From the Chamber President

Competition + Cooperation = Co-opetition

The holiday shopping season is in full swing and more than ever, customers are crossing their fingers that this season will be better than the last. Given that most consumers are still cautiously spending, business owners might be forgiven for thinking competitively. It’s easy to feel like you have to fight other businesses tooth and nail for every customer; every dollar, but in truth, that Scrooge-like attitude has never been more misplaced. Today’s marketing buzzword isn’t competition—it’s co-opetition. “In laymen’s terms it means teaming up with people who can benefit when they work together.” In most cases, the best way to succeed is by getting creative. Think creatively about what businesses might be good co-opetition partners for you—and what strategies you could use.

If you send out a e-mail newsletter, give your partner company some space in it and vice versa.

Pitch yourself and your partner company to local radio shows.

Trade e-mail lists or customer lists. (Set ground rules beforehand for how you will use these lists.)

Host contests with your partner companies.

Join with your partner companies in sponsoring or volunteering at local charities.

A good place to get started with co-opetition is at your Chamber of Commerce. The CoC can help get you started small or big, it’s up to you.

Get creative.

The CoC, Mystery Shopper is on the prowl!

Chamber helped to celebrate growth in the area

Magnet Paints, Inc. • +310 Co Rd 1246, Cullman

Jade Nail II • 1404 2nd Avenue NW, Cullman

The CoC is on the prowl!
Chamber to host monthly “Fourth Friday”
Join us as we welcome Dennis Wightman, ATM of the hit show “Tanked” to sponsor a student contact CullmanChamber.org to show some love to your favorite business.

ATM partnering with BHF
36,000-gallon bass aquarium planned for Hall
BASS FISHING HALL OF FAME TEAMS UP WITH ACRYLIC TANK MANUFACTURING TO CAST OF ANIMAL PLANET’S “TANKED”
September 2013 - The Bass Fishing Hall of Fame (BFHOF) board of directors has selected Acrylic Tank Manufacturing (ATM) of Las Vegas, Nevada (AcrylicAquariums.com) as the official aquarium manufacturer for the upcoming Bass Fishing Hall of Fame, which will create a one-of-a-kind freshwater aquarium attraction.

Nominated your favorite small business today
The Retail Committee of the Cullman Area Chamber of Commerce is proud to provide special recognition to our small business community. Nominating one (1) monthly recognition award and one (1) yearly award. Monthly recognition award winners will be considered the nominees for the yearly recognition award to be presented at the Cullman Area Chamber of Commerce Annual Meeting held each February.

SMALL BUSINESS OF THE MONTH
1803 Chambers Avenue SW
(256) 735-1650
chuck-fi.a.com/cullman

Brought to you by: www.merchantsbank.com

Please be sure to get out with your family and support these local events!

Attention Businesses: Your business can be featured FREE in “GIVE BACK” during the holidays, please be sure to send a link to the Chamber so that we can post it on our facebook page. Email your information to info@cullmanchamber.org.

Chamber to celebrate the holidays
FREE Gift Wrapping NOVEMBER 9TH - 10AM to 3PM
361 2nd Avenue SW, Cullman, AL
“White Supply House”

Chamber President Carmen Moss DMD
Thank you to our Breakfast Sponsor: chick-fil-a.com/cullman or by calling 256-734-0454.

www.lightsabers4ever.com
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