



# CARBON CHAMBER & Economic Development



# 2024 MEMBERSHIP BENEFITS

*You're in good hands in Carbon County!*

137 SOUTH STREET, LEHIGHTON, PA | 610.379.5000 | [INFO@CARBONCOUNTYCHAMBER.ORG](mailto:INFO@CARBONCOUNTYCHAMBER.ORG)

**WELCOME TO THE CCEDC!**

## **THE CARBON CHAMBER IS STRENGTH IN NUMBERS**

If you own a business or are a business professional in Carbon County, the Carbon Chamber & Economic Development Corporation (CCEDC) is the perfect resource for you!

## **OUR PURPOSE**

To advance balanced economic growth and quality-of-life solutions in Carbon County through sustained advocacy, programs and services for our members, key stakeholders and the communities we serve.

## **ABOUT US**

The CCEDC is a member-centric organization. We are committed to providing our members with plenty of opportunities for networking as well as for business and community growth. The backbone of our organization is our leadership: our board of directors, CCEDC staff and volunteer committee chairs, however, the true strength of the CCEDC comes from our volunteers, sponsors and members. In addition, we are also continuously partnering and collaborating with like-minded organizations throughout eastern Pennsylvania, providing expanded reach and opportunities for our members but to also add to our organization's strength.

We encourage our CCEDC members to get involved, share their talents, lend their expertise and let their voices be heard. Together, we can remain strong, create positive change and achieve incredible things.

## **ECONOMIC DEVELOPMENT**

Maybe it's the outstanding quality of life in Carbon County that attracts so many businesses, the educated workforce, or the opportunities for companies to thrive. If you're interested in learning more about doing business here, Carbon Chamber and Economic Development Corporation is the best place to start.

The CCEDC aims to promote economic prosperity by providing...

- Company set up and relocation assistance
- Dozens of financing programs and loans to help you retain and expand your business
- Site location assistance
- Access to state, county and municipal governments combined with a wide range of business partners to streamline your relocation or expansion plans
- Economic research and workforce development
- 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.



## WHY THE CCEDC?

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 some of the most prosperous metropolitan areas of the United States, or maybe they were fortunate enough to have been born and raised here. Whatever the reason, keeping a business growing and strong can be a challenge, no matter where you are located.

That's where the CCEDC comes in. We spend each day focusing on how to support our business community and helping to ensure the success of each and every business in Carbon County. It doesn't matter the industry you are in, we are here to help. Our Chamber is comprised of small "Mom & Pop" shops and start-up's to multi-million dollar corporations, from elastomeric-urethane form liners to whitewater rafting, from contractors to bankers, tourism to consulting. Our Chamber represents Carbon County's hardworking and passionate business owners and our job is to support each and every one of them.

We consider ourselves a one-stop shop when it comes to supporting your business' needs. We offer entrepreneurship training courses, job fairs, networking events, coaching programs, business consulting services and partnerships with other Chambers, plus the services of our Economic Development arm. Become a member TODAY and see how we can help you succeed!

## GET TO KNOW THE TEAM



### KYLIE ADAMS-WEISS

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### BRENDA SACCO

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### LINDA REX

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# BOARD OF DIRECTORS

## PATRICK REILLY

**President**  
Mauch Chunk Trust

## RONALD TIRPAK

**Vice-President**  
Carbon Engineering

## BARBARA GREEN

**Treasurer**  
Blue Mountain Ski Resort

## JARED MCEVOY

**Secretary**  
Miers Insurance

## JANE GEORGE

PPL Electric Utilities

## MARSHALL WALTERS

Architectural Polymers

## MARK SVERCHEK

Spott-Sverchek Insurance Agency

## JOE RUSSO

PenTeleData

## TERRENCE J. PURCELL

Lehigh Valley Health Network

## JOHN NESPOLI

St. Luke's Lehigh/Palmerton Campuses

## WAYNE NOTHSTEIN

Carbon County Board of Commissioners

## MAUREEN DONOVAN

Lehigh Carbon Community College

## MARLYN KISSNER

Pocono Mountain Visitors Bureau

## SAMUEL HELLEN

Pocono Counties Workforce Development Board



## POWER OF PARTNERSHIPS

Our membership is unique, in that our members not only have access to all of Carbon County, but also the Lehigh Valley and Pocono region through our partnership with the Greater Lehigh Valley Chamber of Commerce!

