



# 2021 MEMBERSHIP PACKAGES

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

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

**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 MISSION...**

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

**OUR VISION...**

Our vision is to bring our members together to continuously create cooperative and prosperous businesses to enhance our community.

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: 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 other like-minded organizations throughout eastern Pennsylvania, providing 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, or 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 relocation and set up
- 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.

*Now... how can we help YOUR business?*

# ABOUT THE CCEDC

## 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



### ALICE WANAMAKER

Executive Director, Carbon Chamber  
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(484) 274-2080



### KATHY HENDERSON

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### JESSICA O'DONNELL

Executive Vice President, Affiliated Chambers & Northern Tier  
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### ALISON PICKEL

Senior Vice President, Member Relations  
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(610) 739-1512



### MARIANNE RUSTAD

Coordinator, Membership, Logistics & Events  
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(484) 943-9669



### LINDA REX

Administrative Assistant  
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(610) 379-5000

# BOARD OF DIRECTORS

**PATRICIA HANDWERK**

President/Chair  
Harry Packer Mansion

**RONALD TIRPAK**

Vice-President/Vice-Chair  
Carbon Engineering

**PATRICK REILLY**

Treasurer  
Mauch Chunk Trust

**JARED MCEVOY**

Secretary  
Miers Insurance

**MICHAEL HARLEMAN**

Immediate Past President/Chair  
First Northern Bank & Trust

**JANE GEORGE**

PPL

**MARSHALL WALTERS**

Architectural Polymers

**MARK SVERCHEK**

Spotts-Svercek Insurance Agency

**JOE RUSSO**

PenTeleData

**BARBARA GREEN**

Blue Mountain Ski Resort

**GIRVIN JANICKI**

Walmart

**TERRENCE J. PURCELL**

Lehigh Valley Health Network

**JOHN NESPOLI**

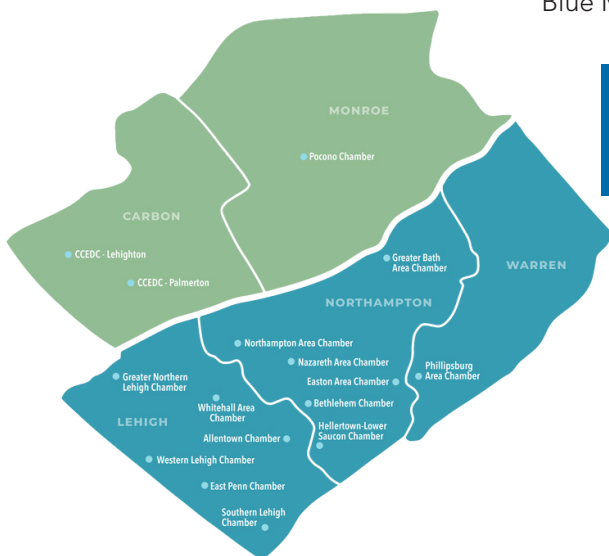
St. Luke's Gnaden Huetten/  
Palmerton Campuses

**WAYNE NOTHSTEIN**

Carbon County Board of  
Commissioners

**MAUREEN DONOVAN**

Lehigh-Carbon Community  
College



## THE POWER OF PARTNERSHIPS

As your local Chamber, our strength comes from the exceptional leadership of our Board, staff and committee chairs. However, the heart of our community and true strength comes from our volunteers, sponsors and members as well as our partnerships and collaborations with other like-minded organizations, such as: the Greater Lehigh Valley Chamber of Commerce, the Greater Pocono Chamber of Commerce and the Greater Hazleton Chamber of Commerce. These partnerships connect you not only to your fellow business owners in Carbon County, but throughout the Lehigh Valley and Northeastern Pennsylvania region, bringing valuable resources and opportunities for growth for all members.

*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
- Promote the community
- Provide networking opportunities
- Represent the interests of business with government & take action as needed

*As YOUR Chamber of Commerce, we work to...*

- Bring You More Business
- Create Better Connections
- Make You More Visible
- Develop Community Leaders

# WELCOME TO THE CHAMBER!

*Let's get started!*

## FIRST 30 DAYS

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

## 30-60 DAYS

- 0 Find a committee that's right for you!
- 0 Offer a radio giveaway on WAEB or Colossal Radio
- 0 Use your free Morning Call ad (a Lehigh Valley Chamber Benefit!)
- 0 Offer a member deal on our website
- 0 Review The Chamber's exclusive programs – education partnerships, health insurance, etc.
- 0 Schedule or Host a networking event or ribbon cutting, or tune into a virtual event (webinars, etc.)!

## ONGOING

- 0 Attend at least one event per month to meet and network with other members
- 0 Grow your brand & sponsor upcoming events
- 0 Enhance your presence with Chamber marketing opportunities
- 0 Send important updates to your Chamber team for distribution via Press Release or Social Media
- 0 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!

