

Chamber Membership: More Important Than Ever

Part 4 – Manage Your Money

Unmanaged business spending can spiral out of control if companies neglect conservation efforts. Monitoring spending can be challenging, but the Chamber and its partnering organizations have developed programs to help members manage capital.

Implement a green business program; see the Chamber's Green Business Recognition Program for tips and a handy checklist of things you can do to reduce waste and save money.

The Knoxville Chamber has created a Green Business Recognition Program to celebrate businesses that are taking steps to recycle and conserve. Green business practices are good business practices – they save money and resources and help the bottom line. Eligible companies will receive recognition in several ways. These include listing in an article about the program in the Chamber's monthly newsletter, *Commerce*, which is published in the Greater Knoxville Business Journal and distributed to more than 13,500 readers; on the Knoxville Chamber's website; at future green-focused Chamber events; and with a Knoxville Chamber Green Business window cling to display at your company.

Becoming a green business requires developing an attitude of sustainability and incorporating conservation practices into everyday business operations. But it's not hard. If your company would like to begin a green business program please visit www.knoxvillechamber.com/eng/main/membership/green_business_recognition_program for tips about ways to get started.

Use the Tennessee Small Business Development Center located at the Chamber to learn about inventory control, cash flow management, expense reductions, and business plan development.

TSBDC-Knoxville counselors help small business owners learn cash flow management techniques and other key management processes. Business plan workshops offered by TSBDC-Knoxville help small businesspeople develop business plans. A business plan is essential for start-up companies needing a blueprint for success, and can be invaluable for mature companies too.

TSBDC-Knoxville also offers business accounting and business budgeting classes that can help small business owners manage revenue properly. The organization's QuickBooks for Small Business classes are designed for small businesses interested in financial record keeping. This class explores QuickBooks as a business tool and includes information about tax preparation, payroll records, financial reports, and business tracking.

For more information about how TSBDC-Knoxville counselors can assist you with cash flow management, call Jane Shelton at (865) 246-2663 or visit www.tsbdc.org.

Don't pay high prices for demographic lists – use the Chamber's.

Demographic information can be vital to many members of the Knoxville business community. As a local businessperson, you need to determine what segments or subgroups exist in the overall population and devise strategies to pursue the market segments that make sense for your business. Once these profiles are constructed, you can use them to develop a marketing strategy and marketing plan to increase revenue.

There are numerous ways for you and your company to obtain the information you desire. Using Chamber demographic lists, which are no- or low-cost member resources, can provide your company valuable research without straining your budget.

**Call (865) 637-4550 to make any information changes
to your Chamber membership
or if you have any questions about your membership!**