

Overview

Chamber Business Alliance (“CBA”) is a group of small business entrepreneurs that meet regularly to help one another build their businesses. This is done through building relationships and developing greater understanding of fellow members’ businesses, which in turn enables members to provide viable business referrals to one another.

For the group to prosper, members are required to respect the following procedures:

- Attend weekly meetings on the first and third Fridays of the month from 8:30 am to 9:30 am in the Menlo Park Chamber of Commerce conference room.
- Each member must be a member of the Menlo Park Chamber of Commerce through an individual or company membership.
- Visitors are welcome. However, membership is limited to one professional from each category and CBA members cannot be members of a competing group.



Menlo Park
**CHAMBER OF
COMMERCE**

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Chamber Business Alliance

Helping businesses grow

First and third Fridays of the month
8:30 am to 9:30 am

**Menlo Park Chamber of
Commerce Conference Room**



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What traits/qualities make for a good CBA Member?

AN ENTREPRENEUR

Someone who has started his/her own business.

A STABLE BUSINESS OWNER

Someone whose business has room to grow.

A LEADER

Someone who possesses and conveys leadership qualities.

A TEAM BUILDER

Someone who recognizes the importance of building teams for mutual benefit.

A VISIONARY

Someone with goals for the future.

A GOAL ORIENTED PERSON

Someone willing to commit and work toward achieving mutual goals.

A DEPENDABLE PERSON

Someone who is mature and grounded.

A POSITIVE PERSON

Someone with a positive outlook and a “can do” attitude.

A PROACTIVE PERSON

Someone able to take initiative when opportunity arises.

How to know if CBA membership is right for you?

- Are you passionate about your business?
- Do you enjoy teaching others about what you do?
- Do you have a plan to grow your business?
- Are you interested in growing your sales and marketing team to achieve your business goals?
- Will having a large team of 10-20 people supporting you make you feel that you are able to achieve your growth goals?
- Does the idea of working with other successful business owners and growing business through collaboration sound attractive to you?
- If you answered “YES” to four or more of the above questions, you could benefit from this group.

“We make a living by what we get. We make a life by what we give.”

-Winston S. Churchill



Membership Guidelines

Structure: We call meetings to order promptly at 8:30 am. We begin with important announcements, which is immediately followed by each member and guest giving a 2-3 minute presentation about their business. Meetings end promptly at 9:30am

Membership: Each member must represent the business with which they are registered with the Chamber of Commerce.

Meeting Commitment: Your success in receiving referrals is in direct proportion to your attendance.

- Twelve (12) absences per rolling calendar year are permitted.
- Five (5) absences per quarter will terminate your membership to allow another to fill the position.

Weekly Presentations: Each person present (members and guests) are given two (2) minutes to introduce themselves, their business, and their ideal referral.

Feature Presentations: Members are given ten (10) minutes to present their business on a rotational basis. If you are not available to speak on your designated date, it is your responsibility to find a substitute.

Communication: The Chamber will distribute schedule updates and announcements via email.

Business Cards: Members are to provide CBA with a supply of business cards that list current contact information.

Phones: Please silence your phone. If you must take a call, please take it outside.