

The Rockwall Area Chamber of Commerce

PARTNERSHIP HANDBOOK



697 East I-30, Rockwall, TX 75087 VisitRockwall.com

RockwallChamber.org



Greetings friends!

I am honored you are considering joining our 5-Star Accredited Chamber of Commerce. The Rockwall Area Chamber of Commerce is over 9 decades strong and here to serve you. We are proud to offer relevant programming and iniatives that impact over 750 organizations representing over 12,000 employees.

In my role, it is my privilege to keep the Rockwall area business community moving in a positive direction by adhering to our 2025-2027 Strategic Priorities.

We are committed to focus on these priorities and we will:

- Continue to be the Hub for Business in the Rockwall area
- · Focus on Advocacy and supporting pro-business policy at the local, state and federal levels, economic development, and community quality of life
- · Foster Tourism and expanding our reach to bring visitors to our upscale lakeside community
- · Reinforce our Organizational Excellence with effective and efficient governance, membership growth and adequate resources for the future

Whether you are just starting out or have an established business, we can help create the right path for you in the Chamber. Our professional team can be a great resource to you and your organization. Please feel free to reach out to any one of us to help you along the way!

I look forward to serving you!



Darby Nielsen

Darby Nielsen, IOM President/CEO Rockwall Area Chamber of **Commerce & Visitors Center**

Rockwall Area Chamber of Commerce 697 East I-30, Rockwall, TX 75087 972.771.5733 | RockwallChamber.org Communications@RockwallChamber.org



Lesli Y. Johnson, Chair Rest Haven Funeral Home & Memorial Park

- Jeremy Neill, Chair-Elect Hanby Insurance
- Shane Hollas, Past Chair Maaco of Rockwall
- Kayne Pierce, Treasurer Happy State Bank
- Kelli Delozier, Secretary HomeBank Texas
- Darby Nielsen, IOM, President & CEO **Rockwall Area Chamber of Commerce**

Alison Belliveau Rockwall ISD

- **Donas Cole** Baylor, Scott & White Medical Center Lake Pointe
- Kevin Hadawi Wells Fargo Advisors

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BOARD

- **Gerald Hendrick** CDFA® Rockwall Wealth Advisors
- Brady Z. Hill Farmers Insurance

Eva Hummel ATMOS Energy Corporation

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Rob McAngus Mueller Family Law Group

Frank McLeod Minuteman Press - Rockwall

Lauren Podina **Orthopaedic Specialists of Dallas**

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Steve Torres The Traveling TORO

Justin Weiss East Texas A&M University

Jerry Welch Ebby Halliday, The Welch Team

Roger Williamson Williamson Foundation Repair



Darby Nielsen, IOM President, CEO

Monique Gauwain Director of Operations

Jodi Willard **Director of Tourism**

Lesli Logston

Events and Engagement Manager Lonny Schonfeld

Partnership Development Manager **Beverly Wilson**

Partnership Development Manager **Keith Burns Partnership Services**

Amy Busch

Partnership Engagement Coordinator **Michelle Carillo** Administrative Coordinator

Serving all of Rockwall County

Expanding area economic growth to further our business community













WHY PARTNER WITH US

Dur Mission

To champion and support local business and tourism, foster community engagement, and enhance the economic vitality of the Rockwall area.

Core Values

Community, Leadership, Balance, Integrity, Service.

Dur Vision

To be the destination for excellence in member services, community collaboration, business growth, and tourism, ensuring a thriving and vibrant community.

Hub For Business

The Chamber will continue to be the hub for business activity where business professionals, elected officials and non-profit organizations connect, cultivate, converse, and collaborate throughout Rockwall County.

Advocacy

We will continue to advocate for legislation that promotes business and industry, economic development, job creation and community quality of life at the local, state, and federal levels of government.

Tourism

The Rockwall Visitor Center will continue to be an important part of our community. We will continue to expand our ongoing efforts to position our community as an upscale, unique lakeside destination.

Organizational Excellence

The Chamber will continue to strengthen its model for effective and efficient governance, fiscal health, management of information,workplace environment and team member engagement.

