

CORNERSTONE PARTNERS

Taking Membership to New Heights **By Rebecca Patrick**

Boosting statewide visibility is just one of the many benefits available to Indiana Chamber of Commerce members who join the organization's Cornerstone Partners program. Launched at the beginning of 2013, this initiative has already seen nearly 50 companies come on board.

A key reason for the first-year success: As the fourth largest state chamber in the country, the Indiana Chamber's impact is broad and significant. "Our reach of nearly 5,000 member companies and 800,000 workers offers an excellent opportunity to get a company's name out in front of many people," says Indiana Chamber President and CEO Kevin Brinegar.

"Before this program launched, we had member representatives who were interested in growing the statewide visibility of their companies. We think this is a great way to do that. For the Indiana Chamber, it allows us to keep driving toward our mission of 'providing economic opportunity and prosperity for the people of Indiana and their enterprises.' And for that, we are grateful."

Membership levels begin at a \$10,000 annual investment and include Leadership, Chairman's Circle, Champion and Pinnacle designations. Some of the benefits (depending on the level) include visibility on the Indiana Chamber's web site, as well as on new Indiana Chamber Cornerstone office (see photo) and event displays; special seating at the annual Legislative Dinner; and recognition here, in *BizVoice*® magazine.

Adds Tim Brewer, Indiana Chamber vice president of

membership: "The Cornerstone Partners program is a way to recognize these interested and highly-engaged member companies and their commitment to the work of the Indiana Chamber. Through our brand strength and awareness, we have strong relationships with thousands of companies and numerous other stakeholders. This will help generate good exposure for their organizations."

While the Cornerstone Partners program highlights leading investors, it does not it any way, Brewer stresses, change the

Indiana Chamber's commitment to small businesses or its advocacy role on their behalf. Rather, it simply offers new resources for exposure and brand recognition.

"Our focus continues to be on businesses of all shapes and sizes and industries. We have a number of tools already designed for small businesses, including our free HR helpline, the business research center, exposure on our web site through member

press releases and member spotlights. And just recently we introduced a ACA helpline for all members to assist with the complicated health care reform processes and obligations. We encourage our members to use these offerings."

Member companies interested in joining the Cornerstone program or wanting more information can contact Brewer at tbrewer@indianachamber.com or (317) 264-7539. Cornerstone Partners membership levels and benefits are listed at www.indianachamber.com/cornerstone.



PINNACLE

CHAMPIONS



Rethink Possible

CHAIRMAN'S CIRCLE



LEADERSHIP

- Allison Transmission
- Ball State University
- Barnes & Thornburg LLP
- Beacon Health System
- BP America, Inc.
- Caesars Entertainment, Inc. – Horseshoe Casinos
- CNO Financial Group, Inc.
- Community Health Network
- Cook Group, Inc.
- Cummins, Inc.
- DePuy Inc., a Johnson & Johnson Co.
- Dow AgroSciences
- Faegre Baker Daniels
- Hillenbrand
- Honda Manufacturing of Indiana, LLC
- Hoosier Park Racing & Casino/ Indiana Grand Casino & Downs – Centaur Gaming
- Ice Miller LLP
- Indiana Farm Bureau Insurance Companies
- Indiana Michigan Power
- Indiana University
- Indiana University Health
- Jayco, Inc.
- The Kroger Co.
- Lincoln Financial Group
- Lutheran Health Network
- Marsh Supermarkets, LLC
- NIPSCO
- Old National Bancorp
- Parkview Health
- PNC
- Purdue University
- Red Gold, Inc.
- Roche Diagnostics Corporation
- Rolls-Royce
- Sallie Mae, Inc.
- St. Vincent Health
- Subaru of Indiana Automotive, Inc.
- Toyota Motor Manufacturing, Indiana Inc.
- Wal-Mart Stores Inc.
- Zimmer, Inc.