUE STATEMENTS

- We will act as trustworthy and responsible stewards of the Chamber's funds, seeking to direct resources with transparency, wisdom and integrity.
- We will treat all our relationships with honesty, respect and fairness.
- We will be passionate about providing businesses with the tools they need to grow and prosper.
- We will be actively involved in our community because we care, and will be leaders in identifying and addressing issues of business and community concerns.
- We will be open to new ideas and willing to consider change, to create value for our members.
- We will always work as a team and a focus on results are of utmost importance in our relationships with members, strategic partners and the community.



The Rockford Chamber of Commerce is proud to celebrate its 64th year at building business and community in Rockford. We are taking that history and moving forward with plenty of new opportunities for our membership.

The Chamber staff, along with help from its many committees, is working hard to make membership a benefit. Below are some of the benefits you can enjoy with a Chamber Membership.

A nationwide survey of 2,000 adults nationwide, commissioned by the American Chamber of Commerce Executives with support of Small Business Network, Inc., showed that: **When consumers know that a small business is a member of the chamber of commerce, they are 44% more likely to think favorably of it, and they are 63% more likely to purchase goods or services from the company in the future.**

Rogue Review

- Exclusive Chamber newsletter, published quarterly on the Chamber website, emailed to community and Chamber members and posted on social media. Advertising and editorials opportunities are available exclusively to Chamber members.

Quick Hits

- Email blasts that reach over 600 active and connected Chamber members in a direct email program by and for Chamber members. Please provide at least 2 weeks' notice.

Social Media

- The Rockford Chamber of Commerce Facebook page continues to gain followers. We are able to share your upcoming news on this page for additional advertising.

Media Savings

- The Chamber invest thousands of dollars annually on co-advertising and co-marketing contracts including group ads with its members

Start of Summer and Santa Parades

- They're Rockford traditions and they reach thousands. Chamber members get 1 free entry in each parade, a \$100 savings.

Lobby and Welcome Center Marketing

- Place your promotional materials in the Chamber office and/or at the downtown Rockford Welcome Center, at no cost.



Rockford EXPO

- The largest community EXPO in the area. Chamber members save \$150 on priority placement at this annual community event.

Rockford Cash

- A community currency program, certificates that are purchased online and spent at any of the 70+ participating member businesses. There is no cost to join. This drives business and revenue to local businesses.

Networking Opportunities

- Chamber Network Circle
- Chamber Bi-Monthly Luncheons
- Chamber After Hours
- Chamber Third Thirsty Thursday
- Chamber Annual Golf Outing
- Chamber Annual Dinner

Education

- Chamber University (ChamberU)
- S.C.O.R.E.
- Small Business Development Center
- Facebook Training through RCC

Annual Events

- Rockford Community EXPO
- Cinco de Mayo
- Start of Summer Celebration
- Harvest Fest
- Trunk or Treat
- Discover a Rockford Christmas

Perks

- Free* use of Chamber copier and fax *contact office for details
- Free use of Chamber conference room
- New Business Ribbon Cuttings, Groundbreakings, etc.
- Member celebrations & Open Houses
- Chamber Website posting – creates a business directory and promotes your business linked to your website *enhanced listings available to add to your membership
- Website benefits – Enhanced Member Listing, Post your job opportunities, Member-to-Member Discounts, register for events, secure sponsorships and renew your membership!



Apply
Online



MEMBERSHIP APPLICATION

BUSINESS INFORMATION

Business / Organization Name: _____

Date Established: _____ Number of Employees: _____

Physical Address: _____

City: _____ State: _____ Zip code: _____

CONTACT INFORMATION

Main Contact (Used as primary contact for Membership): _____

Main Contact Email: _____

Main Contact Phone: _____ - _____ - _____ Preferred Contact Method: Email Phone

Mailing Address (if different than physical): _____

City: _____ State: _____ Zip code: _____

WEBSITE LISTING INFORMATION

Website Contact (If different than main contact): _____

Website Contact Email: _____

Website Contact Phone Number: _____ - _____ - _____ Do not list physical address on website

