

My Story



Hello,

My name is Jennifer Napier and I would like to introduce you to my Berea Chamber of Commerce.

I joined in 2011, a previous employer had been a member of the Berea Chamber of Commerce. I remember, as their employee, having the opportunity to attend a couple of events to network and share information about my employer's available services and programs. The first Chamber member I remember meeting was Nola Newman, and then of course David Rowlette. The event was held at Nola's location for the annual summer poolside membership meeting and delicious meal. I remember thinking how friendly and outgoing the members who attended that event were, and how dedicated they all seemed to be to their jobs and companies, and I immediately felt at home. I often dreamed if I ever had a chance to start my own business, which I did in 2010 - Jennifer Napier Career Consulting, I wanted to get more actively involved as a member of the Berea Chamber of Commerce.

I wanted to meet new people through networking, meet new friends with similar goals and aspirations in their own businesses and in our community, and learn about the issues that are affecting businesses and economic growth at local, state, and national levels. As a small business owner, Chamber membership provided me with a hands-on, grassroots outlet to pursue all of these opportunities. It's important to be able to meet and learn from other small business owners who have different experiences, different viewpoints, different needs, and different impacts in the community, as we grow the economic vitality of our community together. Active Chamber members are hard-working and put forth the effort to grow their own businesses, while providing products or services of great value in our community, numerous jobs for our community members to support their own families, and a sustainable economic base that provides revenue to the local, state, and federal tax structure.

Without getting involved in the Chamber, my business would likely have grown slowly or struggled in its early years, but by joining the Chamber, I was able to network and build relationships that far exceeded what I could have done without being a Chamber member. Successful long-term business growth comes from word-of-mouth, networking, and referrals more than through advertising. Chamber membership offers legitimacy to businesses, as many individuals look to their local Chambers as a way to verify in their own minds that a business they wish to hire is a stable and trustworthy business in that community. Chamber membership is that important. In my own business, I have been able to share with others what my business does, how I may be of service to others in the community, gain valuable business leads, and build valuable business connections and resources, plus have an opportunity to learn from other business owners.

My involvement in Chamber activities and committees has provided me with business, but also a way to give back. I have made new friends, built strong business relationships, and have grown my own business from a non-existent entrepreneurial start-up, to a growing business able to give back to our community through sponsorship and support. It was an empowering and rewarding aspect of being a small business owner. I currently serve as the corporate sponsor for a newer Chamber event that has become an annual tradition, the Annual Berea Geocaching Weekend. This event is growing every year, and establishing Berea as a Geocaching destination across the United States, which helps attract visitors and makes a positive impact on our local economy. This event never would have happened without the encouragement and support of the Chamber.



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