

TAKING ADVANTAGE OF 'CORNERSTONE' CONNECTIONS

The Indiana Chamber is dedicated to helping members of all sizes maximize their investment. Many times, that entails free opportunities to boost statewide exposure. Top investors can receive special recognition through the Cornerstone Partners program.

"Nearly 70 companies have joined Cornerstone Partners since its launch in 2013," remarks Chamber membership director Brock Hesler. "In addition, a variety of existing Cornerstone Partners are increasing their investment because they recognize the value of the program.

"We're very grateful to all Cornerstone Partners for their investment of time, leadership and resources."

Membership levels – Pinnacle, Champion, Chairman's Circle and Leadership – bring a variety of benefits based on the investment. They include:

- Visibility via the Cornerstone Partners display in the Chamber lobby (seen by approximately 6,000 visitors each year) and at major events such as the Annual Awards Dinner, Best Places to Work in Indiana Awards Dinner and various training seminars
- Exposure through the Chamber's web site, press releases and social media platforms
- Special seating at the annual Legislative Dinner (approximately 500 business, government and community leaders attend)
- Recognition in an annual *BizVoice*® magazine tribute

The Indiana Chamber partners with 24,000 members and investors – representing over four million Hoosiers – to achieve the mission of "cultivating a world-class environment which provides economic opportunity and prosperity."

Two-thirds of Indiana Chamber members have fewer than 100 employees and remain the core of the organization's membership. They often utilize free resources (such as helplines, the Business Research Center, and member press releases and spotlights posted on the Chamber web site).

Lifeline Data Centers is a growing company with 50 employees. It became a Cornerstone Partner in 2015.

"We're extremely proud to be a Cornerstone Partner," shares co-owner Dana Carroll. "It's a relatively small investment for the plethora of publicity our company has received. Many of our customers also are Cornerstone Partners, so we feel like this is the area we belong in. It makes them feel good about us when they see that we're participating in the program alongside them."

Learn more about the program by contacting Hesler at (317) 264-7539 or bhesler@indianachamber.com. Cornerstone Partners membership levels and benefits are listed at www.indianachamber.com/cornerstone.

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