5-STAR ACCREDITED CHAMBER OF COMMERCE

Accredited

Five-Star Distinction ☆☆☆☆☆

In November of 2022, the Accrediting Board of the U.S.Chamber of Commerce designated the Rockwall Area Chamber of Commerce as an Accredited chamber with 5 Stars. Accreditation indicates that a chamber of commerce operates under effective organizational procedures and contributes to significant positive change in the community. To achieve this standing, we performed an intensive self-assessment of our operations in nine areas of work, including governance, government affairs, technology and program development.

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PROFESSIONAL DEVELOPMENT



Networking

Our Signature Networking Events, offer the perfect opportunity to meet new people in a casual, no frills, no pressure atmosphere. Please join us at one of our 60 MPH or Off The clock Networking event.

Monthly Partnership Meeting

From State of the City updates to hearing from our High School Football Coaches, we have a variety of topics lined up for these monthly luncheons that you do not want to miss.

Power Hour Training for Small Business

What is the Power Hour? It's a fantastic hour of hands-on training with industry insiders designed to help you grow your business. Geared toward small business owners.

Chamber Academy

During this hour-long crash course, your Chamber Team will walk you through all the benefits of being a Partner with the Rockwall Area Chamber of Commerce, how to take advantage of them and how to maximize every dollar and minute you put into the Chamber.

BOSS-Business Owners Sharing Solutions

A panel discussion on specific topics with local business owners and experts in the field. After a general panel discussion, the audience takes part in table discussions on the topic and shares their findings at the end of the session.

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AFFILIATE PROCRAMS





The Leadership Rockwall program was created on the belief that community, just as any business or organization, requires strong leadership to improve and grow. Leadership Rockwall aims to identify current and emerging leaders in our community, enhance their leadership skills and deepen their knowledge of the area's opportunities and challenges. Concurrently, the selected participants begin a series of nine monthly full day sessions and work on a community service project together.

Contact: Darby@RockwallChamber.org



The Rockwall Veterans Business Alliance unites, collaborates and promotes opportunity for Veteran-owned, managed or supporters in the Rockwall area.

Since its inception in 2017, RVBA has:

- Over 70 members
- Monthly Networking Social
- · Co-sponsored toy drive
- Professional growth opportunities
- Connected Veteran businesses with their future clients and vendors

Contact: marketing@RockwallChamber.org



The Young Professionals of Rockwall engages and supports future community leaders through professional development, philanthropic, networking and social opportunities designed for young professionals (21-40).

Since its inception in late 2014, YPR has:

- Over 70 members
- Donated \$6,000 from funds raised
- 100s of volunteer hours
- · Build professional and personal networks
- Hosted quarterly professional development programs

· Hosted annual conference

Hosts Annual Luncheon

Alliance

The Professional Womens' Alliance empowers and unites women through business and community events. We are committed to strengthening women as professional and civic leaders.

Since its inception in 2013, PWA has:

- Over 125 active members
- Hosted an Annual Women's Conference
- Bi-yearly luncheons
- · Bi-yearly mixers
- · La Tee Da: Christmas in July Shopping Tournament to support local business
- Donated over \$4,000 to various non-profits in **Rockwall County**

Contact: marketing@RockwallChamber.org



The Senior Services Alliance is a network of Chamber businesses focused on being a resource to educate and serve the senior community and their families. Businesses that cater to our senior community are encouraged to join.

Since its inception in 2017, SSA has:

- Held monthly informational meetings
- · Donated thousands in funds and materials for various senior initiatives
- Co-hosted annual Senior Health Fair with Rockwall Parks & Recreation
- Annual senior support campaigns

Contact: marketing@RockwallChamber.org



Pipeline is the Rockwall Chamber's premiere lead generation and referral network. These popular referral groups have helped professionals gain

a competitive advantage in the Rockwall Area marketplace, as well as build lasting professional and personal relationships.

Contact: Lonny@RockwallChamber.org



Our Ambassador Team are your **Business Success Advocates.** the first point of contact for New Partners and help welcome and

engage Partners old and new. Ambassadors spend time getting to better know you and the needs of your business in order to connect you with clients, vendors or just another person in the Chamber that you should get to know!

