

## 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 local chamber preferred pricing.
- 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 Jennifer Johnson 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 Jennifer Johnson at (916) 930-1241 or email [jennifer.johnson@calchamber.com](mailto:jennifer.johnson@calchamber.com).