

WELCOME



Welcome to the Carbon Chamber & Economic Development Corporation (CCEDC).

Whether you have recently joined us or are about to become a new member of our Chamber, I congratulate you for taking a positive step toward growing your business and for investing in your own professional and personal growth.

As entrepreneurs and business professionals, we all experience the daily challenges of an ever-changing economic and business landscape, which can be overwhelming and difficult to navigate. However, the CCEDC is here as your partner and support system in helping you to overcome challenges and to do business smarter and better. As a Chamber member, you have access to exclusive member benefits, tools, resources and education that will really make a difference in your business and in your growth. And, we give you countless opportunities throughout the year to make important business connections, to get involved and to promote your business.

An important thing to remember when joining a Chamber is that it is like having a gym membership, you will only see results if you use it and get involved. Therefore, YOUR active involvement with our Chamber is key and important on so many levels because it benefits not only you but also the entire Chamber as a whole. Our tagline, "Strength in Numbers" speaks to the fact that we can learn so much from one another and accomplish so many incredible things TOGETHER.

I invite you to explore the enclosed information and our website and contact us with any questions. You'll discover that the low price of your CCEDC membership has tremendous value because it gives you automatic membership in The Greater Lehigh Valley Chamber of Commerce (GLVCC) and full access to everything that they have to offer as well.

The CCEDC's main focus is to support your growth and success while we build a stronger community. On behalf of our board of directors and our entire organization, I thank you for choosing to partner and grow with the Carbon Chamber & Economic Development Corporation.

We look forward to having you as a member!

Sincerely,

Marlyn Kissner

Executive Director, V.P., Northern Region

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137 South St., Lehighton, PA 18235 | 610.379.5000 | info@CarbonCountyChamber.org

www.CarbonCountyChamber.org

why the chamber?

A strong, healthy Chamber indicates one thing in a community – a strong, healthy business environment. Business owners may be attracted to Carbon County for its scenic beauty, recreation, close proximity to the largest population in the US, or maybe they were fortunate to grow up here. Whatever the reason, starting a business might sound easy, it's keeping it growing and strong that's a challenge.

And, that's where we come in. We are all about you and the success of your business. It doesn't matter what industry you are in, we are here for you. From start-up's to multi-million dollar businesses in industries as diverse as elastomeric-urethane form liners to whitewater rafting, we support them all.

We consider ourselves a one-stop shop when it comes to business needs. We offer entrepreneurship training courses, job fairs, industry networking events, business expo's, geographic-specific networking, regional networking and partnerships with other Chambers, low-interest loans, coaching programs and small business consulting services. Become a member TODAY and see how we can help you succeed!

our vision

The members of the Carbon County Chamber of Commerce are a catalyst for continuously creating cooperative and prosperous businesses to enhance our community.

our mission

To improve the economic climate and quality of life in Carbon County by providing services, information and advocacy for our members and for the community.

our board of directors

■ executive

President: Michael Harleman
First Northern Bank & Trust

Vice-President: Patricia Handwerk
The Harry Packer Mansion

Treasurer: Patrick Reilly
Mauch Chunk Trust

Secretary: Jared McEvoy
The Equinox Agency

Carol Obando-Derstine
PPL Corporation

Mark Sverchek
Mark Sverchek Insurance

Ronald Tirpak
Carbon Engineering

Joe Russo
PenTeleData

Barbara Franzosa
Smith Partnership

Barbara Green
Blue Mountain Ski Area

Craig Zurn
Jim Thorpe National Bank

Larrisa M. Verta
Lehigh Carbon Community College

Wayne Nothstein
Carbon County Commissioners

Girvin Janicki
Walmart

Solicitor: Jane Sebelin
Sebelin Law Offices

staff

**Executive Director/
V.P., Northern Region:**
Marlyn Kissner

Assistant V.P., Northern Region:
Alice Wanamaker

**Director of
Economic Development:**
Kathy Henderson

Administrative Assistant:
Linda Rex

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Benefits that give you value for your money & meet a variety of business needs.

