



Greater Los Angeles African American Chamber of Commerce



L.A.'s Premier Business Organization

Prospective Member Kit

Within this kit, you will find information on:

- Joining GLAAACC
- Benefits of Membership
- Serving as a GLAAACC Ambassador
- Serving on a GLAAACC Committee
- Member Marketing & Branding Opportunities

Promoting the growth and economic development
of the African American business enterprise



GLAAACC

**Greater Los Angeles
African American
Chamber of Commerce**
501(C) 6

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Gene Hale, *Chairman*
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Christine N. Simmons
Derek C. Smith

Greetings!

On behalf of the Greater Los Angeles African American Chamber of Commerce (GLAAACC), I would like to take this opportunity to not only introduce you to our organization but to invite you to join us as well.

GLAAACC advocates and promotes the economic growth and development of African American businesses and their communities. Our members are a very pro-active group of individuals and business owners, who are dedicated to improving economic opportunities and the quality of life within the African American community.

GLAAACC's immediate goal is to increase African American participation in the multimillion dollar Los Angeles County business arena. Our success depends on our ability to mobilize residents, elected officials and private businesses in and outside the community. In addition, GLAAACC operates on a local and national spectrum, creating and sponsoring activities specifically designed to bolster the commercial awareness and economic growth of the African American community.

We strive to more effectively respond to the business and economic needs of our community. In order to be successful, we need the support of influential individuals and organizations. By adding your support to GLAAACC, you are in essence supporting yourself and your community.

Enclosed is a membership application and information on the Chamber. View our website at www.glaaacc.org for additional information on the Chamber and its activities. If you have additional questions or need further assistance, please do not hesitate to contact us at (323) 292-1297.

Sincerely,

Gene Hale
Chairman



Greater Los Angeles African American Chamber of Commerce

BENEFITS OF A CHAMBER MEMBERSHIP

The Greater Los Angeles African American Chamber of Commerce (GLAAACC) was established in 1991 by a group of business owners and executives to promote the growth of black-owned enterprises and to expand into the international arena.

GLAAACC proactively works as a vehicle that combines the resources of the surrounding African-American communities with other organizations to secure solutions for expanding our business and cultural communities. The Chamber's immediate goal is to increase African-American presence and participation in the multi-million dollar Los Angeles City and County business economies.

SUMMARY OF MEMBERSHIP BENEFITS

Certificate of Membership/Lapel Pin – Each member receives a distinctive GLAAACC certificate and lapel pin within their membership packet.

Directory/Roster Listing – GLAAACC provides each member with an impressive membership roster of individuals, businesses, government agencies, corporations and other organizations. As well, members have the option to be listed in an exclusive online member directory.

Online Member Access – Members can log onto glaaacc.org to access member only opportunities and all new and renewing members are highlighted on the homepage for one month as well as within the monthly Chamber e-blast. Members are also highlighted for their recognitions and accomplishments on the homepage.

Mixers/Networking Events – Gatherings designed to give members an opportunity to network, promote their businesses and hear speakers share valuable information.

Seminars, Trainings & Roundtables – Various events are coordinated for members through several GLAAACC Committees. Each event is geared towards benefiting the development of the small business membership.

Town Hall Luncheons & Receptions – These events are held throughout the year to introduce business, political and community leaders to the membership.

Annual Special Event – The GLAAACC Economic Awards Dinner, held every third Thursday in March, is a great opportunity for small business owners to network with corporations that support GLAAACC's mission.

GLAAACC Committees – Members are strongly encouraged to serve on a GLAAACC Committees to be more involved and proactive with the Chamber.

Newsletters – Provides news and information of interest to Chamber members, business executives, entrepreneurs and the community.

Position – The Chamber regularly reviews and takes positions on various issues related to business and the community.

Access – Develop strong relationships with businesses and legislators.

Services – The Chamber provides information and resources to the community at-large.

Full Time Professional Staff – Supports numerous companies, organizations and entities to carry out the mission and goals of the Chamber.



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GLAAACC MEMBERSHIP RATES & BENEFITS

STUDENT*

\$50 per year – Covers one individual only and available to college, university, technical and high school students

- Individual hard copy Business Directory listing
- One-time feature on the GLAAACC New Members webpage
- Member discounted rates for Chamber functions

***Enrollment verification is required. To join as a student, please contact the Chamber office.**

INDIVIDUAL/SMALL BUSINESS BASIC

\$125 per year – Covers an individual or up to two employees

- Online and hard copy Business Directory listing
- Member discounted rates for Chamber functions
- 30 day feature on the GLAAACC New Members webpage
- Business referrals for your company
- Members Only Opportunities (Member Discount Program, online member access)