Contact: Beverly@RockwallChamber.org

SIGNATURE EVENTS



ANNUAL MEETING AND AWARDS BANQUET

The Annual Meeting & Awards Banquet celebrates the accomplishments of the Chamber and our Partners from the previous year. We appreciate Frost Bank for being our 2024 Presenting Sponsor. Our local economy is made up of a diverse group of businesses and organizations and we recognize the impact and success made in our community, along with recognizing our milestone partners. We are excited to announce Frost Bank as our 2025 Presenting Sponsor!

ROCKWALL COUNTY DAYS/DC FLY IN

CADDY SHACK GOLF TOURNAMENT •

PAR-TEE • BATTLE OF THE BITES

The Chamber serves as the voice of business in Rockwall County. This means representing you and the things that are important to you. Help us accomplish this by investing in our Government Affairs Initiatives and Rockwall County Days Austin and, One Voice Washington D.C. Trips.

Don't miss the Rockwall Caddy Shack Golf Tournament! With thirty-six teams competing, this tournament is a tradition among Rockwall's finest business-minded golfers. This twoday event is kicked off with a Par-Tee the night before the tournament to get your practice swings in. Then join us for the tournament after party with a "Battle of the Bites". The Caddy Shack Golf Tournament always sells out fast, so get your team registered early.







Take your best shot at The Chamber Classic Shoot. Companies gather for an afternoon of business and fun on the range. Kick off the day with lunch and clay shooting and finish off the afternoon with our Cigars & Cards Happy Hour event with live music and prizes. NEW 2025 ADDITION: Shooter's Ladies Lounge



ROCKWALL COUNTY FIRST RESPONDER APPRECIATION EVENT

The cornerstone of a thriving community is safety, and we get to make sure our business community thanks our local Rockwall County First Responder heroes by providing lunch, gifts and door prizes with a meaningful message.

SIGNATURE EVENTS



LEMONADE DAY ROCKWALL AREA

Lemonade Day is a fun, experiential program that teaches youth how to start, own and operate their very own business - a lemonade stand. Each year, in participating cities, youth have the opportunity to experience entrepreneurship by setting up their business during their city's community-wide Lemonade Day. In our inaugural event, we achieved helping over 80 young entrepreneurs start their business reporting over \$10K in sales. We are looking forward to another successful year!





ROCKWALL ISD NEW TEACHER AND EMPLOYEE WELCOME EXPO

If children are the future, our local teachers help every parent mold them into contributing citizens to our local economy. Each year we partner with Rockwall ISD to kick off their New Teacher & Employee Orientation by traditionally holding a breakfast in their honor. We provide gifts, prizes, and a fantastic program to thank them for joining our community and educating our area future leaders. You have the opportunity to have an expo booth at the event. Space is limited.

GOVERNMENT AFFAIRS PROGRAMMING

As the voice of business in Rockwall County, our Legislative and Public Policy Programing consists of candidate briefings, informational luncheon, and elected officials receptions. Additional events with subject matter experts that help our partners stay informed. Past speakers include state legislators, U.S. Congressmen, Rockwall ISD officials, State Representatives, and more.



LEADERSHIP ROCKWALL

Leadership Rockwall is a 9-month, Rockwall County focused community leadership program designed to develop the skills leaders need to excel. The program includes a combination of in-depth issue seminars and skill development designed to enhance self-awareness of leadership approaches. With over 250 distinguished Alumni, Leadership Rockwall produces a powerhouse of impactful community leaders and a thriving volunteer population that is more likely to serve on boards, volunteer, and give back to the community.



ADDITIONAL BENEFITS

RIBBON CUTTINGS

New Partners have an option to host a ribbon cutting or participate in the Quarterly New Partner Showcase, depending on level of investment.



ADVOCACY AND COVERNMENT AFFAIRS



The Chamber works on behalf of partners and stakeholders to advance responsible public policy with a singular purpose: Promote the best possible business climate and to bring important issues to the attention of local, state, and national government.

> We do so at the following Legislative and Public Policy Programs:

> > ROCKWALL COUNTY DAYS February 10-12, 2025

DC FLY IN 2025 Dates to be announced

SHOP LOCAL

We have the honor of greeting thousands of visitors and new residents each year and we take this opportunity to recommend our locally owned and operated businesses to them.



From grabbing a meal to finding an outfit or simply what's going on in town that weekend, we look forward to helping visitors and residents find what they need.