Together, we make up 5,000 members with 228,000 employees and are part of the sixth-largest Chamber of Commerce in the country! We have thirty-three partner councils and chambers, with endless opportunities to expand your reach, increase visibility and strengthen your brand recognition.

Proud Partner of  
**The Chamber**  
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

*Thank you for your Support!*

**Your membership is a great investment in the future of your business and our community.**

As a member, you are helping to strengthen our local economy and promoting our community! With your help, your Chamber of Commerce is providing networking opportunities, representing the interests of businesses with government, bringing you more business, creating better connections and increasing your visibility.

# WELCOME TO THE CHAMBER!

*New here? Let's Get Started!*

## FIRST 30 DAYS OF YOUR MEMBERSHIP

- Chamber website directory listing reviews and social media links / description updated
- Utilize the "Proud Member" logo on your website and marketing materials
- Obtain our media list – share your news with members of the media
- Welcome call with a Chamber Ambassador – "How can we help you?"
- Review Chamber calendar – and attend our next Master Your Membership session!
- Obtain our member mailing list
- Earn your "Chamber Star" by attending your first event as a member!

## 30-60 DAYS OF YOUR MEMBERSHIP

- Find a committee that's right for you!
- Offer a radio giveaway on WAEB (a Greater Lehigh Valley Chamber Benefit!)
- Listen to your business listing spotlight on WMGH 105.5's morning "Drive Time!"
- Use your free Morning Call ad (a Greater Lehigh Valley Chamber Benefit!)
- Offer a "Hot Deals" member deal on our website & on the Greater Lehigh Valley Chamber website
- Review The Chamber's exclusive programs – education partnerships, health insurance, etc.
- Schedule or Host a networking event or ribbon cutting!

## ONGOING

- Attend at least one event per month to meet and network with other members
- Grow your brand & enhance your presence with Chamber marketing opportunities and sponsorship packages
- Send important updates to your Chamber team for distribution via Press Release or Social Media
- Stay up to date in our monthly Carbon E-Link Digital Newsletter
- Read the Greater Lehigh Valley Chamber's monthly publication, Connections, for news, events, and new member announcements
- Get to know our Chamber Board of Directors & Staff
- Consider supporting other Chamber businesses - people do business with those they know, so get to know your fellow members and all they have to offer!

*Add your Membership Team to your Contacts!*

**KYLIE ADAMS-WEISS**

kadams@carboncountychamber.org | (484) 548 - 4090

**JESSICA O'DONNELL-GOWER**

jessicao@lehighvalleychamber.org | (610) 573-4010

LEARN MORE AT [WWW.CARBONCOUNTYCHAMBER.ORG](http://WWW.CARBONCOUNTYCHAMBER.ORG)



# ECONOMIC DEVELOPMENT

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

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 projections, interfacing 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/wilkes-small-business-development-center](http://www.carboncountychamber.org/wilkes-small-business-development-center).

## MANUFACTURING SUPPORT

The Carbon Chamber & Economic Development Corporation 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.

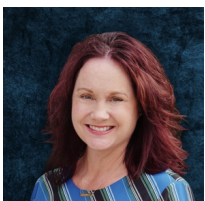
## WORKFORCE DEVELOPMENT

Workforce development training is a crucial component of many business decisions. Please contact us to be connected with available workforce development programs that are available for Carbon County through the Pocono Counties' Workforce Investment Board.

## 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/small-business-loans](http://www.carboncountychamber.org/small-business-loans).

*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!*



**To learn more, contact The Economic Development Director, Brenda Sacco at:  
570-878-5034 or [BSacco@carboncountychamber.org](mailto:BSacco@carboncountychamber.org).**

## BENEFITS THAT GIVE YOU VALUE FOR YOUR MONEY & MEET A VARIETY OF BUSINESS NEEDS!

As a Carbon Chamber & Economic Development Corporation member, you are entitled to an abundance of benefits! Visit the CCEDC website at [CarbonCountyChamber.org/membership-info](http://CarbonCountyChamber.org/membership-info) for full descriptions of each of the member benefits listed below.

**Want a benefits review?** Whether you've been with us for a minute or a decade, we're happy to review and answer any questions you might have to ensure you're best utilizing your Chamber Membership. Contact your Chamber Staff today to set up time to chat.