NOTES

*Stay connected with us!*

**WWW.CARBONCOUNTYCHAMBER.ORG**



*Meet your Membership Team*

**ALICE WANAMAKER**

[alicew@carboncountychamber.org](mailto:alicew@carboncountychamber.org)  
(484) 274-2080

**ALISON PICKEL**

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(610) 739-1512

**MARIANNE RUSTAD**

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(484) 943-9669

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

Visit the CCEDC website at [CarbonCountyChamber.org/membership-info](https://CarbonCountyChamber.org/membership-info) for full descriptions of each of the member benefits listed below.

- **CHAMBER INTERACTIVE WEBSITE:** Your portal to everything Carbon County for both the general public and membership. The website's Member Information Center allows you to build your member profile page, highlight your products and services, schedule events, post deals, upload press releases, job openings and much more! There is also a Featured Business of the Month (paid) opportunity to showcase your business for an entire month on the site (see Market Your Business page).
- **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.
- **CERTIFICATES OF ORIGIN:** Certification of international shipping documents is provided for just \$25 to Chamber member businesses. (Non-member businesses fee \$50.)
- **FREE CCEDC BLOG SUBMISSIONS ON THE DISCOVERCARBONPA BLOG:** Promote your business expertise and/or love of Carbon County by guest blogging for CCEDC's [DiscoverCarbonPA](#) Blog. CCEDC members can submit their self-written, 250 word article or valuable tip to the webmaster for publication. Blog posts will be linked to the member's CCEDC member profile page.
- **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.
- **RIBBON CUTTING & GROUND BREAKING CEREMONIES:** We will help you recognize the important milestones in your business from grand openings to new buildings and 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.
- **MEMBER MILESTONE RECOGNITION:** This benefit gives us the opportunity to celebrate your milestone years in business – 5 years, 10 years, 15 years and up! If you are celebrating a business milestone or anniversary this year, we want to hear from you, so that we can recognize you!

- **ONLINE MEMBERSHIP DIRECTORY & FREE MEMBER MAILING LIST:** Provided upon request in an Excel Format for easy marketing (names & mailing addresses ONLY).
- **QUARTERLY INDUSTRY FORUMS:** Opportunity to meet and network with other business owners and industry leaders on a quarterly basis.
- **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 the Chamber at 484-274-2080 for this FREE benefit.
- **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. Learn more at [www.cedarcrest.edu/chamber](http://www.cedarcrest.edu/chamber). East Stroudsburg University Tuition Discount Program: 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%. For more information, contact your Chamber Staff.
- **MEMBER REFERRAL CREDIT PROGRAM:** Earn \$25 (or 50% of membership dues) off your next membership renewal for a membership referral. Know someone who is looking to grow their business? Let them grow with us! Refer a new member to our membership team, when they sign up for their first year of membership you will receive a \$50 credit toward your next renewal. Email [alicew@carboncountychamber.org](mailto:alicew@carboncountychamber.org) or call Alice for more info and to make your referral today!

## NEW FREE CONSULTATIONS FROM YOUR FELLOW CHAMBER MEMBERS!

- **ACCOUNTING:** The Chamber is offering member businesses a FREE 20-minute accounting consultation with one of our 3 Chamber Accounting/ CPA Partners.
- **LEGAL:** The Chamber is offering member businesses a FREE 20 minute legal consultation with one of our 4 Chamber Law Firm Partners.

Contact Alison Pickel at [alisonp@lehighvalleychamber.org](mailto:alisonp@lehighvalleychamber.org)

*"The Chamber has given us so many opportunities to promote our unique business to the region. Having access to The Greater Lehigh Valley Chamber was an added value that has already paid enormous dividends. Partnerships with supporting businesses in the area has also been a big plus."*

- Dave Figenshu, Director of Photography, Dave Figenshu Digital Media

# 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

- **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/wilkes-small-business-development-center](http://www.carboncountychamber.org/wilkes-small-business-development-center).
- **MANUFACTURING SUPPORT:** The Carbon Chamber & 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](http://www.carboncountychamber.org).
- **WORKFORCE DEVELOPMENT:** Workforce development training is a crucial component of many business decisions. Please visit: [carboncounty.ecdev.org/workforce](http://carboncounty.ecdev.org/workforce) 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/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!*

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

## “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: 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**
- **EVENT AMBASSADOR COMMITTEE**
- **FUTURE LEADERS OF CARBON COUNTY COUNCIL (FORMERLY CARBON YOUNG PROFESSIONALS)**
- **BUSINESS/EDUCATION PARTNERSHIP**
- **LEADERSHIP CARBON**
- **MARKETING — TOURISM & ACCOMMODATIONS COMMITTEE**
- **HEALTH & WELLNESS COMMITTEE**
- **PALMERTON AREA CHAMBER OF COMMERCE**

## STAND OUT FROM YOUR COMPETITION & PROMOTE YOUR BUSINESS FOR FREE

The CCEDC's website is a one-stop shop business directory and tourism guide for all things Carbon County! Visit [CarbonCountyChamber.org](http://CarbonCountyChamber.org) today view all it has to offer!

As part of your CCEDC membership, enjoy these promotional opportunities that you can upload directly from your account in the Member Information Center.