Our ROCO Dollars community e-gift card is accepted at many stops and shops across Rockwall County! Get yours today at our website under the "Visit Rockwall" tab.

RockwallChamber.org/LoveLocal



2025 PARTNERSHIP INVESTMENT BENEFITS

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\$750 \$1500 SMALL BUSINESS LEVEL EXECUTIVE BUSINESS LEVEL PRE	\$2250 ESIDENTS CLUB LEVEL	\$5250 CHAIRMANS CIRCLE LEVEL		
Rockwall Area Chamber plaque and window decal	X	Х	X	X
Listing in printed Rockwall Community Guide		Х	X	X
Partnership includes ALL employees	Х	X	Х	X
Enhanced online partner directory listing with photos and social media links		Х	Х	X
Showcase your business video in our digital business directory		X	X	X
Start receiving investor referrals		Х	Х	X
Shared ribbon cutting event		X	X	X
Access to Pro-business advocacy at local, state and federal levels		Х	Х	X
Your marketing materials displayed in lobby		Х	X	X
Notary Public Services		Х	Х	X
Use of Rockwall Area Chamber logos for website, branding, and credibility		Х	X	X
S.C.O.R.E. Business Consulting Services	X	Х	Х	X
Weekly Chamber newsletter	Х	X	X	X
Government Affairs updates	X	X	X	X
Access to Partner discount programs		Х	X	X
Access to FREE online job board		Х	Х	X
Access Rockwall community calendar to share event/classes		Х	Х	X
Access to networking and affiliate peer groups		Х	Х	X
Rockin' Deals – receive and promote discounts on business goods and services		Х	Х	X
Invitation and sponsorship opportunity at all Signature Events and Programs		Х	Х	X
Two months of website banner advertising		Х	Х	Х
\$250 customizable sponsorship credit to use towards any program		Х	Х	X
Ribbon cutting, grand opening or anniversary celebration		Х	Х	Х
2 newsletter ads		Х	Х	X
3 months advertisement on Chamber lobby screens		Х	Х	X
Four hour usage of Chamber Innovation Room		Х	Х	X
BOLD business listing in Annual Community Directory			Х	Х
6 newsletter ads			Х	X
6 months advertisement on Chamber lobby screens			X	Х
Eight hour usage of Chamber Innovation Room			Х	Х
Invitation and sponsorship opportunities to all Signature Events			Х	Х
Invitations to exclusive investor events			Х	Х
Special recognition on Chamber website/events/other assets			X	Х
Complimentary advocacy consultation			Х	Х
Submit news to the Partner Spotlight section of newsletter			Х	X
1 YEAR website banner ad				X
1 YEAR advertisement on Chamber lobby screens				Х
1/8 page ad in annual community directory				X
Highlighted business listing in annual community directory				Х
2-day rental of Chamber Innovation Room				Х
1 stand alone e-blast advertisement to entire chamber membership				Х
Eligibility to serve on invitation-only committees				X
VIP seating at selected events				Х
Strategic introductions through Chamber programs				Х
Invitation to Leadership Event				Х
Attend coordinated meetings with elected officials				X
One-on-One meeting with Chamber Executive Committee				X
Opportunity to host one event				X

SOLOPRENEURSHIP: \$475

Solopreneur Partnership opportunities available for businesses just starting out, operating less than three years with two employees or fewer.

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EXPOSURE OPTIONS

PUBLICATIONS



Rockwall Map Ads

- Prints every 2 years
- Distributed in welcome packets

SOCIAL MEDIA

RockwallChamber.org has 3K-10K visitors per month!

- FACEBOOK
 - Likes: 7.7K+
 - Organic Reach: 38,807
 - Post Engagements: 2,682 (8.1%)



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- Followers: 2,042
- Post Impressions: 2,788



Community Guide

- Annual listing for your organization
- Advertising opportunities



INSTAGRAM

- Followers: 1,802
- Organic Reach: 6,731
- Post Impressions: 22,490



LINKEDIN

- Followers: 600+
- Post Impressions: 762

WFR



Website Banner Advertising

- Chamber Website: www.RockwallChamber.org
- Visit Rockwall Website: www.VisitRockwall.com



Chamber to **Partner Weekly** e-Newsletter: The Connector

- Partner to Partner Advertising
- Social Media Add-on

ADVERTISEMENT



Chamber TV **Digital Display**

 Still and video display in our lobby

lestimonial by MINUTEMAN PRESS

I am 100% convinced that the Rockwall Area Chamber of Commerce is the best avenue to promote your local business because I have seen it for myself. If you have been putting off becoming involved with the Chamber, now is the perfect opportunity to see what they can do for your business. I am a small business owner here in Rockwall and I am an Ambassador with the Chamber. Feel free to reach out to me at any time to find out the best ways to get involved.







