



The Regional Chamber Alliance is the region's premier chamber of commerce serving businesses and over 30 communities in the Mon Valley and Mon/Yough regions of Allegheny County, along and around the 51 Corridor, Monongahela and Youghiogheny Rivers, and in the Turtle Creek Valley communities.



## **Include the Regional Chamber Alliance in your 2010 Business Plan!**

Yes, it's proved to be a challenging year, one resulting in many businesses understandably 'circling the wagons.' That decision impacted marketing and promotion budgets, as well as available time for community activities and your chamber of commerce. We're hoping the year's phenomena are behind us...

As a volunteer organization committed to growing the Mon Valley communities' economic prosperity, your partnership with us is critical to our region. In addition to being the region's only Voice for Business and Free Enterprise (the one structural engine driving prosperity creation) and the research proven credibility chamber membership offers, there are a significant number of traditional and more modern benefits to membership. Consider membership and its following as essential components of your 2010 marketing budget:

### **Member Momentum Drives Your Business**

- Member traffic catcher and search (TCS) engine optimization capabilities increases visits to the chamber and members' website
- Complete TCS website with FREE domain name fully indexed on area search engine
- As part of search area engine, you are able to network with locals to increase commerce
- Utilize Coupon Creator system to attract other members and non-member visitors to you
- Scrolling Business Tour
- Latest News Manager
- Member Press Release Manager
- Community Calendar Promotion of your Business or Organization Events
- Listing on the Chamber of Commerce Member Directory
- Video Creation and Commercial Distribution
- Both online and telephone support through [www.FreeMembersSupport.com](http://www.FreeMembersSupport.com)
- Mark LeBlanc Business Development Program with all modules indexed for area and national search engines
- Business Referral System

### **RCA Strategic Partners Save Members \$ and Grow Their Business**

- Access to affordable and comprehensive group health insurance, employee benefits, and energy pools via Chamber Choice...
- Up to 50% savings on office supplies through Office Depot...
- Expand market's borders, grow sales, and cut your operational costs via Intellacore...
- Reduce energy costs through Chamber Choice On Demand Energy Solutions' partnership...

### **Events Designed to Create an 'Event'**

- **M**embers **O**ppportunity for **R**eferrals & **E**xchanges hosted by our good friends at the Hampton Inn in West Mifflin. M.O.R.E. meets from 8-9:30AM., each 3rd Thursday of every month. Members will have an opportunity to 'make their pitch', exchange business cards, provide referrals, and discuss current business trends. Event features breakfast and a key membership tip to better take advantage of the RCA's site optimization benefits to grow your business.  
*12 planned in 2010*
- **B**usiness **A**nd **S**ocial **H**our (or maybe 90 minutes) is typical chamber networking events (e.g., Rise & Shine, Networking at Noon, and Business after Business).  
*6 planned in 2010*
- **M**ember **A**ppreciation **D**ay (because we're MAD about you).  
*Coming in January!*
- Annual golf tournament and annual dinner associated with a single "Wow!" event.

### **Professional Development to Develop Your Business and Expand Region's Commerce**

- To ensure you maximize return on investment, two "Members Only" Webinars are hosted each month. One is hosted by Mark LeBlanc, author of the book "Growing Your Business" and the other is an open forum (with Q&A).  
*24 planned in 2010*
- Business Toolbox Workshops and issue specific webinars providing members with key business concepts to better manage and grow their business  
*3-6 planned in 2010*



We have targeted, effective and affordable promotional opportunities to increase your presence – and give you an edge over your competitors.



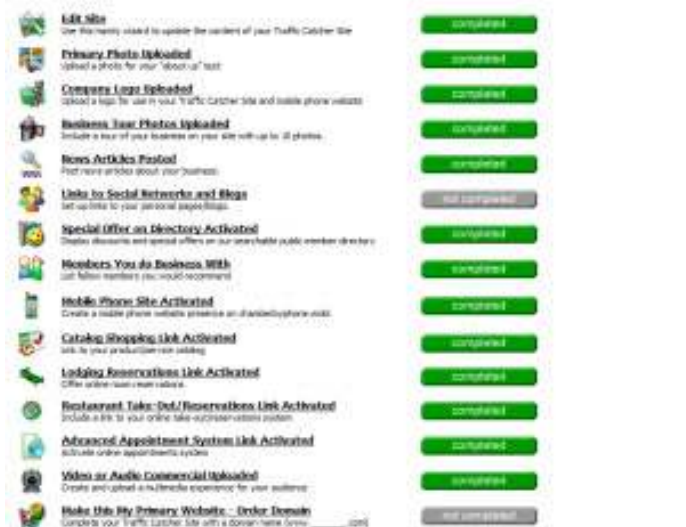
Through personal login our members have exclusive access to business growth tools!

**Ribbon Cutting:** As a member benefit, the RCA facilitates ribbon cutting ceremonies, a terrific way to recognize special events associated with your company.

**Event Sponsorship:** As an annual sponsor of RCA events, your company enjoys repeated exposure throughout the year. Every publication, electronic or otherwise, and at every event, you are given specific and noteworthy “top billing.” Platinum, Gold, and Bronze packages are available.

**Member Event Promotion:** The Chamber not only places your event on our public calendar (with links and flyers), but as a chamber member we even promote your event throughout our vast – and highly ‘hit’ – electronic distribution system.

**Want to Start a Community Chapter?:** The RCA will help organize and launch your community specific chamber community chapter.



If this region is ever to regain its former prosperity, its businesses and communities would benefit by including in their Business Plan joining forces with the region’s only independent voice for business and free enterprise: the Regional Chamber Alliance. The numerical outcome of that business strategy imperative will grow business and gain influence with the tax, spending and regulatory policy makers primarily responsible for our current malaise.

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