

Provide Your Members a Benefit and Make Money for Your Chamber

Simplified Resale Program

California businesses face increasing demands to comply with labor laws. Make it easy for your businesses to meet compliance requirements. Keep in mind that every California employer MUST display a CURRENT California and Federal Labor Law Poster at each company facility. Severe fines and penalties are assessed if a business doesn't display a current poster.

HERE'S HOW IT WORKS

Your chamber purchases important compliance materials from CalChamber in bulk quantity at a substantial discount from the suggested retail price, then you resell the products at your chamber's agreed retail price.

2020 Products	40% Discount Price (more than \$250 ordered)	Suggested Retail Price
California and Federal Employment Poster (non-laminated)	\$17.09	\$28.49
California and Federal Employment Poster (non-laminated) with POSTER PROTECT**	\$26.69	\$44.49
California and Federal Employment Poster (laminated)	\$24.29	\$40.49
California and Federal Employment Poster (laminated) with POSTER PROTECT**	\$38.09	\$63.49
HR Quick Guide for California Employers	\$38.99	\$64.99
California Labor Law Digest	\$104.99	\$174.99
Required Pamphlets Kit (25% discount) - 6 pamphlets to Kit	\$69.37	\$92.49

Want your chamber logo on the Employment Poster? Call us for more information.

***What is "Poster Protect" service? We will automatically replace your poster if any mandatory changes occur during the calendar 2020 year. There's no additional shipping, handling or tax for the new poster. Poster protect must be purchased at the same time posters are purchased.*

SUGGESTIONS FOR SUCCESS

- Provide a free *California and Federal Labor Law Poster* to members of your chamber as a member benefit.
- Advertise the products with local businesses.
- Understand and promote the benefits of HRCalifornia compliance products.
- Pre-order commitments from your members reduces the risk of over stocking.
- Use the products as giveaways or raffle prizes at chamber events to heighten interest.
- Sponsor Labor Law Seminars while promoting HRCalifornia Compliance products.

REQUIREMENTS AND RESTRICTIONS

- You must provide a completed reseller's exemption certificate. If you don't have one, contact the California Department of Tax & Fee Administration (cdtfa.ca.gov).
- You may pay by check, money order or credit card. To earn resale status and receive maximum 40% discount on products you need to place a \$250 order. (Pamphlet Kits, the maximum savings is 25%). For total sales of less than \$250, 20% discount applies. Once reaching resale status, all additional supplemental orders are discounted at resale rates as listed above.
- Your chamber is responsible for distributing products to your customers.
- Custom Posters are not returnable.
- Special circumstance returns require written authorization.
- Direct your order to: **California Chamber of Commerce, 1215 K Street, Suite 1400, Sacramento, CA 95814**
(800) 331-8877 or Fax: (916) 341-0875

If you have any questions about this program or need a presentation to your chamber, call:

- **Russ Lahodny, (916) 930-1241 or email russell.lahodny@calchamber.com**

Don't miss this great opportunity to give your member businesses a benefit that will save them money and help them comply with California labor laws while generating profits for your chamber at the same time!

Simplified Resale Program

Prices subject to change



California and Federal Employment Poster

ALL required employer notices on one poster. Includes checklist to ensure poster is displayed according to the law. Available in English or Spanish.

Don't miss out on this great opportunity for additional **NON-DUES INCOME!**

PRODUCT	DISCOUNT PRICE*	RETAIL PRICE
Poster, Non-Laminated	\$17.09	\$28.49
Poster, Non-Laminated w/POSTER PROTECT**	\$26.69	\$44.49
Poster, Laminated	\$24.29	\$40.49
Poster, Laminated w/POSTER PROTECT**	\$38.09	\$63.49

**Poster Protect service provides that if the purchased 2020 poster has a mandatory change in 2020, employers will receive a free "updated" poster in 2020.



HR Quick Guide for California Employers

The *Quick Guide* includes color-coded easy reference sections. Required and recommended forms for California businesses will be available to download using a special URL provided in the book.

PRODUCT	DISCOUNT PRICE*	RETAIL PRICE
HR Quick Guide for California Employers	\$38.99	\$64.99

California Labor Law Digest

This comprehensive, California-specific *Digest* puts answers to labor law questions right at your fingertips, updated with new case law and regulations. Required and recommended forms for California businesses will be available to download using a special URL provided in the book.



