
Your Chamber at a Glance



Strengthening the Regional Economy

Connecting the Community

*Promoting and Providing
Networking Opportunities*

Representing Business to Government

Supporting a Sustainable Future



Mission Statement

NOTES



The Monterey Peninsula Chamber of Commerce leads business prosperity through legislative advocacy, business education, collaborative partnerships, eco-preservation, member promotion and networking.



Monterey Peninsula Chamber of Commerce

30 Ragsdale Drive Suite 200

Monterey, California 93940

831-648-5360

Fax: 831-649-3502

info@mpcc.com

www.mpcc.com

Chamber Office Hours

Monday - Friday 8:30 am - 5:00 pm

Closed 12 pm—1 pm

24 Hour InfoCenter: 831-648-5360

Now That You Are A Member

As with any investment, you expect a certain amount of return. To maximize your level of benefit, the Chamber recommends investing some time upfront to ensure the promotion of you and your business. The Ambassadors and Chamber team are here to provide assistance and information every step of the way.

By implementing the following steps within the allotted time frame, you will see a faster and more tangible return on your investment.

This timeline begins on the day you join the Chamber.

To Start:

- Complete and return Application Form, New Member Profile (you can fill this in on the application), and Membership Investment.
- Provide file of your logo in a JPEG format.

Within 30 days:

- Attend a Business-to-Business After-Hours Mixer and collect 5 new business cards.
- Follow-up with these 5 contacts/exchange information within 7 days.
- Attend a Ribbon Cutting to learn about a new business and introduce yours.

Within 60 days:

- Attend New Members Reception. (Collect 5 business cards).
- Join a committee. (Follow your passion or business interest.)

Beyond:

- Purchase a set of mailing labels in Excel to promote an event or offer.
- Attend the Chamber's Semi-Annual Luncheons.
- Schedule a 6 month re-acquaintance appointment with Chamber team.
- Submit your free application for a Business Excellence Award – ask for deadline information.

What is the Chamber?

The Chamber is a member-driven, professionally staffed, non-profit association for businesses, professionals, non-profits and government entities interested in the economic vitality and quality of life on the Monterey Peninsula.

As the area's regional Chamber, we serve the Peninsula's 10 communities and the unincorporated areas of Big Sur, Carmel, Carmel Valley, Del Rey Oaks, Marina, Monterey, Pacific Grove, Pebble Beach, Sand City and Seaside.

Why Join?

Chamber membership offers numerous benefits, including networking opportunities, training and business development opportunities, legislative advocacy, and marketing.

Our goal is to help your business succeed. By becoming a member of the Chamber, you can increase your business to business network, and together, promote your business community and the local economy. The Chamber also provides its members with ad space on our newsletters and in our weekly newspaper publication, both of which are great ways to put your business out into the community.

We know education is one of the most important possessions in the modern business world. Our workshops and programs are designed for you to maximize your time an excellent opportunity for you and your employees to gain valuable skills for your business.

The Chamber is the best forum to ensure your voice is heard. We represent our members on local, state, and national levels to both pass legislation that helps our members and combat legislation that impedes businesses and business owners.

2010 Board of Directors

Alan Richmond, *Chair*
Naval Postgraduate School

Chris Thom, *Past Chair*
Allstate – Thom Insurance & Financial Services Inc.

Rob Lee, *Vice Chair of Finance*
Hayashi & Wayland

Mary Adams
United Way of Monterey County

Joy Anderson
Mariposa Inn & Suites

Cynthia Buhl
The Crossroads Shopping Village

Laura A. Davis
Law Offices of Laura A. Davis

Hunter Finnell
Hunter Finnell Media

Robert Kramer
The Alternative Board of Monterey & Salinas

Leinette Limtiaco
Central Coast Federal Credit Union

Mia McKee
GuestLife Monterey Bay

Amit Pandya
Monterey Business Brokers

Doug Phillips
Monterey Plaza Hotel & Spa

Pat Tinsley McGill
California State University at Monterey Bay

Jill Vivanco
Del Monte Shopping Center

Sandra Whittle
New York Life Insurance

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Annual Signature Events, cont.