### NETWORKING!

- Networking provides opportunities for relationship building among Chamber members and an opportunity to showcase and highlight your business! Not only do you have access to Carbon County business leaders and decision makers, it's a great way to make new acquaintances and generate business leads. Your CCEDC Membership provides access to several free "business after hours" mixers each month throughout Carbon County, the Lehigh Valley and the Poconos!

### FREE MARKETING & PROMOTION WITH THE CCEDC & GREATER LEHIGH VALLEY CHAMBER!

- **Free Social Media Promotion:** Businesses and communities can submit event information, promotions, and more for posting on the Chamber's social media platforms!
- **Free GLVCC Blog Post!** Promote your business expertise and/or love of Carbon County by guest blogging on the Greater Lehigh Valley Chamber's Blog! CCEDC Members can submit a self-written, 250-word article or valuable tip for publication. Blog posts will be linked to the member's CCEDC Member Page and featured in the CCEDC E-Link Monthly e-newsletter!
- **Free Listings!** Members automatically receive free listings in the Membership Directory on the CCEDC and Greater Lehigh Valley Chamber's website, and new members are highlighted in the "New Member Spotlight" found in The Chamber's monthly publication, Connections, as well!
- **Free Member News/Press Releases!** Submit 50 words on new programs, offerings, employee promotions, etc. to be highlighted in the "Member News" section of Chamber Connections, and send full press releases to be shared with our media list at any time.
- **Free Newspaper Advertising with The Morning Call!** Receive one (1) FREE black and white advertisement with The Morning Call and Electronic Newspaper as a special welcome to New Chamber Members. Must inquire within 6-months of joining the Chamber! Some restrictions apply; contact Jim Ottinger at 610-554-8415 or [jottinger@mcall.com](mailto:jottinger@mcall.com) for details.
- **Free Membership Mailing List!** Provided upon a request in an Excel format for easy marketing mailers (note: will not include email addresses, only mailing addresses and names)
- **Co-Op Advertising Opportunities!** Chamber-negotiated reduction in ad rates by contracting ad space in group buys with other businesses.
- **Add your special promotion or discount to our "Hot Deals" Page!** Even if you offer a FREE consult or analysis, make sure you post it! Website visitors are able to see your HOT DEAL offer as a call out next to your company in a directory search and are also accessible from your member profile and Hot Deals page. Note: This promotion will also be featured on the Greater Lehigh Valley Chamber's Member-to-Member Deals page, too!



## MEMBER-EXCLUSIVE AFFINITY PROGRAMS

- **Chamber Health Marketplace:** The Chamber has partnered with various health insurance providers to bring Small Businesses (2-50 employees) group health insurance options through an easy-to-use online benefits marketplace!
- **Business Insurance with Penn National:** Penn National Insurance has announced a 6% dividend for the Lehigh Valley Chamber of Commerce Business Insurance program members, bringing the total dividends returned to the business community to over \$177,000. Over 10 independent agents representing Penn National Insurance are members of The Chamber and would be happy to discuss your insurance needs.
- **First Commonwealth Federal Credit Union - Free Employee Benefit:** Through a simple, NO-COST partnership, First Commonwealth offers your employees free on-site Lunch & Learn seminars on a wide variety of financial topics! Visit [www.firstcomcu.org/benefits](http://www.firstcomcu.org/benefits) or contact Lisa Deutsch at [ldeutsch@firstcomcu.org](mailto:ldeutsch@firstcomcu.org).
- **Credit Card Processing with enTrust Merchant Services:** This program offers businesses special rates tailored to the individual merchant. Contact Mike Lichtenberger at 610-216-1442 or [mike@entrustmerchant.com](mailto:mike@entrustmerchant.com) for more information.
- **Tuition Discount Programs:**
  - **CEDAR CREST COLLEGE TUITION DISCOUNT PROGRAM:** Chamber members and their spouses receive a 15% tuition discount! Cedar Crest College's School of Adult and Graduate Education offers many undergraduate and graduate degree and certificate programs for women and men designed to meet your educational needs as a busy adult student. The college offers flexible online, hybrid and accelerated courses, and makes it easy to earn credit for previous coursework and life experience. Advance in your field or start a new career path at Cedar Crest College! Learn more at [www.cedarcrest.edu/chamber](http://www.cedarcrest.edu/chamber) or contact Deborah Accurso at [deborah.accurso@cedarcrest.edu](mailto:deborah.accurso@cedarcrest.edu).
  - **EAST STROUDSBURG UNIVERSITY TUITION PROGRAM:** East Stroudsburg University is pleased to offer a 10% tuition discount opportunity to Chamber members. All employees must first apply for admission and be accepted to ESU in order to enroll in classes as ESU students and be eligible to receive consideration for tuition discounts of 10%. In addition, any and all previous balances owed to East Stroudsburg University by employees must be paid in full prior to receiving consideration for API tuition discount eligibility. For more information, visit [esu.edu/APItuitiondiscount](http://esu.edu/APItuitiondiscount) or contact Dr. William J. Bajor, Director of Graduate and Extended Studies, at 570-422-3536 or [wbajor@esu.edu](mailto:wbajor@esu.edu).