The Chamber provides numerous ways for our Partners to advertise their business. For more information on the below opportunities, contact Communications@RockwallChamber.org

EMAIL [Reach of 2k+, 40% open rate]

MONDAY NEWSLETTER ADVERTISEMENT

- \$125 for two consecutive weeks
- \$200 for four consecutive weeks
- \$75 for each additional week

STAND ALONE EMAIL (ENTIRE DATABASE)

• \$150 each

STAND ALONE EMAIL (AFFILIATE DATABASE)

• \$75 each

Home page, event page and directory page available!

Ad creation available for \$75 and includes one revision

WEBSITE ADS [Reach of 5k-12k visitors per month]

ROCKWALLCHAMBER.ORG AND VISIT ROCKWALL.COM

- \$150 for one per month
- \$300 for three consecutive months
- \$500 for six consecutive months

Ad creation available for \$75 and includes one revision

SOCIAL MEDIA [8.5k+ followers across 3 platforms]

SOCIAL MEDIA POST

- \$125 for two posts
- \$200 for four posts
- \$75 for each additional post

Ad creation available for \$75 and includes one revision, all paid posts and shares will have #Sponsored disclaimer added

SOCIAL MEDIA SHARE

\$75 each share

CHAMBER TV DIGITAL DISPLAY

- \$375 for three months
- \$600 for six months
- \$1,000 for twelve months

Still and video options are available; provide your own still ad or have video created for a fee of \$200

ROCKWALL MAP AD

- \$495 single business card
- \$695 business card
- \$895 triple business card
- \$1,000 1/2 panel
- \$1,500 full panel
- \$1,900 full panel, first seen
- \$5,000 back cover

2025 COMMUNITY & RELOCATION GUIDE

Newest issue coming February 2025! Our annual Community & Relocation Guide is available in print and digital form, allowing for the greatest reach. We use the latest technologies for a searchable, interactive, mobile-friendly publication. Whether you are a small or large business, offering products or providing services to our community, you want to be featured in this annual directory! Our Strategic Alliance Partner Packages are perfect for any business that wants to get the maximum ROI out of the Chamber and support our Mission. Strategic Alliance Partners receive concierge service from our Chamber Team that includes hand picked investments and advertisements based on your industry, goals and needs. Below are some of our most popular package options. This represents a sample of options that you may want to customize to meet your organization's needs.

Based on your selection, you'll be able to customize a package with our team that may include opportunities such as:
 Sponsorships at a variety of events and programs • Reserved seating at Chamber Annual Meeting • Reserved seating for Local,
 State & National Official Updates • Team or Sponsorship Participation in Annual Caddyshack Golf Tournament or Chamber
 Classic Clay Shoot • Leadership Rockwall Tuition and Sponsorships • Advertising opportunities - print and digital

\$25,000 PREMIUM ELITE

Anyone joining at this level demonstrates exceptional commitment to supporting the local business community. This tier provides concierge level of support and guidance in working with the business community through the Chamber though sponsorships of events, initiatives and strategic relationships and partnerships designed to advance the organization's goals.

\$20,000+ PLATINUM

- Chairman's Circle
 designation and benefits
- Table of 8 at Annual Banquet
- Golf Tournament or Clay Shoot Team
- Leadership Rockwall Candidate
- Unlimited access to Strategic
 Partner Appreciation
- Promotion at all Chamber Events (excluding ribbon cuttings)

\$7,000 SILVER

- Executive Partner designation and benefits
- Table of 8 at Annual Banquet
- Golf Tournament or Clay Shoot Team
- Access for four to Strategic Partner Appreciation
- Promotion at all Chamber Events (excluding ribbon cuttings)