- **Chamber's Interactive Web Site:** Portal to Carbon County business, lifestyle and attractions for both the general public and membership. Membership section of web site offers access to build your member profile page, highlight your products and services, schedule events, post deals and job openings. There is also a Featured Business of the Month (paid) opportunity to showcase your business for entire month on the site. (See Advertising).
- **Committees:** Operational committees (comprised of member volunteers) designed to carry out the mission and vision of the Chamber, which is to promote the growth of Carbon County businesses and positive changes in our community.
- **Small Business Lending:** Access & support for acquiring low interest loans to start, grow or expand your business.
- **Co-Op Advertising Opportunities:** Chamber-negotiated reduction in ad rates by contracting ad space in group buys with other businesses.
- **FREE CCEDC Blog Submissions:** Promote your business expertise by guest blogging for the CCEDC Blog. CCEDC members can submit their self-written industry-related article or valuable tip to the webmaster for publication. Blog posts will be linked to the blogger's CCEDC member profile on the CCEDC web site.
- **Government Affairs/Political Advocacy:** Representation of the needs of Carbon County businesses.
- **Health Care & HR Support:** Partnering with Equinox allows businesses to focus on their core competencies, rather than on employee benefits and health insurance issues. With Equinox, you can trust that your business has the proper technology at its disposal, enrollments and claims are handled efficiently and that your employees have a true advocate at their side.
- **Networking:** Relationship building among Chamber members, opportunity to showcase and highlight your business, access to Carbon County business leaders and decision makers.
- **Online Membership Directory & FREE Member Mailing List** (names & mailing addresses ONLY) provided in Excel format.
- **Quarterly Industry Forums:** Opportunity to meet and network with other business owners and industry leaders on a quarterly basis.
- **Ribbon Cutting & Ground Breaking Ceremonies:** We will help you recognize the important milestones in your business from grand openings to new buildings to anniversaries and more. We will provide ceremonial scissors and ribbon or shovel, Chamber Leadership representative, local government official (if available) and promotion to Chamber members and the public through Chamber communications and regional media channels. **Member Cost: \$150 | Non-Member Cost: \$300**
- **Training & Support-Entrepreneurial Workshops:** Industry experts provide guidance in classroom sessions on the topics of marketing, business plans, finance, accounting, legal issues and HR.
- **Proofreading:** A team of Chamber proofreaders will help you polish your marketing materials with a one week turnaround. Contact Alice at AliceW@CarbonCountyChamber.org or 484-274-2080 for details on this FREE benefit.
- **Constellation New Energy Discount**

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“business after hours” networking mixers

Solid business relationships are vital to growing and maintaining your business. Your Chamber gives you monthly opportunities to network with your Chamber membership, so you can make new contacts, find potential clients and develop valuable business relationships that can help strengthen your business now and in the future. Our “Business After Hours” events provide incredible opportunities to spread the word about your products and services, educate you about business as well as learn about what other businesses can offer you in a fun and relaxing atmosphere. During certain times of the year, your Chamber enables you to further expand your networking circle by partnering with other local area chambers to hold joint events.

A “Business After Hours” event can be hosted (venue location) and sponsored by two separate businesses or by just one. Those businesses that wish to host and/or sponsor one of our monthly events are able to spotlight and promote their business by giving a brief presentation at the event and also through the Chamber’s promotional efforts: press releases to local newspapers, media coverage, flyers, event eblasts to membership and mention in our Carbon eLink newsletter.

Cost to Host Event: \$150.00

2017 Event Schedule: Please consult the Chamber Events Calendar on our website for the most up-to-date information on upcoming events.

To host or sponsor a future “Business After Hours’ event, please contact the Chamber office.

committees

Another great way to network with other CCEDC members, meet new business contacts, lend your talents and make a difference is to volunteer for one or more of our various CCEDC committees.

Visit www.carboncountychamber.org/pages/committees for more information on all of our committees as well as committee chairperson contact information to join.

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If you are interested in learning more about doing business in Carbon County, the Carbon Chamber & Economic Development Corporation (CCEDC) is the best place to start.

What We Do

Our mission is straightforward: promote economic prosperity. We accomplish that by relocating companies and helping them set up shop. We work to retain and expand businesses with a direct pipeline to dozens of financing programs and loans. If you need real estate, we offer site location assistance. Our access to state, county and municipal governments, combined with a wide range of business partners streamlines your relocation or expansion plans. Other services include economic research and workforce development.

Business Resources

■ **FREE Small Business Support: Wilkes University Small Business Development Center (SBDC)-**

A valuable benefit of your CCEDC Membership, individuals, who are either interested in starting or who own a small business, can obtain business advice from a SBDC business consultant by appointment at the CCEDC office in Lehighton. The SBDC can help with research, business plan writing, preparing financial projectings, inter-facing with government loan programs, environmental issues, licensing, registration and much more. Existing businesses can turn to the SBDC for guidance in marketing and sales strategies, additional research, environmental concerns, disaster preparedness and human resource issues. Learn more at:

www.carboncountychamber.org/pages/BusinessResources.

