

## The Region's Premier Chamber of Commerce

The Regional Chamber Alliance serves Allegheny County communities and its businesses along and around the Monongahela & Youghiogheny Rivers, 51 Corridor, and in Turtle Creek Valley communities.



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### Powerful Partners. Positive Results.

**Powerful Membership Options**  
3 Options reflecting your unique needs

**Powerful Partnerships**  
Saving you money and growing your business

**Powerful Events**  
Building contacts & relationships to promote and build your business

**Powerful Voice**  
Leading our region to become a community of choice when selecting a place to do business, work, live, study and play.

The Regional Chamber Alliance's immediate goal is to improve the business of its members. This is accomplished by providing many valuable resources and benefits to helping members succeed, including saving money, business advocacy, promoting member businesses and community, keeping members informed, providing continuous professional development, and giving to local, worthwhile causes congruent with its free enterprise mission. Our website at WWW.RCA-PA.COM features the entire "Community on Display" and was designed to be Mon Valley's central information source.

**Contact us at (412) 678-2450 or register online at [www.rca-pa.com](http://www.rca-pa.com)**

# the Regional Chamber Alliance

## Chamber Alliance



### The Region's Voice for Business

The Regional Chamber Alliance is committed to restoring, sustaining and expanding the region's prosperity and leading our region to become the choice when selecting a place to build a business, work, play, go to school, and play.

### Powerful Membership Options

3 Options reflecting your unique needs

### Powerful Partnerships

Saving you money and growing your business

### Powerful Events

Building contacts & relationships to promote and build your business

### Powerful Voice

Leading our region to become a community of choice when selecting a place to do business, work, live, study and play.



Regional Chamber  
ALLIANCE  
Powerful Partners. Positive Results.

The Regional Chamber Alliance, the region's premier chamber of commerce, serves Allegheny County communities and its businesses along and around the Monongahela & Youghiogheny Rivers, 51 Corridor, and in the Turtle Creek Valley communities.

3001 Jacks Run Road  
White Oak, PA 15131  
[WWW.RCA-PA.COM](http://WWW.RCA-PA.COM)

### Current Regional Chamber Alliance Goals & Initiatives

- Complete Mon / Fayette Expressway • Increase enrollment in vocational training to meet skilled labor demand
- Increase Members' Business and profitability • Tangibly improve academic performance
- Advocate for fiscal & regulatory policy supportive of business & consistent with free enterprise principles

# The ONE Partner You Need To Help You Succeed

Enclosed you will find Century Heritage's renewal of both our membership and our platinum sponsorship of the Regional Chamber Alliance. As a RCA board member, I am proud of the new direction you are leading the RCA.

As the manager of a small financial institution in the Mon-Yough Area, I am grateful to have the chamber as a promoter of our business, and as an advocate for the issues important to our success.

From website marketing and member networking events, to member education and policy advocacy, our business is extracting more value than ever from our membership in the RCA.

The RCA also is rapidly becoming an agent of positive change in our area. Your support of the Expressway Partnership Initiative should encourage more of our area's businesses to clamor for completion of this important development of our area's infrastructure. In fact, I am very pleased that our local chamber's positions are now more in sync with the concerns of small business owners throughout our state and the nation.

In my role as a RCA board member, I have reviewed the policy positions disseminated by both the Pennsylvania and U.S. chambers, finding them remarkably similar to those promoted by the RCA. For example, the opening paragraph to the Pennsylvania Chamber's 2008 *Legislative Priorities* states:

*"Pennsylvania's job creators face numerous obstacles as they compete in today's global economy; rapidly rising health-care costs, an overly burdensome tax structure, a costly legal environment, higher energy costs, more restrictive environmental regulations and antiquated labor laws are just some of the challenges they face. When these factors are compounded with an aging population, an under-performing education system, and state government spending that continues to expand faster than the rate of economic growth, the future of Pennsylvania's economic vitality is jeopardized."*