SMALL BUSINESS EXECUTIVE

\$200 per year – Covers unlimited employees

- Online and hard copy Business Directory listing
- Member discounted rates for Chamber functions
- 30 day feature on the GLAAACC New Members webpage
- Business referrals for your company
- Business listing within hard copy GLAAACC Membership roster
- Members Only Opportunities (Member Discount Program, online member access)

~Plus!~

- Opportunity to offer a discount on the online Member Discount Program page
- One-time 10% discount for 1 online advertisement on glaaacc.org

SMALL BUSINESS PLATINUM

\$300 per year – Covers unlimited number of employees

- Online and hard copy Business Directory listing
- Member discounted rates for Chamber functions
- 30 day feature on the GLAAACC New Members webpage
- Business referrals for your company
- Members Only Opportunities (Member Discount Program, online member access)
- Opportunity to offer a discount on the online Member Discount Program webpage

~Plus!~

- One-time free, medium size, sub-page advertisement on glaaacc.org for 30 days



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GLAAACC MEMBERSHIP RATES & BENEFITS

GOVERNMENT

\$500 per year – Discounted government entity rate, Covers unlimited number of employees

- Online and hard copy Business Directory listing
 - Member discounted rates for Chamber functions
 - 30 day feature on the GLAAACC New Members webpage
 - Business referrals for your company
 - Members Only Opportunities (Member Discount Program, online member access)
 - Opportunity to offer a discount on the online Member Discount Program webpage
- ~Plus!~*
- One-time 10% discount for 1 online advertisement on www.glaaacc.org
 - Ability to submit business opportunities to be posted on GLAAACC website

CORPORATION

\$1,500 – Membership rate for corporations

- Online and hard copy Business Directory listing
 - Member discounted rates for Chamber functions
 - 30 day feature on the GLAAACC New Members webpage
 - Business referrals for your company
 - Members Only Opportunities (Member Discount Program, online member access)
 - Opportunity to offer a discount on the online Member Discount Program webpage
- ~Plus!~*
- Ability to submit business opportunities to be posted on glaaacc.org
 - MBE/WMBE/DBE subcontracting company recommendations





Greater Los Angeles African American Chamber of Commerce

MEMBERSHIP APPLICATION

Company Name: _____

Contact Person Mr./Ms.: _____ Title: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Number of Employees: _____ Years in Business: _____

Certifications: _____ Referred By: _____

Description of Business

- _____ Auto
- _____ Construction
- _____ Education
- _____ Entertainment
- _____ Financial Services
- _____ Government
- _____ Health/Well-being
- _____ Insurance
- _____ Legal
- _____ Marketing/Public Relations
- _____ Medical

- _____ Multimedia
- _____ Public Utility
- _____ Real Estate
- _____ Religious
- _____ Retail
- _____ Service/Hospitality
- _____ Social Services
- _____ Technology
- _____ Transportation
- _____ Travel
- _____ Other (please specify below)

Membership Type

- | | | | |
|--------------------------------|-----------|-------------------------------|------------|
| _____ Student | \$ 50.00* | _____ Small Business Basic | \$ 125.00 |
| _____ Small Business Executive | \$ 200.00 | _____ Small Business Platinum | \$ 300.00 |
| _____ Government | \$ 500.00 | _____ Corporate | \$ 1500.00 |

- * **Proof of enrollment form must be attached to application to receive student rate**
- Please add my business listing to the GLAAACC online member directory**

Mail completed application and check (made payable to **GLAAACC**) to:
 The Greater Los Angeles African American Chamber of Commerce
 5100 W. Goldleaf Circle, Suite 203 Los Angeles, CA 90056
 (323) 292-1297 | info@glaaacc.org

GLAAACC now accepts membership applications and payments online.
For more information, please visit our website at www.glaaacc.org

For Office Use Only	
<input type="checkbox"/> New Member	<input type="checkbox"/> Renewal
<input type="checkbox"/> Payment received _____	
<input type="checkbox"/> Check # _____	
<input type="checkbox"/> Member pack mailed _____	
<input type="checkbox"/> Input to database _____	
<input type="checkbox"/> Billing cycle _____	
<input type="checkbox"/> Processed by _____	



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AMBASSADOR PROGRAM

The GLAAACC Ambassador Program, a program for volunteers was designed to create “agents of goodwill” for the Chamber. It benefits both the chamber and the ambassador through increased exposure and visibility.

Duties and responsibilities include:

- Greet and welcome members and associates at GLAAACC events.
- Encourage growth by soliciting new members.
- Promote GLAAACC member benefits at chamber functions/programs

Criteria for serving as an Ambassador:

- Commit to one year of service
- Serve as Ambassador at three GLAAACC events (minimum).