## RESOURCES & OTHER BENEFITS

- **Certificates of Origin!** Certification of international shipping documents is provided at a Chamber Member discounted price of \$25 (non-member businesses fee \$50).
- **Training, Educational, and Support through Entrepreneurial Workshops:** Industry experts provide guidance in classroom sessions on the topics of marketing, business plans, finance, accounting, legal issues and HR.
- **Government Affairs/Political Advocacy:** Representation of the needs of Carbon County businesses.
- **Small Business Lending!** With our Economic Development arm, gain access & support for acquiring low interest loans to start, grow or expand your business.
- **Job Postings on our 'Find a Job' Page AND with the Pocono Counties' CareerLink!** Contact us to be connected with the Workforce Investment Board and to be shared on our website!



## YOUR CHAMBER GIVES YOU PLENTY OF COST-EFFECTIVE WAYS TO ADVERTISE AND PROMOTE YOUR BUSINESS TO OUR MEMBERSHIP AND THE COMMUNITY!

### 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, donor or advertiser. Contact our Ambassador Events Committee or the Chamber office at 610-379-5000 to participate.

### CO-OP ADVERTISING

Take advantage of Chamber-negotiated advertising rates with local and regional publications!

### DIGITAL MARKETING & SOCIAL MEDIA

With the CCEDC, our platforms are *your* platforms - whether you're utilizing e-blasts and email lists, social media or website advertising, we are here to expand your reach.

- Carbon eLink (our Member eNewsletter): Paid Press Release, Paid Business Spotlight or Paid Display Ads
- E-Mail Marketing to CCEDC Members
- Featured Business of the Month
- Gold Enhanced Member Profile & Priority Directory Listing
- Banner Ads at Different Exposure Levels
- Social Media Marketing & Boosted Posts

Contact your CCEDC Staff for a copy of our Media Kit with full details of these benefits!

### CONNECTIONS MAGAZINE ADVERTISING

Ad placements range from eighth- to full-page in full color. Flyer insertions are also available inside Connections. There are discounts for frequency in advertising for display ads. Contact Ellie Andino at [elliea@lehighvalleychamber.org](mailto:elliea@lehighvalleychamber.org) for more information. Be sure to check out the digital version at [lehighvalleychamber.org/connections](http://lehighvalleychamber.org/connections).

## RIBBON CUTTINGS & OTHER CELEBRATIONS

We want to help you recognize the important milestones in your business ! From groundbreakings to grand openings, from anniversaries to new ownership - the sky is the limit and we're here to help you celebrate!

We will provide ceremonial scissors and ribbon or shovel, Master of Ceremonies and Agenda planning, handle outreach to local government officials (if available) and promotion to Chamber members and the public through Chamber communications, social media, our event calendar and regional media channels.

**RIBBON CUTTING OR MILESTONE CELEBRATION:  
\$150 EXCLUSIVE MEMBER RATE (\$300 NON-MEMBER RATE)**



## HAPPY HOUR 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 and 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 (as a 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: STARTING AT \$150.00**

**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 CCEDC OFFICE.**



## CCEDC 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/committees](http://www.carboncountychamber.org/committees) for more information on all of our committees as well as committee chairperson contact information to join.

- Women in Business Committee
- Ambassadors Committee
- Business/Education Partnership Committee
- Tourism Committee
- Nature & Commerce Committee



*Save the Date!*

**FOR THE CCEDC'S SIGNATURE EVENTS**

- SEPTEMBER: STURM CUP GOLF TOURNAMENT**
- OCTOBER: THE STATE OF CARBON COUNTY**
- NOVEMBER: THE CCEDC ANNUAL AWARDS GALA**



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