PRODUCT	DISCOUNT PRICE*	RETAIL PRICE
California Labor Law Digest	\$104.99	\$174.99



Required Pamphlets Kit

State and federal regulatory agencies require that employers provide each employee with pamphlets on Sexual Harassment; Workers' Compensation Rights & Benefits; State Disability Insurance; Paid Family Leave; Unemployment Insurance; Rights of Victims of Domestic, Sexual Assault and Stalking. This kit contains 20 copies of each of the **six** pamphlets that must be distributed to employees—available in both English and Spanish.

PRODUCT	DISCOUNT PRICE*	RETAIL PRICE
Required Pamphlets Kit	\$69.37	\$92.49

*The discounted price is the 40% after reaching \$250 in sales.

For more details, contact:
 Russell Lahodny
 (916) 930-1241
russell.lahodny@calchamber.com

Simplified Resale Program

PRODUCTS ORDER FORM (Prices subject to change)

LOCAL CHAMBER _____

MEMBER # _____

 IS THIS A RESIDENCE? YES NO

STREET ADDRESS (FOR SHIPPING) _____

CITY/STATE/ZIP _____

CONTACT (PERSON PLACING ORDER) _____

E-MAIL _____

TELEPHONE _____

PRODUCT	DESIRED QUANTITY	RESELLER UNIT PRICE**	TOTAL
Non-Laminated California and Federal Employment Poster (retail \$28.49)	English _____ Spanish _____	\$17.09	
Non-Laminated California and Federal Employment Poster (retail \$44.49) with POSTER PROTECT**	English _____ Spanish _____	\$26.69	
Laminated California and Federal Employment Poster (retail \$40.49)	English _____ Spanish _____	\$24.29	
Laminated California and Federal Employment Poster (retail \$63.49) with POSTER PROTECT**	English _____ Spanish _____	\$38.09	
HR Quick Guide for California Employers (retail \$64.99)		\$38.99	
California Labor Law Digest (retail \$174.99)	Book _____ Software _____	\$104.99	
Required Pamphlets Kit (retail \$92.49) (25% Maximum discount)	English _____ Spanish _____	\$69.37	

RETURN TO

 California Chamber of Commerce
 1215 K Street, Suite 1400
 Sacramento, CA 95814
 Fax (916) 341-0875
 Phone (800) 331-8877

Order Subtotal	Shipping Charge*
Up to \$16.00	\$6.00
\$16.01 - \$30	\$7.50
\$30.01 - \$50	\$9.95
\$50.01 - \$100	\$12.95
\$100.01 - \$150	\$14.95
\$150.01 - \$200	\$16.00
\$200.01 - \$250	\$17.50
\$250.01 - \$300	\$19.00
\$300.01 - \$500	\$21.50

Order Subtotal	Shipping Charge*
\$500.01 - \$1,000	\$25.00
\$1,000.01 - \$1,500	\$31.00
\$1,500.01 - \$2,000	\$47.00
\$2,000.01 - \$3,000	\$62.00
\$3,000.01 - \$4,000	\$93.00
\$4,000.01 - \$5,000	\$124.00
\$5,000.01 - \$7,500	\$155.00
\$7,500.01 - \$10,000	\$232.00
Over \$10,000.01	\$309.00

*Calculated on subtotal before discount(s)

Subtotal	
SHIPPING*	
ORDER TOTAL	

TERMS: All orders must be paid when placed

METHOD OF PAYMENT
 Check enclosed for \$ _____ (Please make payable to California Chamber of Commerce)

To pay for your order by credit card, call (800) 331-8877.

Exemption Certificate for Resale Program

Local Chambers must have an Exemption Certificate to be an Official Reseller

EXEMPTION CERTIFICATE (Please complete and sign)

Purchaser's Firm Name: _____

I hereby certify that I hold valid seller's permit no. _____ issued pursuant to the Sales and Use Tax Law; that I am engaged in the business of selling:

that the tangible personal property described herein which I purchased from:

California Chamber of Commerce

will be resold by me in the form of tangible personal property; PROVIDED, however, that in the event any of such property is used for any purpose other than retention, demonstration or display while holding it for sale in the regular course of business, it is understood that I am required by the Sales and Use Tax Law to report and pay for the tax, measured by the purchase price of such property.

Description of property to be purchased: **Publications, videos and/or software products.**

Dated: _____ Purchaser's signature _____

Address _____ By and Title _____

City/State/Zip _____ Telephone _____

MAIL TO

California Chamber of Commerce
1215 K Street, Suite 1400
Sacramento, CA 95814

OR FAX TO

(916) 341-0875

FOR MORE INFORMATION

Phone (800) 331-8877

Marketing Tips for the California Chamber's Resale Program



The products featured in this program are important to your members, plus the resale program has the potential to make your chamber additional revenue. Key to success is implementing a total marketing effort toward the program.

