



MEMBERSHIP BENEFITS

- 2022 -



Why the Pocono Chamber?

A strong, healthy Chamber indicates one thing in a community – a strong, healthy business environment. Business owners are attracted to Monroe County for its scenic beauty, recreation, and close proximity to the largest cities in the US. Whatever the reason, starting a business might sound easy, but it is keeping it growing and strong that is a challenge. And that is where we come in. We are all about you and the success of your business. It does not matter what industry you are in; we are here for you. From start-ups to multi-million-dollar businesses, we support them all. We consider ourselves a one-stop shop when it comes to business needs. We offer entrepreneurship training courses, industry networking events, geographic-specific networking, regional networking and partnerships with other Chambers, coaching programs, and small business consulting services. Become a member TODAY and see how we can help you succeed!

Our History

Originally known as the Stroudsburg Industrial Club, the Chamber received its charter on June 25, 1910. As Stroudsburg grew, the name evolved into the Pocono Chamber of Commerce on April 2, 1948.

Our Chamber Today

Today, we consider ourselves “The Voice of Business since 1910” and we offer our members a wide variety of networking opportunities, interactive workshops, and seminars plus much more.

Our Commitment to Business

As servant leaders, we listen to our members and care about your needs. We approach issues relevant to you, your business, and our community.

Membership Reach

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

Together, we make up 5,000 members with 228,000 employees and are a 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.





PCC Membership Benefits Give You Value for your Money

As a Pocono Chamber of Commerce Member, you are entitled to an abundance of benefits!

Networking

- **Committees:** We facilitate a variety of operational committees (comprised of volunteers) designed to conduct the mission and vision of the Chamber, to promote the growth of Monroe County businesses, and positive changes in our community.
- **Event Networking and Sponsorships:** Relationship building among Chamber members, opportunity to display and highlight your business, access to Monroe County business leaders and decision-makers.
 - The first Monday of every month (*excluding holidays*), we host a membership mixer at a variety of different chamber locations. This is a great opportunity to meet other members and take full advantage of your membership.
 - For the full list of upcoming Chamber events, please visit business.greaterpoconochamber.com/events/calendar

Advertising and Promotion

- **Advertising and Community Awareness:** Join our network of 5,000 local businesses and community leaders. Our members have opportunities to advertise their organization and events through a variety of different free and paid options.

Chamber Publications and Digital Visibility

- **Chamber's Interactive Website:** The membership section of web site offers access to build your member profile page, highlight your products and services, schedule events, and post deals, and job openings!
- **Visibility on Chamber Site:** Your organization will be featured as a staple business of the Poconos. You can post events to our event calendar and share discounts with other members or to the general public.
- **Chamber Publications:** Our new members are always listed in the monthly editions of Connections Magazine and the Poconos Annual Directory at no additional cost.
- **Social Media:** Share with us the promotion or events that you have going on, we would love to help promote you!

Resources

- **Workshops:** Industry experts provide guidance in classroom sessions on the topics of marketing, business plans, finance, accounting, legal issues, and HR.
- **Member Only Exclusives:** Local discounts on a variety of business needs such as legal consultations, promotion, advertising, healthcare, and more!
- **Access to Our Expansive Network:** We provide opportunities for connections with other members, as well as paid email opportunities to our full membership list.

Please Visit www.poconochamber.org or Call 570.421.4433 for More Information



Events

Solid business relationships are vital to growing and maintaining your business. Our chamber gives you monthly opportunities to network with the PCC 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 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.

Our Chamber members receive access to all our events throughout the Poconos and Lehigh Valley region! An event can have a host sponsor (venue location) and either one or multiple event sponsors. Those businesses that wish to host and/or sponsor one of our monthly events can spotlight and promote their business by giving a brief presentation at the event as well as through the Chamber's promotional efforts: Press releases to local newspapers, media coverage, flyers, event email blasts to membership and mentions in our Pocono e-Link newsletter.

Monthly Monday Networking Mixers

On the first Monday of every month (holiday permitting), our chamber hosts membership mixers at different locations across the Pocono region! These are great opportunities for our members to meet, mix, and mingle with other members.

Every other month, our sessions start an hour earlier and include a presentation describing some of your membership benefits in more detail. We certainly recommend our new members to attend this session, but it is a great refresher for our existing members as well!

2022 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 event, please contact the Chamber office.