Ambassadors will be recognized for their service:

- Spotlight article in GLAAACC’s e-business news or newsletter profiling your participation as an ambassador and publicizing your business.
- Discounted cost for GLAAACC events and advertising.



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AMBASSADOR APPLICATION

If you are interested in becoming an Ambassador for the Greater Los Angeles African American Chamber of Commerce please complete and return the application below to the GLAAACC office via [email](#) or by mail to the following address:

GLAAACC
5100 W. Goldleaf Circle, Suite 203
Los Angeles, CA 90056

Qualifications:

- Willing to serve for one year.
- Dedicated to community growth.
- Desire to make a difference.

Thank you for your interest in becoming an Ambassador for the Greater Los Angeles African American Chamber of Commerce. Please assist us by filling out the following application so that we may get to know you better.

Name/Title: _____

Company: _____

Position: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

What are your hobbies/interests? _____

Why would you like to be an Ambassador? _____

What other organizations do you belong to? _____

What other organizations have you volunteered for? _____

Signature: _____ Date: ____/____/____



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GLAAACC Committees

GLAAACC has various committees that work towards hosting seminars, programs, and events to educate the small business community as well as promote the development of African American business enterprises. Members are strongly encouraged to serve on a committee to gain the most out of their experience with GLAAACC.

Business & Economic Development Committee

Chair: Karim Zaman

Vice Chair: Gene Hale

The Business & Economic Development (B & ED) Committee examines ways of assisting in the development of new business opportunities and the expansion of existing businesses in the African American community.

Business Evolution Program Committee

Chair: Aura McCracken

Vice Chair: Charles J. Franklin II

The Business Evolution Program (BEP) Committee advocates and promotes the economic growth and development of the African American business by developing business opportunities and business alliances. Additionally, the BEP Committee oversees all aspects of the GLAAACC Business Evolution Program. For more information on the BEP, [click here](#).

Management Committee

Chair: Lem Daniels

The Management Committee provides oversight, function and assistance to the Executive Director/Office Manager in the areas of administration, personnel and daily management duties as described in article Vii, section 2; paragraph (a) of the GLAAACC Bylaws. This committee also oversees the GLAAACC finances as well as services as a financial advisor to the GLAAACC Board.

Membership Committee

Chair: Bob L. Blake

Vice Chair: Walter Hill, Jr.

The Membership Committee grows, retains, attracts and recruits quality members for the GLAAACC organization and enhances its member benefits. The Committee is responsible for outreach to prospective members and the retention of current ones.

Program Committee

Chair: Michelle Smith-Ballard

Vice Chair: Christine N. Simmons

The Program Committee supports the goals and objectives of GLAAACC by planning and coordinating events, trainings and/or seminars that will benefit the GLAAACC membership. The Program Committee strives to offer diverse business related subject matters, effective meeting formats and relevant educational opportunities to promote the personal, professional and economic advancement of the GLAAACC membership.

Public Policy Committee

Chair: Marcus Allen

Vice Chair: Angela Gibson

The Public Policy Committee influences policies, regulation and legislation that assists and promotes economic development, job creation, business growth and financial success for its chamber members. The committee's focus includes, but not be limited to, Jobs, International Trade, Taxes, Labor & Employment, Health Care, Contracts, Education, Technology, Energy and Workers Comp.

Public Relations Committee

Chair: Cynthia K. Gibson

Vice Chair: Angela Gibson

The Public Relations (PR) Committee is responsible for managing most aspects of publicizing GLAAACC and marketing the Chamber's programs and services. The Committee's most important tasks include promoting GLAAACC through print, internet and broadcast media, producing brochures, newsletters and related materials, as well as publicizing events, luncheons, and the annual awards dinner.



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Member Marketing & Branding Opportunities

As a GLAAACC Member, you'll be provided with various opportunities for marketing and branding your business.

New Member Feature – All new and renewing members of GLAAACC receive a 30 days of branding for their business on the New Members page.

Advertising Discount – Obtain a discount on advertising on www.glaaacc.org with any new or renewal Small Business Executive level and above.

Membership Directory – Be featured within the GLAAACC membership directory featured on the Chamber's website

Access to Member Mailing List – Whether utilizing USPS or an email marketing software, market your services to other Chamber members by accessing a full membership mailing list.

Member Highlights Page – Have you been recognized for a recent accomplishment or been awarded a sub-contracting project? Let the Chamber know and have your business featured on the Member Highlights page.

Business Referrals – By being a member of GLAAACC, your business will be referred to community residents, GLAAACC members, corporations and government agencies.

Still have questions? Feel free to contact the Chamber. If you're ready to be a member,

Join now!

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5100 W. Goldleaf Circle, Suite 203
Los Angeles, CA 90056

P: (323) 292-1297 | F: (323) 292-1451
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