Company Description: _____

Company Website (URL): _____

BILLING INFORMATION

Billing Address (If different than above): _____

City: _____ State: _____ Zip code: _____

Billing Contact Name: _____

Billing Contact Email: _____

Billing Contact Phone: _____ - _____ - _____ Preferred Contact Method: Email Phone

BUSINESS CATEGORY (PLEASE SELECT 1)

- | | | |
|---|--|---|
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Entertainment, Sports & Recreation | <input type="checkbox"/> Meetings, Events & Venues |
| <input type="checkbox"/> Architecture & Engineering | <input type="checkbox"/> Finance | <input type="checkbox"/> NonProfit & Community Services |
| <input type="checkbox"/> Arts & Culture | <input type="checkbox"/> Government | <input type="checkbox"/> Personal Services & Care |
| <input type="checkbox"/> Automotive & Marine | <input type="checkbox"/> Healthcare | <input type="checkbox"/> Pets & Veterinary |
| <input type="checkbox"/> Business & Professional Services | <input type="checkbox"/> Home & Garden | <input type="checkbox"/> Real Estate, Moving & Storage |
| <input type="checkbox"/> Cleaning & Maintenance | <input type="checkbox"/> Housing | <input type="checkbox"/> Recycling or Waste Services |
| <input type="checkbox"/> Computers & Telecommunications | <input type="checkbox"/> Rentals | <input type="checkbox"/> Religions Organizations |
| <input type="checkbox"/> Contractors & Home Improvement | <input type="checkbox"/> Insurance | <input type="checkbox"/> Restaurants, Food & Beverages |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Legal | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Education | <input type="checkbox"/> Manufacturing, Production & Wholesale | <input type="checkbox"/> Technology & Software |
| <input type="checkbox"/> Employment | <input type="checkbox"/> Marketing, Media & Advertising | <input type="checkbox"/> Transportation |
| | | <input type="checkbox"/> Travel & Lodging |
| | | <input type="checkbox"/> Utilities & Environment |

MEMBERSHIP LEVEL: DESCRIPTIONS ATTACHED

Championship Levels: Gold: \$5,000 Silver: \$2,750 Bronze: \$1,250

Partnership Levels: Premier: \$499 Primary: \$350

New Business: \$199 New Business plus CNC Membership \$294

Multi-Location: \$199 Non-Profit: \$125

Individual/Social Member: \$50

Optional Marketing Upgrade: Enhanced Member Directory Listing: \$50

PAYMENT INFORMATION:

Total: _____

Payment Type: Check Credit Card Please invoice me in 4 equal installments

Card Number: _____ **EXP:** _____ **CVC:** _____

Name on Card: _____

Billing address: _____

By signing this application, I agree to pay the amount specified above as a member of the Rockford Chamber of Commerce. This agreement is valid for the year 2026.

Signature: _____ **Date:** _____

BENEFITS INCLUDED IN ALL LEVELS OF MEMBERSHIP: Current year membership, business listing on website, participation in networking events including Bi-Monthly Luncheons & After Hours, Office support, Member-to-Member Discounts, Rockford Cash Program, education opportunities, advertising and promotion opportunities, reduced rate for EXPO, event participation at Annual Meeting and the Golf Outing, free parade entries, and promotion materials placed in the Chamber lobby.