Committees

Chamber Committees are another fantastic way to network with other PCC members, meet new business contacts, lend your talents, and make a difference in your local community. Some of our committees include Public Policy, Women in Business, Pocono Leaders of Tomorrow, and Multicultural. Please visit www.poconochamber.org/committees/ for the full list and information on our PCC committees.



Our Chamber Provides You with Many Cost-Effective Ways to Advertise and Promote your Business to our Membership and the General Public.

We offer over \$5,000 in marketing and advertising opportunities to our new members!

Free and Discounted Community Advertising

- As new members of the Pocono Chamber (*within 60 days*) our members are entitled to the community advertisement benefits listed below.
 - \$500 Free Online Advertising with the Pocono Record
 - 10 Free Radio Advertisements with 93.5 WSBG
 - 96.7/97.3 Pocono Radio Advertisement Discounts
- Our members are encouraged to promote their business with us!
 - We will help promote you on our social media networks.
 - Post Deals for the Public or Other Member Businesses to Utilize on our Website: To view the current exclusive offers or add some of your own, visit business.poconochamber.org/membertomember or business.poconochamber.org/hotdeals.
 - Share Your Events to Our Event Calendar: Have an event you'd like to publicize? Add it to our [Community Events Calendar](#).

Print Advertising in Chamber Publications

- **Connections Magazine:** The Greater Lehigh Valley Chamber monthly publication circulated to 7,000 community individuals.
 - New members receive a free business listing highlight and can receive \$100 off their first paid ad in Connections!
 - There are many opportunities for different paid ad placements or flyer insertions. We also offer discounts for ad frequency.
 - Be sure to check out the digital version at www.lehighvalleychamber.org/connections.
- **Poconos Member Directory:** This annual virtual and print book is distributed to thousands across the region as the go-to businesses of the Poconos!
 - As a free benefit to your membership, your business will be featured as a listing in our annual member directory!
 - For an added charge, we do offer advertisement space and bolded listings in the Directory to set your business aside from others in the same industry.

Online Digital Advertising

We Can Help You with a Variety of Paid Online Digital Advertising Opportunities.

- Paid Press Releases or Display Ads in our Member e-Newsletter
- Direct E-Mail Marketing to 2,150+ PCC and Community Members
- Featured Business of the Month (Chamber Website)
- Gold Enhanced Member Profile & Priority Directory Listing (Chamber Website)
- Banner Ads at Different Exposure Levels (Chamber Website)



Business Promotion through Event Hosting and Sponsorships

- Through event sponsorships, you highlight your business and help the Pocono Chamber of Commerce bring you more valuable programs and resources to help grow your business and enrich our community!
- Our events provide incredible opportunities to spread the word about your products and services to our membership. By becoming an event sponsor, you have the opportunity to speak at the event, as well as be included in all marketing materials and event signage. This allows your business will reach an entirely new enthusiastic audience!
- A new business to the area? We also offer ribbon-cutting ceremonies where the general public, media staff, and government officials are all invited to celebrate in your business!

Please Visit www.poconochamber.org or Call 570.421.4433 to Learn More and
Participate in any of these Benefits!





PCC Membership Provides Exclusive Benefits for any Business Need

- **Pocono Chamber Network Promotion:** We will happily promote your business events, news, and promotions, through our website and expansive social network!
 - **Post Deals for the Public or Other Member Businesses to Utilize:** You receive access to a variety of exclusive discounts and benefits from other member businesses.
 - **Share Your Events to Our Event Calendar:** Have an event you'd like to publicize? Add it to our community events calendar! We will also help promote on social media for free if you share the graphics with us.
 - **Access to Our Expansive Network:** We provide opportunities for connections with other members, as well as paid email feature opportunities to our membership list.
- **Ribbon Cutting & Groundbreaking 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.
 - *Monday-Thursday Member Cost: \$200 | Future Member Cost: \$350*
- **Proofreading:** A team of expert Chamber proofreaders will help you polish your marketing materials with a one-week turnaround as a free benefit of your membership.
- **Press Releases:** Post a short, compelling news story to the Chamber's website and have it sent to a set of targeted members of the media.
- **Healthcare Discounts:** The Pocono Chamber of commerce has partnered with Aetna to provide the Small Group Aetna Funding Advantage Plan to our member businesses.
- **Printing and Promotional Items:** Our members receive 10% off in-store and 20% off all print and marketing in-store orders at staples!
- **Free 20-Minute Legal and Accounting Consultation** with one of the GLVCC Law or CPA Firm Partners.
- **Grow Your Team and Your Business:** The Pocono Chamber of Commerce has proudly partnered with Rick Franzo, the Growth Coach of the Poconos to provide an extra value to our members. Learn more about Rick at www.thegrowthcoachpoconos.com
- **Certificates of Origin:** We proudly offer Certificate of Origin international shipping documents at \$25 for Chamber Members and \$50 for Non-Members. For more information, please visit www.shippingsolutions.com/blog/the-chamber-of-commerce-and-export-documents-the-certificate-of-origin