- \$10,000 GOLD
- President's Club designation and benefits
- Table of 8 at Annual Banquet
- Golf Tournament or Clay Shoot Team
- Annual Partner
 Appreciation Sponsor
- Access for six to Strategic Partner Appreciation
- Promotion at all Chamber Events (excluding ribbon cuttings)

\$3,750 BRONZE

- Business Partner
 designation and benefits
- Table of 8 at Annual Banquet
- Golf Tournament or Clay Shoot Team

Testimonial by

- Access for two to Strategic
 Partner Appreciation
- Promotion at all Chamber Events (excluding ribbon cuttings)

AFFILIATE PACKACES

Market directly to a key demographic for your business

(\$650) Innovator Package

- Monthly social media promotion to Affiliate of your choice
- Promotion at all Affiliate Events
- Two memberships to Affiliate of your choice

Visionary Package \$350

- Quarterly social media promotion to Affiliate of your choice
- Promotion at all Affiliate Events
- One membership to Affiliate
 of your choice

Membership in the Rockwall Chamber has been one of the most impactful things to growing by business. As well, it has been very impactful in growing me professionally. The people you meet and engage with are top level professionals who have made me better personally and professionally.

SHANE HOLLAS, OWNER MAACO OF ROCKWALL

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Date
Company Name
Phone Email
Address
City State ZIP
Primary Contact
Primary Phone Primary Email
Billing Contact
Billing Phone Billing Email
Is Billing Address same as Company address? 🛛 Yes 🖓 No
If NO, please provide billing address
Other company contacts (whom on your team should receive our Weekly Newsletter?)
Name Title Email
Business Category for Directory
Veteran Owned Business 🗅 Yes 🛛 No Number of Employees
Annual Partnership Investment Levels
□ \$5,250 Chairman's Circle □ \$2,250 President's Club □ \$1,500 Executive Business
□ \$750 Small Business
Strategic Alliance Partnership Investment
□ \$25,000 Premium Elite □ \$20,000 Platinum □ \$10,000 Gold □ \$7,000 Silver □ \$3,750 Bronze
Payment Information
Name on Card Visa 🛛 MasterCard
Card Number Expiration Date Security Code
Billing Address
Why are you investing in the Chamber? (check all that apply)
Networking/Leads Professional Development Referrals Community Involvement Fragewire (Premete Riverses)
Exposure/Promote Business Other
By signing below, I agree to pay the above Partnership Investment within the timeframe discussed with the Chamber Representative.
Signature Print Name
Chamber Rep Signature Date

* Dues to the Rockwall Area Chamber of Commerce are not deductible as a charitable contribution, but are deductible as an ordinary and necessary business expense

Chamber Partner TESTIMONIALS

Kevin Hadawi Wells Fargo Financial Advisors

"Moving here 5 years ago, I knew no one in Rockwall. After joining the Chamber and making the effort to get to know its members, the Chamber opened opportunities for me to truly be part of this community and expand my business. From serving on various committees, volunteering at events or being part of Leadership Rockwall...the people I've met have not only helped to expand my business, but I sincerely get to call them my friends. Nothing happens quickly, but what the Rockwall Chamber has provided me and my family, was well worth the wait. "

Shannon Thompson APlus Payroll

"Running a business can be a lonely task. There are moments where you feel like the weight of the world is on your shoulders, whether it be how to improve efficiencies or where your next customer might come from. With a Chamber membership, you're never alone. You have access to Community and Industry leaders, who are all willing to share ideas and help you develop a roadmap for success. The expression "A rising tide raises all ships", is never truer than with the Rockwall Chamber.

Gerald Hendrick Rockwall Wealth Advisors

"My involvement in the chamber has been invaluable to the success of Rockwall Wealth Advisors. The chamber has provided me with a wealth of resources and support, including networking opportunities with other businesses in the area, access to educational and training programs like Leadership Rockwall Class of 2022, and advocacy on behalf of businesses.

I have also had the opportunity to collaborate with other chamber partners on projects that have benefited our businesses and the community as a whole. The benefits are both tangible and intangible and without a doubt has been a valuable resource for me, and I highly recommend it to other businesses in the area."

Thank you STRATECIC ALLIANCE PARTNERS







find us on social media!

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/RockwallChamber



@RockwallChamber



RockwallChamber



Rockwall Chamber of Commerce



@rockwallchamberofcommerce



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