TIERED MEMBERSHIP LEVELS

❖ GOLD CHAMPION	\$5,000
Membership: Includes CNC Membership and up to 5 additional multi-locations (\$12,000+ Value)	
Website: Logo placed in footer of every page on website and enhanced member directory listing	
Advertising: Logo on RCC Facebook page & official Chamber correspondences, event recognition at signature Chamber events, company name on event posters, brochures, letterhead & front page of Rogue Review	
Events: Table for 8 at Annual Meeting, 2 free lunches at each Bi-monthly Luncheon*, Free booth at the EXPO in a premier location, Golf Team of 4	
❖ SILVER CHAMPION	\$2,750
Membership: Includes CNC Membership and up to 2 additional multi-locations (\$6,200+ Value)	
Website: Logo on home page of RCC website as featured sponsor and enhanced member directory listing	
Advertising: Recognition on RCC Facebook page annually, event recognition at signature Chamber events	
Events: 4 tickets to the Annual Meeting, 2 free lunches at each Bi-monthly Luncheon*, Free booth at the EXPO in a premier location, Golf team of 4	
❖ BRONZE CHAMPION	\$1,250
Membership: Includes CNC Membership and 1 additional multi-location (\$5,000+ Value)	
Website: Banner ad listing on RCC website and enhanced member directory listing	
Advertising: Recognition on Facebook page annually, event recognition at signature Chamber events	
Events: 2 tickets to the Annual Meeting, 1 free lunch at each Bi-Monthly Luncheon*, 1 Golf Outing entries	
❖ PREMIER PARTNER	\$499
Membership includes CNC Membership, 1 free lunch at each Bi-Monthly Luncheon* (\$2,500+ Value)	
❖ Primary Partner	\$350
(\$2,300+ Value)	

Qualifications for Membership Discounts

❖ New Business Partner: First 2 years of starting your business. Documentation may be requested	\$199
○ New Business Partner with CNC Membership	\$294
❖ Non-Profit Partner: Must have a designation of 501(C). Proof may be requested.	\$125
❖ Multi-Location: For each additional business location of same ownership added to the initial membership. Franchises are not allowed to participate.	\$199
❖ Individual Social Partner: Individual not connected to a business. No voting rights.	\$50

*Does not include State of the Community Luncheon



Chamber Network Circle

Mission Statement: Promote growth of the Chamber Network Circle businesses through building relationships and continuing education of members.

Benefits:

1. Grow your business by helping others succeed
2. Strengthen associate relationships
3. Opportunity to make valuable contacts
4. Professional learning opportunities

This group is available to Premier Level members and above as well as New Business Partners who choose to add it to their membership. CNC meets on the 2nd and 4th Wednesday of each month at the Rockford Community Cabin from 8:30am to 9:45am. Each session of CNC will have 2 presenters promoting their business.

Enhanced Member Directory Listing

With the new Rockford Chamber website, members have the option to build out an enhanced listing in our Member Directory. This feature includes SEO, directory tracking, and an extensive advertising tool for your business.

This is an optional advertising add on that you can add to your membership for \$50 per year. To learn more, or register for this Enhanced Member Directory Listing, please complete the form below or contact the Rockford Chamber of Commerce Office

Business Name: _____

Representative: _____

I would like to upgrade my Membership Directory Listing to be an Enhanced Listing for \$50 in 2026. Going forward, I understand I will need to pay \$50 each year to maintain this enhanced listing.

Signature: _____ **Date:** _____



2026 BOARD OF DIRECTORS

Justin Goushaw, President

Justin Goushaw Agency - Farm Bureau
Insurance

Kim Neveau, Vice President

Macatawa Bank

Stephen Seger, Treasurer

Seger Tax & Accounting

Michael McGovern, Secretary Stonebridge
Financial Group

Mark Roach, Director

Rockford Footwear Depot – WWW

Carl Stites, Director

Stites Family Eyecare

Sandra Stanton, Director

ChiroHealth Rockford

Jackie Overley, Director

Byrne Electrical Specialists, Inc.

Tom Rich, Director

RE/MAX United

Candis Lancioni, Director

Aunt Candy's Toy Company

Joel Koch, Director JTK

Property Solutions

Jason Rop, Director

Blakeslee, Rop, PLC

Chad Druckenmiller, Director

Druckenmiller Painting

Dr. Steve Matthews

Rockford Public Schools

Thad Beard, Ex-Officio

City of Rockford

STAFF INFORMATION

EXECUTIVE DIRECTOR

Megan Randall

execdir@rockfordmichamber.com

FINANCIAL ASSISTANT

Melody Butters

financial@rockfordmichamber.com

EVENT & MEMBERSHIP COORDINATOR

Amanda Engstrom

membership@rockfordmichamber.com

GENERAL OFFICE INFORMATION

Office Hours:

9:00am - 4:00pm • Monday through Friday

Address:

17 S. Monroe Street • Rockford, MI 49341

Email: info@rockfordmichamber.com

Website: www.rockfordmichamber.com

Phone: (616) 866-2000

Fax: (616) 866-2141



2026 Calendar of Events

Chamber Events



January

- 14 Chamber Network Circle
- 14 Chamber Business After Hours
- 15 Chamber Third Thirsty Thursday
- 28 Chamber Network Circle
- 30 RCC Annual Meeting of the

February

- 11 Chamber Network Circle
- 19 Chamber Third Thirsty Thursday
- 23 Chamber Bi-Monthly Luncheon
- 25 Chamber Network Circle

March

- 07 21st Annual Community EXPO
- 11 Chamber Network Circle
- 11 Chamber Business After Hours
- 19 Chamber Third Thirsty Thursday
- 25 Chamber Network Circle

April

- 08 Chamber Network Circle
- 16 Third Thirsty Thursday
- 20 Chamber Bi-Monthly Luncheon
- 22 Chamber Network Circle

May

- 02 Cinco de Mayo Celebration – Downtown Rockford
- 13 Chamber Network Circle
- 13 Chamber Business After Hours
- 21 Chamber Third Thirsty Thursday
- 27 Chamber Network Circle

June

- 04-07 Rockford's Start of Summer Celebration
- 10 Chamber Network Circle
- 15 Chamber Bi-Monthly Luncheon
- 18 Chamber Third Thirsty Thursday
- 24 Chamber Network Circle

July

- 08 Chamber Network Circle
- 08 Chamber Business After Hours
- 16 Chamber Third Thirsty Thursday
- 22 Chamber Network Circle
- 23 RCC Annual Scholarship Golf Outing

August

- 12 Chamber Network Circle
- 17 Chamber Bi-Monthly Luncheon
- 20 Chamber Third Thirsty Thursday
- 26 Chamber Network Circle

September

- 09 Chamber Network Circle
- 09 Chamber Business After Hours
- 17 Chamber Third Thirsty Thursday
- 23 Chamber Network Circle
- 25-27 Rockford's Annual Harvest Fest

October

- 14 Chamber Network Circle
- 15 Chamber Third Thirsty Thursday
- 19 Chamber Bi-Monthly Luncheon
- 23 Trunk or Treat – Downtown Rockford
- 28 Chamber Network Circle

November

- 11 Chamber Network Circle
- 11 Chamber Business After Hours
- 12-14 The Holiday Walk – Downtown Rockford
- 19 Third Thirsty Thursday – TBD
- 20 Holiday Lighting Ceremony

December

- 05 Santa Parade
- 09 Chamber Network Circle
- 14 State of the Community Luncheon
- 17 Chamber Third Thirsty Thursday
- 18 Live Nativity – Downtown Rockford



***Note:** Dates, times and events are subject to change. To verify times of events, please visit our website.

Email – info@rockfordmichamber.com • Website – www.rockfordmichamber.com
P: 616-866-2000 • F: 616-866-2141 • 17 S. Monroe Street • Rockford • MI 49341





ROCKFORD CASH

Presented by



- Rockford Cash is a local currency program that may be purchased online at www.rockfordcash.com and then spent at any of the participating merchants.
- Give the gift of shopping local! Rockford Cash is the perfect gift for birthdays, holidays, graduations... anytime! Simply buy the certificates online and print them off to give to the recipient, or email the certificates directly to them!
- Show appreciation for your employees or customers by giving Rockford Cash. With over 50 participating businesses, they can choose where they want to spend their certificates!



Rockford Cash drives business and revenue to local businesses by keeping dollars circulating within our own town! Help the Rockford Chamber of Commerce continue to make our community successful by supporting this local currency program. Purchase Rockford Cash 24/7 at RockfordMIChamber.com.

\$0



Expires: 12/31/1969



ABC123



ROCKFORD CASH

Cashier: scan using *Merch-Scan* mobile app, or enter code via merchant.conpot.com portal, and follow on-screen instructions.

\$0

Redeemable at participating merchants. Present at time of payment. One time use only.