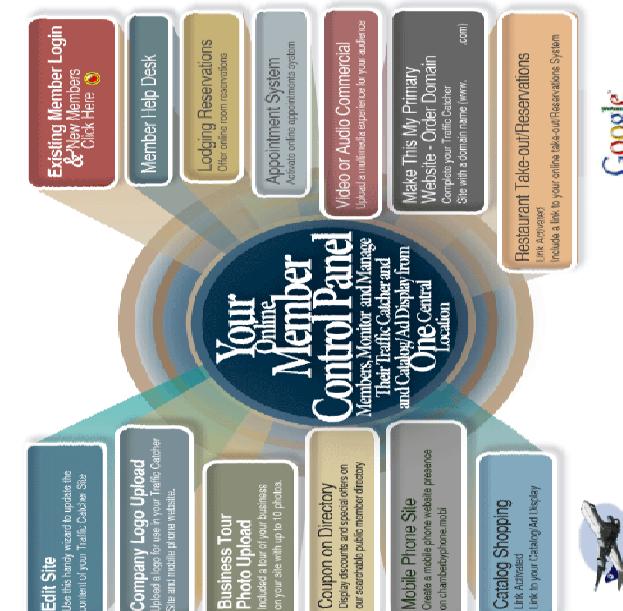
Likewise, the introduction to the U.S. Chamber's 19-page *Policy Priorities for 2008* notes:

*"Throughout the year, the U.S. Chamber tracks a number of legislative and regulatory issues that affect businesses' bottom lines. During the 110th Congress, the Chamber is playing an active role in reforming the nation's legal system, simplifying the tax system, ensuring a strong, critical infrastructure, and developing sound health care reform policies, among other*

These are goals that resonate with business owners everywhere. To sum it up, I believe the RCA is doing more of what our area's small businesses need you to do. In my opinion you have made remarkable progress, especially considering the limited resources currently available to the chamber. I believe the future course you have advocated for the RCA will likely increase those resources, making membership in the chamber even more valuable to local businesses.

Vin Cerasuolo

## Powerful Membership Options



## Powerful Partnerships

- Cyber Choice
- Community Champion
- Presidents Circle
- Chamber Choice
- Office Depot
- IntelliaCore
- Pixelfish
- ConferTel

## Powerful Events

- Professional Development
- Business Women Only
- Networking (B. A. S. H.)
- FUN! Fundraisers
- Public Policy

## Powerful Voice

You may have noticed that chambers of commerce in the region are doing what chambers around the country have done for decades. We have the Airport Area Chamber, Monroeville Area, North Allegheny, and so forth. While the RCA maintains and supports its local chapters, it too must—and it did—become a regional chamber. Markets are larger; chambers must be larger. It serves the business community. It serves each business—YOUR BUSINESS. It better serves the community as a whole.

It takes a regional voice to ensure that our region garners the policies conducive to prospering our businesses—and by extension—our community. Our legislators must actively support policies conducive to strong economic development. Your participation as a member helps drive our advocacy and intervention. Your involvement can be as extensive or limited as you like. If health insurance, internet and/or communications' aspects best serve your interests, select Cyber Choice. If desiring full membership benefits and want to be part of the political environment, direct and vote on key organization initiatives, seek board or committee (e.g., transportation, education, golf, involvement, consider our Community Champion membership. If you wish to communicate community leadership, provide input to RCA initiatives, and enjoy maximum exposure and support, become part of the RCA's exclusive President's Circle.

**Make a difference is restoring, sustaining, and expanding our community.**

## Membership Benefit Highlights

PRESIDENT'S CIRCLE (entire page included in membership)

- Stark visibility on chamber website's Main Street
- Complimentary Platinum Sponsor package (\$2500 value)
- Special plaque signifying President's Circle
- Heightened role in policy development
- Highlighted presence in chamber lobby
- Complimentary admission to all RCA events
- Public recognition at all RCA events and in all publications
- Free annual 1/2 page ad in quarterly print publication
- Annual lunch briefing with President & Executive Committee
- Complimentary visual within RCA annual video commercial
- COMMUNITY CHAMPION (all benefits below included in membership)
  - Additional contact listings in print and electronic directories
  - Quarterly Newsletter, the "VOICE" delivery
  - Quarterly billing availability
  - Membership Plaque
  - Display of company materials in Chamber Office
  - Introductory recognition in RCA Quarterly
  - Voting privileges
  - Opportunity to host ribbon cutting or open house events
  - Complimentary advertisements via chamber electronic news
  - Board of directors & committee participation
  - Event hosting and sponsor opportunities
- CYBER CHOICE (all benefits below included in membership)
  - Personalized traffic catcher website, domain, matching email
  - Personalized member log-in access (number & password)
  - Enhanced search engine optimization driving your business
  - Search engine optimization driving interest in your business
  - Participation in online community marketplace and catalogue
  - Electronic newsletter) delivery (keeping you informed)
  - Free listing in print and website directories
  - Access to RCA Partner Program: Office Depot
  - Access to RCA Partner Program: IntellaCore
  - Access to RCA Partner Program: ChamberChoice
  - Pro-business advocacy
  - Customer referrals

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