

## **2009 RCA FEATURES & BENEFITS**

The Regional Chamber Alliance is committed to restoring, sustaining and expanding the region's prosperity by providing its members a strong representative voice, business promotion, intra-region business opportunities, group volume purchasing leverage, professional development, and information crucial to business. The Regional Chamber Alliance envisions a strong and influential organization, united as one voice, possessing maximum economic and legislative leverage compelling the region's political representation to respect, listen, and act, leading to the region becoming a community of choice when selecting a place to do business, work, live, study, visit and play. The Regional Chamber Alliance serves businesses along and around the 51 Corridor, Monongahela and Youghiogheny Rivers, and in the Turtle Creek Valley communities. From West Jefferson in the west to White Oak in the east, our region spans a long stretch of land that includes a wide variety of over 30 municipalities.

Nowhere can you find a better return on your investment than the Regional Chamber Alliance. As a Chamber member, you have access to a wealth of valuable benefits and services.

### **The Regional Chamber Alliance (RCA)**

- Does Collectively What No Business – or Local Chamber – Can Do on its Own
- Creates Prosperity for our Region & Communities
- Promotes Your Business
- Provides Professional Development
- Provides Great Networking Opportunities
- Works on Your Behalf with Governments
- Is a Community Resource Center

### **Networking and Events**

- Ambassadors
- Business After Hours - networking after the day's business is done
- Rise and Shine - networking early in the morning
- Business Expo and Parade of Values
- Annual Awards Banquet – this is not your typical annual dinner
- Annual Golf Classic

### **Professional Development**

- Business Toolbox Series of Seminars & Workshops
- Dale Carnegie Seminars
- E-Marketing Webinars
- Development Impact Teams
- SWOT Team- Personalized business advice from experts

### **Powerful Partnerships - member exclusives to save you capital, expand your business, and promote our region**

- Chamber Choice (group health insurance, human resources, energy pool)
- IntellaCore (compete in a global economy)
- Office Depot (40-60% savings)
- Pixelfish (produce a video commercial at member rates)

### **Promoting your Business**

- RCA Voice - advertising, articles and member announcements in bi-monthly Daily News inserts
- E-Newsletter - announcements in our weekly e-newsletter
- Foyer Lobby - display opportunities in our lobby
- Relocation Packets - opportunity to put flyers/brochures in our relocation packets
- Event Sponsorship - sponsorship provides a wide range of marketing tools (flyers, newspaper, electronic, etc)
- STAR Membership - opportunity to put your name on our website's exclusive billboards
- Chamber Directory and exclusive directory listings and referrals
- Insert your own video or audio commercials into your catalog or Traffic Catcher Page
- E-mail marketing - communicate specials, events, etc., to members and beyond; place coupons on our website

- Our Web site [www.rca-pa.com](http://www.rca-pa.com) allows you to market your business locally, nationally and internationally
- Our Business Directory reaches all businesses and members throughout our region and to all prospective families and/or businesses considering relocation
- Grand Openings, Ribbon Cuttings and Mixers - Host an event at your location. These are perfect opportunities to showcase your products and services. Pre & post event publicity will be provided in all RCA publications.
- Internet Exposure- With a listing in our online Business Directory, free hot-links from our Web site to yours and the opportunity for a reciprocal link. Follow "optimization" wizard to showcase what you do.
- Announce your Community Involvement by prominently displaying your Chamber membership plaque in your business and chamber logo on your Web site.
- Business Referrals - The Chamber makes every attempt to refer ONLY Chamber members to the hundreds of requests received each year. Don't be left out!
- Member-to-Member Discount Program - The member-to-member discount program is one more option for chamber members to market their businesses among other business owners. Participation is open to all RCA members. The program will be promoted at various chamber events, the chamber office, and in chamber publications. To promote online use the "optimization wizard" to showcase your products or services.
- Supports Existing Website or Becomes your Website: Have a beautiful website? No problem. The traffic catcher system will integrate with any website in about 5 minutes to add traffic. If you don't have a website you do now (and it's free)! This will make a perfect primary website that's ready to do business 24/7/365 and fully integrated into your membership directory where there is considerable traffic.
- Opportunity to include your logo on the RCA annual video commercial

## Resources

- Chamber Action teams- tackling key issues facing sectors of local businesses
- Workshops and Seminars- Bringing a variety of knowledge and skill building techniques to the workplace
- Speakers and programs- on a variety of topics of interest to chamber members
- Member to member special offers and deals
- Members only Job Board and Classifieds online. Post your employment opportunities on our employment page-FREE! Listings.
- Interest groups- Economic Cluster interest groups, Women in Business groups, and other opportunities for Business people with like interests to learn from and support each other
- Referrals to Members - The Chamber is a first stop resource for web searches, callers and visitors, and we refer preferentially to our members
- Resources- Our staff is a wealth of information. We will connect you to resources to help your business thrive.
- Ambassador Club is the Public Relations arm of the Chamber. This dynamic group of "movers and shakers" is out in the community promoting membership and providing the manpower to "meet and greet" at all member events, while having a great time and growing their business through the contacts they make.
- Mailing Labels
- Use of equipment (copy machine, fax machine, etc)
- We assist new, emerging and existing business with surveys and projects on an as-needed basis.
- The chamber replies to many inquiries about the area and about your business. We answer telephone, mail, email and online inquiries about the region. The Chamber of Commerce is the "front door" to the area.
- Business Tax Deduction - Your Chamber Membership Investment is tax deductible.

## Government Affairs

- Influence the Debate- participate in the Chamber's efforts to be part of the conversation on worker's compensation, health care, insurance, transportation, education, regulation and land use.
- Chamber Day at the Capitol- working with other chambers throughout the state - work to affect the state legislature on business issues
- Information Sharing- get the latest on what is happening in land use, regulatory, local and state laws early enough to participate in the process
- Relationships with Government officials- the Chamber provides opportunities for members and businesses to meet with candidates and elected officials.
- "Expressway Partnership Initiative" is an excellent means to keep abreast and support driving completion of the much needed Mon/Fayette Expressway.