



2012 Membership Application
DUE before MARCH 1, 2012
to be included in our Directory



Individual Membership: ___ \$25 per person

Name _____ Email Address _____
Mailing Address _____ City/State/Zip _____
Phone Numbers Home _____ Cell _____

Business Membership: ___ * Corporate \$250 ___ * Enterprise \$100
___ Basic \$50 ___ Event \$35 * \$25 for each additional business

Name of Owner/Manager _____
Mailing address _____ City/State/Zip _____
Phone Number _____ Email Address _____

Name of Business 1: _____

Physical address: _____ City/State/Zip: _____
Phone : _____ Fax: _____ Toll Free: _____
Web Address: _____

Type of Business _____

Years in Business _____ Number of Employees _____

Is your business registered with the Town of Carrizozo? Y__ N__

Name of Business 2: _____

Physical address: _____ City/State/Zip: _____
Phone : _____ Fax: _____ Toll Free: _____
Web Address: _____

Type of Business _____

Years in Business _____ Number of Employees _____

Is your business registered with the Town of Carrizozo? Y__ N__

For additional businesses, please use the back of this application.

Would you like a Certificate of Membership for your office/records? _____
Contact Anne Exterkamp at 305-323-0366 for a statement/invoice.

Please complete this form and return it with your check for \$_____ to:
Carrizozo Chamber of Commerce - PO Box 567 - Carrizozo, NM 88301



Discover Carrizozo . . .at the Crossroads of New Mexico SM
P.O. Box 567 Telephone (575)648-2732
Carrizozo, NM 88301 www.carrizozochamber.org

Dear Chamber Member,

Our 2012 membership drive has begun.

I am happy to inform you of the new officers who have been elected for the 2012 year. We have some new folks who have recently moved to Carrizozo and some that have lived here for quite awhile.

Dirk Norris - President
Eileen Sedillo - Vice President
Leslie Samora - Treasurer
Hope Delatorre - Corresponding Secretary
Welda Grider - Secretary

Cherie Cloudt - Events Chair
Anne Exterkamp - Membership Chair
Open position - Advertising/Marketing

This year will be one of action for the Chamber. You will see new events meant to bring tourist dollars into Carrizozo and to your businesses. You will see the Chamber being proactive in bringing new businesses to town, and as always efforts to support the existing business. And the Chamber will work with the town council and with Carrizozo Works Inc. to form policy that will encourage the controlled and healthy growth of Carrizozo's economy. If you are a business owner that has never joined the Chamber, this year will be an opportunity for you to participate even more in your community. If you are an existing member, we thank you for your support your input and your efforts. Welcome back.

The Carrizozo Chamber of Commerce offers 3 levels of business membership, at \$50, \$100 and \$250. We continue to offer the individual level at \$25 and the special events level at \$35. You will find a detailed list of advantages for each level at the end of this letter.

The \$50 Basic Business level, allows a business to join the Chamber and get listed on the Chamber web site.

At the Enterprise level of a \$100 investment in the Chamber, you get the same advantages as the Basic Business level with the addition of joining a second business for the discount rate of \$25. You can place your company logo in the Directory and in the newsletter each month.

An investment in the Chamber for the \$250 Corporate level gives you all the items from the \$100 level plus your company logo on the Chamber of Commerce web site www.carrizozochamber.org, and premium placement in all mail outs in response to requests for information. Also your business will receive the monthly contact list- a list of people who have contacted the chamber for information about the town.

All members will receive the monthly newsletter, and be listed in the Chamber directory. All business levels will have a link to their own web page or web site. And all business and events members are eligible to place promotional material at the visitor's center.

So why do we offer different levels? We want to offer businesses that have the resources an opportunity to invest in the Chamber, which is an investment in the town of Carrizozo. This is also a great way to promote your business. If you check around I think you will find that what is being offered at the \$250 level is very economical.

It is understood that not all businesses can afford a \$250 or even a \$100 investment. But your \$50 is still an investment in the Chamber and the town, a valued one. We all want to see Carrizozo grow economically; we all want our own businesses to thrive and grow. The Carrizozo Chamber of Commerce wants to help with that, and with your investment we can take steps to do just that.

Something new we are going to try this year is coupons. If you want to offer a coupon for discounts on purchases or on services, the Chamber will print those coupons and include them in our welcome packets for new people and businesses that come to town. They will also be included in packets of information when we get requests through email and phone. Also we can put them on the website. You design the coupon and we will print it. Make sure to include your business address and contact info, and the specific type of discount you are offering ie: 20% off all purchases or 10% off on one night motel room.

Please fill out and mail the enclosed membership form. It is your Statement of the 2012 Membership Dues—and your investment in our future.

Sincerely,

Dirk Norris
President

Carrizozo Chamber of Commerce Membership Benefits Chart

| | Individual \$25 | Event \$35 | Basic Business \$50 | Enterprise \$100 | Corporate \$250 |
|--|--------------------|---------------|---------------------------|---------------------|--------------------|
| Promo material at Visitor's Center | No | Yes | Yes | Yes | Yes |
| Free Newsletter | Yes | Yes | Yes | Yes | Yes |
| Voting Privilege | Yes | No | Yes | Yes | Yes |
| Listed in directory | Yes | Yes | Yes | Yes | Yes |
| Link to Your Website | No | Yes | Yes | Yes | Yes |
| Additional business for \$25 | No | No | No | Yes | Yes |
| Discount Coupons on the Chamber website & in welcome packets | No | No | Yes | Yes | Yes |
| Logo in the Directory | No | No | No | Yes | Yes |
| Logo on website | No | No | No | No | Yes |
| Monthly call list from visitor' center | No | No | No | No | Yes |
| Premium placement of material in mailouts | No | No | No | No | Yes |