■ **Manufacturing Support-** The Carbon County Economic Development Corporation distributes a quarterly Manufacturer's Newsletter and also partners with the Northeast PA Alliance (NEPA) to offer connections to international company sales representatives and NEPA's PTAC department, which helps companies qualify and apply for government contracts. Learn more at:

www.carboncountychamber.org/pages/BusinessResources.

■ **Workforce Development-** Workforce development training is a crucial component of many business decisions. Please visit: www.carboncountychamber.org/pages/BusinessResources for a list of available workforce development programs that are available for Carbon County, Pennsylvania sites.

■ **Business Financing-** A wide variety of financing assistance is available to help you start a new business, or expand an existing one in Carbon County, Pennsylvania. For more information and a list of available low-interest business loan programs, please visit:

www.carboncountychamber.org/pages/small-business-loan-programs.

If you want to relocate, start or expand a business in Carbon County, come and talk to us first. Put our unmatched access and expertise to work for you.

Contact Kathy Henderson, Director of Economic Development (CCEDC) at: 610-379-5000 or khenderson@carboncountychamber.org.

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membership fees

Please contact **Alice Wanamaker, Assistant Vice President, Northern Region** at **(484) 274-2080** or **alicew@carboncountychamber.org** to discuss membership packages and your investment.

get started

- Go to www.CarbonCountyChamber.org and click on the **Join Today!** button on the left sidebar, at the top of any web page or click on the **Membership Application** link at the bottom of the **Membership Information** web page.
- Complete our **Membership Application**, submit and obtain your application number.
- Make your payment online (preferred) or by check made payable to: **Carbon Chamber & Economic Development** (include your application number on your check). Mail to our office address below.
- Obtain your username and password from the **CCEDC office** and complete your **company's online Member Profile**: The information that you provide on your Member Profile will be used for our online Business Directory search as well as to promote your products & services, hot deals, events, job openings in specific locations throughout the Chamber's web site as determined by your profile category selections and level of profile enhancement.
- Consider and take advantage of opportunities to enhance your **Member Profile**, become a **Featured Business of the Month** or advertise on our site with a banner ad.
- Get involved...join a committee, attend or sponsor an event, advertise, network, donate or contribute your talent and expertise.
- Take advantage of the education, programs, resources, financial assistance and the numerous ways that your Chamber can help you promote your business.

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stand out from your competition & promote your business for FREE

on the CCEDC's Chamber & Tourism Website: www.CarbonCountyChamber.org.

As part of your CCEDC membership, enjoy these promotional opportunities...

- Add your special event to our online Community Events Calendar
- Upload your latest company news or event as a press release to our online Press Release page
- Add your special discount promotion or package to our Hot Deals page
- Add your member-to-member special discount promotion to our Member-To-Member Deals page
- Post your "for sale" classified ad on our MarketSpace page
- Post your job openings to our Job Board page
- Become a guest blogger on our DiscoverCarbon Blog page
- Post interesting tidbits about your business, your industry or yourself on the Welcome Wall of our Membership Information Center (MIC).

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Your Chamber gives you plenty of cost-effective (paid) ways to advertise and promote your business to our membership and the general public.

- **event sponsorships & donations**

Showcase your business and help your Chamber bring you more valuable programs and resources to help grow your business by hosting and/or sponsoring a "Business After Hours" networking event or by becoming a Signature Event sponsor, donator or advertiser. **Contact our Ambassador Events Committee or the Chamber office at 610-379-5000 to participate.**

- **print advertising in signature event programs**

- **co-op advertising:** chamber price-negotiated advertising in local and regional publications

- **online digital advertising**

Nowadays, Online Digital Advertising is a very effective and affordable way to reach your target audience and promote your business. Normally when a consumer is looking for a specific business, he/she will either ask for peer recommendations or go online first to do research. With the abundance of content online, it is up to YOU to STAND OUT from your competition and motivate a prospective client to call. **We can help you do that with these CCEDC's Online Digital Advertising opportunities.**

- **Carbon eLink (Bi-Weekly Member eNewsletter):**

Paid Press Release, Business Spotlight or Display Ads

- **E-Mail Marketing to CCEDC Members**

- **Featured Business of the Month (CCEDC's Chamber & Tourism Website)**

- **Gold Enhanced Member Profile & Priority Directory Listing (CCEDC's Chamber & Tourism Website)**

- **Banner Ads at Different Exposure Levels (CCEDC's Chamber & Tourism Website)**