- **ADD YOUR SPECIAL EVENT TO OUR ONLINE COMMUNITY EVENTS CALENDAR:** Post and manage your event from your account in the Member Information Center.
- **UPLOAD YOUR LATEST COMPANY NEWS OR EVENT AS A PRESS RELEASE TO OUR ONLINE PRESS RELEASE PAGE:** Your press release will also be shared on the CCEDC Facebook page and featured as Member News in an upcoming issue of Carbon eLink Newsletter. After you post your release, you can feel free to email it to: [info@carboncountychamber.org](mailto:info@carboncountychamber.org), so we can send it out to the CCEDC's extensive Media List on your behalf.
- **ADD YOUR SPECIAL DISCOUNT PROMOTION OR PACKAGE 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. Add your member-to-member special discount promotion to our Member-To-Member Deals page. See Hot Deals above for more details!
- **POST YOUR "FOR SALE" CLASSIFIED AD ON OUR MARKETSPACE PAGE:** Examples of ads you can post are for the sale of office furniture, office supplies, event decorations and the like.
- **POST YOUR JOB OPENINGS TO OUR FIND A JOB PAGE.**
- **BECOME A GUEST BLOGGER ON OUR [DISCOVERCARBON](http://discovercarbon.com) BLOG PAGE:** Submit a 250-word blog post to us to [ccedcweb@jumpsparkcreative.com](mailto:ccedcweb@jumpsparkcreative.com) along with your headshot and an (optional) illustrative image (that you own or have license to use). We will put your name and company in the by line and link to your website. You can submit as many blog articles as you wish. It is FREE!
- **POST INTERESTING TIDBITS ABOUT YOUR BUSINESS, YOUR INDUSTRY OR YOURSELF ON THE WELCOME WALL OF OUR MEMBERSHIP INFORMATION CENTER - THIS A GREAT WAY TO CONNECT WITH OTHER CHAMBER MEMBERS!**

*"As a long-time member of the Carbon County Chamber, I've seen how the Chamber allows me to build relationships within the business community, connect with our community, and support the County's economic growth."*

- Barb Green, Blue Mountain Resort

## HAVE QUESTIONS?

That's an easy one: contact any of your CCEDC Staff today! We are here to help you navigate your membership benefits and to ensure you are getting the most of your experience at the Chamber. We are the most powerful resource and are at your disposal to end support when you need it.

# ADVERTISING WITH THE CCEDC

## 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.
- **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**
  - **GOLD ENHANCED MEMBER PROFILE & PRIORITY DIRECTORY LISTING**
  - **BANNER ADS AT DIFFERENT EXPOSURE LEVELS**
  - **OTHER AFFORDABLE ADVERTISING AVAILABLE- SEE OUR WEBSITE FOR COMPLETE DETAILS!**

Please visit: [www.carboncountychamber.org/market-your-business](http://www.carboncountychamber.org/market-your-business) for more information about CCEDC's Online Digital Advertising opportunities, packages and pricing. Or, contact the CCEDC at 610-379-5000 or at [info@carboncountychamber.org](mailto:info@carboncountychamber.org) for more information or to place your order.



# MEMBER PROFILES

*at a glance*

## MEMBER PROFILES AT A GLANCE: BASIC VS. ENHANCED GOLD

- **BASIC PROFILE:** Included in your Chamber Membership!
- **ENHANCED GOLD PROFILE:** \$200 per year

**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
<b>Member Profile Page:</b>		
Contact Information	X	X
Social Media Buttons	X	X
200 Character Description	X	
Expanded 1600 Character Description		X
Logo/Image Next to Company Information		X
Profile Header Image		X
Hyperlinked Bulleted Products or Services		X
Slideshow of additional photos or videos		X
Personalized Keywords	X	X
Driving Directions	X	X
Enhanced Map Features: picture/logo, contact info, description, website, email, directions link		X
<b>Search Results Listing</b>		
Random Placement below priority placement listings	X	
Basic Business Info: name, address, phone, website	X	
Priority Placement over basic listings		X
Logo/Image next to listings	X	X
200 Character Description under company name on search results		X
Website link above phone number in search results		X
<b>BONUS!</b>		
Priority Placement in rotation of purchased banner ads		X

*Contact your chamber staff at any time to upgrade your profile!*

# CCEDC WEBSITE CHEAT SHEET

## 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 office at 610-379-5000 or email [info@carboncountychamber.org](mailto:info@carboncountychamber.org) 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.
- **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 website.

Questions? Contact CCEDC at 610-379-5000 or [info@carboncountychamber.org](mailto:info@carboncountychamber.org).



## *Save the Date!*

**FOR THE CCEDC'S SIGNATURE EVENTS**

- 0 **EVERY NOVEMBER:** Carbon Chamber & Economic Development's Annual Dinner
- 0 **SECOND FRIDAY IN SEPTEMBER:** Sturm Cup Golf Tournament
- 0 **MONTHLY, 2ND THURSDAY:** Women in Business Luncheons
- 0 **MONTHLY, 2ND TUESDAY:** Palmerton Chamber Luncheons

[WWW.CARBONCOUNTYCHAMBER.ORG](http://WWW.CARBONCOUNTYCHAMBER.ORG)



**CARBON CHAMBER**  
& Economic Development

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