For More Information on Utilizing Any of these Exclusive Benefits,
Please Call the Chamber Team at 570.421.4433



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

- **Get Access to the Member Information Center (MIC):** Contact any member of the Chamber team at 570.421.4433 to request access to this Members Only area (the login link is at the top right of any 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 the individual upon completion of the online registration or by chamber staff. Both your username (e-mail) and password may be changed through the MIC dashboard. If you forget your password, please contact the chamber office 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) – Clicking on the Display Preferences, you can choose to make your profile seen by no one, members, or profile, so make sure that it is accurate. This helps to maintain the integrity of the Business Directory and 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 videos that are visible to the public. If you graduate 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 allow up to 48 business hours for your postings to be approved by the chamber staff.)
- Share company announcements, news, promotions, and even hobbies on your MIC Welcome Wall, so that other Members can get to know you. (TIP: Be sure to upload a photo of yourself for your Profile, so that other PCC Members can put a face with a name, which helps create that personal touch and establish a good business relationship!)

Check for Important Information & Download Your Member Web Badge for Your Web Site under the RESOURCES Tab in the MIC (Instructions are included with the download).

NEED HELP?

Attend our bi-monthly Master Your Membership Program or watch the MIC video tutorials. Access the videos under RESOURCES in the MIC.



Annual Membership Dues

Please contact your Pocono Chamber Team to discuss membership packages and the benefits of your investment in more detail! We would be happy to help guide you through the membership application process!

Get Started for Yourself

- Go to www.poconochamber.org and click on the **Join** button 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 Online in only five simple steps!**
 - Be sure to fully complete your company's online Member Profile! The information that you provide on your Member Profile will be used for our member business directory as well as to promote your products & services, hot deals, events, and job openings in specific locations on the Chamber's website.
- Make your payment via Credit/Debit or by check made payable to the Pocono Chamber of Commerce. Mail to our office address below. *Your membership will not take effect until we receive the initial payment.*
- Stay tuned to your phone and email, a PCC staff member will be in contact with any questions and what your next steps are!

Our Board of Directors

Chair: Sarah Wallace, ESSA Bank and Trust

Vice-Chair: Kristine Bush, Senator Mario Scavello's Office

Treasurer: George Roberts, GeorgeTV & George Roberts Productions

Co-Treasurer: Dee Raneri, NCC Monroe Campus

Secretary: Patrice Dume, East Stroudsburg University

Co-Secretary: Andre Williams, PenTeleData

Our Staff



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www.poconochamber.org



Utilizing Benefits Starting Your Membership Right!

FIRST 30 DAYS

- Review your chamber website directory listing. Social media links and descriptions are updated.
- Utilize the “Proud Member” logo on your website and marketing materials
- Obtain a media list – share your news with members of the media
- Welcome call with a Chamber staff/ambassador; “How can we help you?”
- Review Chamber Calendar: Attend the next ‘Master your Membership’ session
- Obtain a mailing list of Chamber members

30-60 DAYS

- Find a council or committee that is right for you!
- Offer a Radio Giveaway on WAEB
- Feature your business on Pocono 96.7/97.3 in a Chamber Minute
- Inquire about your free ads with 93.5 WSBG and Local IQ
- Offer a member-to-member deal on our website or use one!
- Review the Chamber’s exclusive programs – 20 minutes of Free Accounting and Legal Services and Chamber Health Benefits Aetna Partnership

ONGOING

- Attend a networking event that has content that interests you!
- Read the Chamber Connections Publication Monthly for Member news events, and new Member announcements
- Grow your brand and sponsor an event with our Chamber
- Enhance your presence with Chamber marketing – Connections Magazine, e-news, website
- Consider doing business with other members “Buy Chamber” – find a directory online
- Get to know our Board of Directors and Staff
- Consider hosting an event or recruiting staff with an online job posting!
- Use affinity program benefits
- Submit news releases