



Benton County Chamber of Commerce

PO Box 163

Fowler, IN 47944

(765) 884-2080

info@bentoncountychamber.org

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Dear Chamber Members, Business Leaders, and Friends of the Chamber,

I'm honored to share with you the exciting progress the Benton County Chamber of Commerce has been making to better serve our community and local businesses. Our mission has always been to support economic growth, foster meaningful connections, and promote Benton County as a vibrant place to live, work, and thrive.

Board Members were elected in February 2025; March 31, 2025 was our first board meeting. Since our initial meeting, we have voted on officers, created working committees (marketing, membership, strategic planning, governance), drafted a 1/3/5 Year strategic plan, set up administrative infrastructure, and really put thought into what businesses in our county need and more importantly, what Chamber members want. Shortly, you will be receiving a poll asking for your input – this is only one example of how the Chamber plans on being a more inclusive and transparent organization.

As part of our mission to revitalize the Chamber we are ready to launch several key initiatives aimed at strengthening our local economy and building a more engaged business community:

1. Promoting Businesses

One of our key initiatives will be to promote new and existing businesses in the county. Too often we hear that residents have no idea what types of businesses are available locally. Partnering with other business organizations, offering ribbon cuttings, and providing marketing opportunities (such as a local business expo) are a few of the ways we will work to accomplish this initiative.

2. New Networking & Educational Events

From monthly mixers to professional development workshops, we're creating more opportunities for collaboration and learning. These events are designed to bring our business owners, community leaders, and residents together in ways that inspire innovation and partnerships. Our initial goal is once every quarter but eventually every month opportunities for learning, networking, and marketing of your business.

3. Stronger Digital Presence

We're modernizing how we communicate with you—through a revamped website, more active social media channels, and a monthly newsletter to keep you informed and involved in chamber happenings. Stay tuned as these platforms are developed!

4. Advocacy and Collaboration

We are actively representing Chamber members and partners by attending town hall and commissioner meetings and will provide real time updates in emails and monthly newsletters. One of our main initiatives is to create more collaboration among business owners across Benton County that will help break down silos and generate more business opportunities for everyone. A common complaint is that organizations, businesses, and townships don't work with one another; we want to be the leader to help break down barriers and provide platforms that encourage partnerships and foster collaboration.

As we look ahead, the Chamber remains committed to supporting every business, farmer, nonprofit, and resident who calls Benton County home. We are proud of our roots—and even more excited about our future. However we need your help; we see business owners as the best source of leadership in our county and unless we band together to create a strong organization, our goals will be difficult to reach. Increasing membership and attendance at Chamber events, promoting togetherness and partnerships, and changing the narrative regarding the lack of involvement in our community are ways you can be part of our vision for a better future.

Thank you for your continued support, energy, and ideas. Together, we are building a stronger Benton County.

Sincerely,

Heather Deno

President, Benton County Chamber of Commerce

