



South Kitsap Chamber of Commerce

BEACON APPLICATION

I. Basic Information

Application Date: _____

Applicant's Name: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

Business Phone: _____

Mobile Phone: _____

II. Membership Information

Are you a current member of the South Kitsap Chamber of Commerce: Yes No

Position Applying For: _____

Sponsor: _____

III. Experience & Credentials

Profession: _____

Length of Time in Profession: _____ Is this your Primary Profession? Yes No (If no, what is your primary profession: _____)

List any Educational Background, Current Licenses, Degrees, or Other Credentials in this Profession: _____

IV. Standards & Expectations

Do you understand and agree to abide by the Membership Guidelines? Yes No

Are you willing to send a substitute in your place, if you are unable to attend a meeting? Yes No

Do you currently belong to another networking group or organization? Yes No

(If yes, please list:) _____

Have you ever been convicted of a felony? Yes No

(If yes, please provide details): _____

Do you acknowledge that a fee will apply to this membership at an upcoming date, to be determined? Yes No

V. Business References

1. Name: _____ Business: _____

Position: _____ Phone: _____ Email: _____

Business Relationship: _____

2. Name: _____ Business: _____

Position: _____ Phone: _____ Email: _____

Business Relationship: _____

Beacon Membership Guidelines

- **Meetings:** Meetings times and locations will be determined by the membership of each Beacon Group and approved by Chamber of Commerce. The meetings should be set at a regular time and place whenever possible. When meetings are set there needs to be a commitment by all the members to participate.
- **Participation:** If you miss six meetings in a six-month rolling time frame, your seat will be up for availability. This will be voted on by the existing members of the Beacon group. After determination of no participation your seat will become available. If you know you are going to be absent and supply a substitute for the meeting, I.E., someone that can give **your** commercial and potentially a commercial for themselves, then your absence will not count against you.
- **Membership:** The Beacon Groups are designed to allow one representative from each industry to participate. Multiple Insurance agents can participate, but each agent must represent a different line of business. And if each person is from one office, then each individual person must be a member of the Chamber of Commerce
- **Referrals:** The purpose of the Beacon Group is to share information about your business and to learn more about other businesses in the area. Naturally the goal of the groups is to generate referrals and leads for each other.

Any referrals must be “warm” referrals. Referrals should not just be a name, but an introduction. Make sure the person being referred is expecting the contact. Referrals should be tracked using a referral program.

- **Cost:** In addition to being a member of the South Kitsap Chamber of Commerce there will be an annual fee to participate in a Beacon Group. The cost is yet to be determined, but it should be minimal.
- **Accountability:** One of the main benefits of the Beacon Group is accountability for referrals. It is critical that you follow up on all referrals and be prepared to track you progress with a referral.
- **Recruiting:** The success of each Beacon Group is dependent on the participation and size of the group. All members are encouraged to actively seek and recommend new members to a Beacon Group.
- **Groups:** There will be more than one Beacon Group in the Chamber. Each group will set its own meeting times and locations. Location must be approved by the Chamber of Commerce. Members may change groups if there is availability in a different group, but only once per year.
- **Multiple Members:** Members may visit other groups if their seat is available but may not visit more than three times in a six-month time frame. IF the member decides that they prefer the other group to the one they originally joined, then they can decide to request a transfer, but must be approved by the membership team of the group they are transferring to. A member can ONLY request one transfer a year, if done excessively this will be considered group hopping and will be frowned upon.
- **Meeting Structure:** Meetings should begin with introductions and 60 second presentations. It is encouraged to make a different presentation each meeting. After introductions are made discussion may proceed on a topic of mutual consent. Topics may include marketing, dealing with customers, social media, brainstorming for ideas, etc. Ideally the discussion topic will be determined for the next meeting prior to the end of the current meeting. This allows members to be prepared for the discussion. Individual groups will set their own structure.

Updated: 10/26/2021