Please visit: www.carboncountychamber.org/pages/AdvertiseYourBusiness for more information about CCEDC's Online Digital Advertising opportunities, packages and pricing. **Or, contact Dina Tulli Davis at 570-722-3751 or at ccedcweb@jumpsparkcreative.com for more information or to place your order.**

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Member Profiles AT A GLANCE: Basic vs. Enhanced Gold

Basic Profile: FREE

Enhanced Gold: \$225 total/1 year (or monthly or quarterly installments plus \$5 service fee)

According to our research... Businesses that enhance their Member Profiles and Directory Listings see a major improvement compared to other members in the same category:

- 400% increase in category listing views.
- 1300% increase in Customized Webpage views.
- 200% increase in times your business is mapped.
- 400% increase in visitors to your website.

What You Get...	Basic Profile	Enhanced Gold Profile
Member Profile Page:		
Contact info	X	X
Social Media Buttons	X	X
200 Character Description	X	
Expanded 1,600 Character Description		X
Logo/Image Next to Company Information		X
Profile Header Image		X
Hyperlinked Bulleted Highlights of Products or Services		X
Additional Web Site Links		X
Slideshow of additional photos or video		X
Personalized Keywords	X	X
Driving Directions	X	X
Enhanced Maps Features: picture/logo, contact info, description, web link, e-mail, directions link		X
Search Results Listing:		
Random Placement below priority placement listings	X	
Basic Business Info: name address, phone, web site link	X	X
Priority Placement over basic listings		X
Logo/Image next to listing	X	X
200 Character Description under company name on search results		X
Web Site Link above phone number on search results		X
Bonus:		
Priority Placement in rotation of purchased banner ads		X

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Reach Your Target Audience, Promote Your Business, Register for Events, Pay Invoices Via the CCEDC Web Site & Member Information Center (MIC)

- **Get Access to the Member Information Center (MIC):** Contact the CCEDC Webmaster at 570-722-3751 or e-mail: ccedcweb@jumpsparkcreative.com and request access to this Members Only area (the login link is at the top right of any CCEDC web page). You will receive an e-mail prompt with a link to create a password. Your username is the e-mail used on your MIC account, which is initially set up by CCEDC staff or the Webmaster. Both your username (e-mail) and password can be changed through the MIC dashboard. If you forget your already-created password, please contact the CCEDC office or the Webmaster for a password reset.
- **Update Your Member Profile (FREE Basic or PAID Gold Enhanced):** There are two components to the Member Profile: the Personal Profile (each representative on your account has their own) and the Company Profile (any representative on your account has access and can change if they have the security permission to do so, which most reps do). To update, start with your personal profile (accessible at the top right corner of the page near your photo box or on the left-hand navigation). Follow the prompts to complete each profile. (Note that you can control who sees your profiles through the dashboard- you can choose to make your personal profile seen by no one, members or the public.) It is very important to update your member profile, especially your company profile, to make sure that it is accurate. This helps to maintain the integrity of the CCEDC Business Directory and also helps customers find and contact you. (Note: Become familiar with what you get with a FREE Basic Member Profile vs. a PAID Enhanced Gold. Only Enhanced Gold Profiles have photos and video that are visible to the public. If you upgrade your profile to the Gold, it is recommended that you only post 5-7 images to your photo gallery.)
- **Utilize FREE Tools:** Stand out and promote your business for FREE by posting your Events, Hot Deals, Member-To-Member Deals, Job Postings, Classified Business Ads to MarketSpace, and Press Releases for Member Viewing, via the MIC dashboard. (Please note allow up to 48 hours for your postings to be approved by the Webmaster during normal business hours.)
- **Share company announcements, news, promotions, and even hobbies on your MIC Welcome Wall, so that other CCEDC Members can get to know you.** (TIP: Be sure to upload a photo of yourself for your Personal Profile, so that other CCEDC Members can put a face with a name, which helps create that personal touch and establish a good business relationship.)
- **Check for Important CCEDC Information & Download Your CCEDC Member Web Badge for Your Web Site under the RESOURCES Tab in the MIC (Instructions are included with the download).**
- **NEED HELP?** Attend our periodic live trainings or simply watch the MIC video tutorials. Access the videos under RESOURCES in the MIC or under The Chamber dropdown menu on the CCEDC web site.

Contact the CCEDC Webmaster at 570-722-3751 or ccedcweb@jumpsparkcreative.com during normal business hours: Monday thru Friday: 8:30am - 5:00pm.

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