Fear, doom and panic are great motivators—inform your businesses that it is mandatory that all employers have a current employment poster displayed at their place of business or they will incur fines and penalties by the State of California.

- Have a banner ad on your website featuring the resale program with a link that takes them directly to the pre-order form and descriptions of the various products available.
- Set up a display in your conference room and take the display to events to market these HR products.
- Contact last year's customers to purchase again this year.
- Send individual flyers promoting each product so they will definitely capture your member's attention and not get lost with 10 other flyers.
- Send out a broadcast e-mail to your membership using the promotional flyer/pre-order form that we have provided to you.
- At one of your membership breakfasts or Good Morning/Wake Up programs, take a few minutes to talk about these products as a solution to your members' HR headaches, and be prepared to take orders at that time.
- Make the publications an optional purchase item on your membership dues invoices. Order only those products that your members want so you will not have an inventory of the products.
- Have a Labor Law Update seminar/workshop. Invite your members to hear the latest news on California labor laws and have a pre-order form ready for them to order product from you.
- Run an ad in the local "business journal" newspaper in your community.
- Write an article in your e-newsletter or regular newsletter about the importance of companies complying with California laws and then have information about how to get compliance products from your office.
- If you have a trade show/expo, make sure that your chamber has a booth that features all the resources you have available for businesses including human resource compliance products.
- Start an HR Roundtable at your chamber where company human resource professionals can meet monthly to discuss current issues facing them. At these roundtable meetings highlight the products available and take pre-orders.
- Insert Labor Law order forms into your membership billing for a couple of months.
- Encourage your member labor law attorneys to promote the Labor Law Digest and the importance of compliance with California labor laws.
- Use social media (Facebook, Twitter, LinkedIn, etc.) to let your members know you are selling HR Compliance products.

Get started today. The peak marketing period for these products is October, November and early December. If you don't capture your buying audience by then, you'll miss out on capturing some significant dollars for your chamber in a big way. Communicate with your membership at least three times via email, fax and U.S. Postal mail. Everyone processes information differently so you want to hit them with every method available.

CalChamber Resale Program Brief Checklist for Resale Partners and Potential Partners

- Resellers must be current members of the CalChamber.
- Resellers must submit a reseller's exemption certificate in order to be an official Resale Partner. Obtaining a seller's permit is very easy. Just go to the California Department of Tax and Fee Administration website or a local office. The website is *CDTFA.ca.gov*. The phone number is (800) 400-7115.
- Resellers must purchase \$250 worth of product to qualify for the maximum 40% discount available as an Official Resale Partner. After reaching Resale status, all orders receive the 40% discount.
- Resellers do not need to carry an inventory of products. The best course of action is to get pre-paid orders from your customers and order only the amount of product for which you have pre-paid orders.
- Resellers should create a place on the chamber's website where you can post the order form or highlight the products on your "chamber store" if you have one. Distribute the order form and information to your members via all communication channels (hard copy, email, social media, website, committee meetings, HR roundtables if you have one, electronic newsletters, events, etc.). Distribute often during October, November, December and January.
- Resellers should set up a link on the chamber's website home page saying "Order your mandatory Employment Poster" or "Order necessary HR compliance materials" that directs members to the order form on your chamber's website and have them order directly which saves some extra paperwork.
- Resellers are advised to provide a strong message to your business community regarding the importance of all employers posting an updated poster. **Fines and penalties for not having the proper poster could reach \$17,000.** Labor law attorneys tell us all the time about the number of businesses they run into that are not in compliance.
- Resellers are responsible for distributing all products to customers. Note that the products will be delivered to your chamber and you can have your customers pick them up. Some chambers have customers pick up their products, which gives the customer an opportunity to visit the chamber office. Other chambers mail/deliver products to customers.
- Resellers should look at the possibility of giving a free poster to every member at your chamber. Several resale partners have done this and the service has been very well received by the membership. A tangible benefit!
- Resellers are eligible to purchase custom posters that include your chamber's logo along with the CalChamber logo. Please contact Russell Lahodny directly for specific pricing and product information on co-branded posters.
- Resellers should visit *store.calchamber.com* to see the descriptions of some of the products that will be featured in the Resale Program.
- For answers to your questions and more information, contact Russell Lahodny at (916) 930-1241 or email russell.lahodny@calchamber.com.