Business Excellence Awards — Presented by First National Bank July

The purpose of the Business Excellence Awards is to increase public awareness of the vital role business plays on the Central Coast and to bestow recognition on those businesses that have achieved excellence in their field in several categories, including Arts & Culture; Beauty; Fitness & Wellbeing; Construction Services; Education; Food and Dining; Healthcare; Financial Services; Lodging; Media; Non-Profit Professional Business Services; Real Estate; Recreation & Entertainment; Retail; Technology. Additional categories include Rookie of the Year. Category winners automatically become finalists for Business of the Year, awarded at the Annual Dinner the following year.

Annual Golf Classic September

The Annual Golf Classic is MPCC's only sporting event. This golf tournament provides the perfect atmosphere for relaxed networking. Enjoy an elite course and gather business leads at the same time. A popular Awards Reception and After Hours Mixer follows the tournament. These are open to participants, guests, and members, providing additional opportunity to form important business connections.

Fall Showcase October

This annual tradeshow, held in conjunction with the Salinas Valley Chamber of Commerce, offers an opportunity for over 100 members, from both Chambers, to introduce their products and services to hundreds of potential customers and clients and to build awareness among the business community and general public.

Gain Recognition with Annual Signature Events

Annual Awards Dinner— Presented by Monterey County Bank March

This event celebrates three community awards, including Citizen of the Year, given to an individual who has made a major impact on the Peninsula; Public Official of the Year, awarded to an individual, either elected or appointed, who embodies community dedication that inspires others, and; the Robert C. Littlefield Award, presented to a member who has shown great support through direct involvement in the Chamber. (This award was established in 1981 in memory of Robert C. Littlefield, who was largely responsible for reinvigorating the Chamber). In addition, Business of the Year is selected from among the category winners of the Business Excellence Awards held the previous year.

The elegant evening is a black-tie optional event of the year.

Luncheons— Presented by —Rabobank Membership —February

Long-standing members are recognized for 5, 10, 15, 20 and even greater years of continued support of the Chamber. Additionally, the incoming Board of Directors are formally installed and retiring Directors are recognized.

Leadership —August

All Peninsula area Mayors, Police Chiefs, and elected Officials are invited to participate in a distinguished panel and contribute to a “State of the Peninsula” presentation. Chamber members have the opportunity to network and engage in an informative question and answer session with our community leaders.

Monterey Sustainable Business Showcase April

Heightened awareness of the need for conservation, recycling, and other sustainable business practices, demonstrate the high level of local interest in learning more about this broad topic and in showcasing sustainable products and services.

Chamber Office Team

Ruth Thompson, Executive Director
831-648-5359
ruth@mpcc.com

Sarah Beesley, Finance and Operations Manager
831-648-5387
sarah@mpcc.com

Georgette Cash, Programs and Events Director
831-648-5356
georgette@mpcc.com

Judy Currier, Membership Development Director
831-648-5388
judy@mpcc.com

**For Press Releases or Communications,
please email communications@mpcc.com**



Connect

MPCC provides numerous networking opportunities. The Monterey Peninsula is definitely a place where people do business with those they know and trust. The Chamber provides frequent opportunities to connect with other businesses.

- **Mixers** are a great business to business feature. Mixers are held at least once a month. The price of admission is \$10 for members and \$20 for prospective members, which includes food and beverages. Members are encouraged to bring collateral for the member table display.
- **Ribbon Cuttings** bring Chamber members to the forefront of the community and give you a chance to welcome new and expanding businesses to the community.
- **Exclusive Annual Events**, including Dinners, Luncheons, Showcases, and even our annual Golf Tournament.
- **Committee Participation** gives you a forum to build lasting and productive relationships through volunteer work in various areas, including Government Affairs, Sustainability, Membership, and Special Events.
- **Member Orientation** occurs once every quarter for current, new, perspective members. This is a great opportunity to network and to learn about the benefits the Chamber has to offer.
- **Certificate of Origin** Offers forms and certification services which are available for businesses sending products outside the United States. The fee is nominal and is discounted for Chamber members. Call (831) 645-5360 for more information.

Gain Recognition

Everyone enjoys recognition for the things they do. The Chamber has several ways of showcasing and honoring excellence in the Peninsula business community.

Membership Luncheon honors long-term members who have reached 2, 5, 10, 15, 20 and above years of continuous membership.

Annual Awards Dinner recognizes leaders in local business and community, with award categories including:

- ◇ Citizen of the Year
- ◇ Public Official of the Year
- ◇ The Robert C. Littlefield Award (Lifetime Chamber Volunteer)
- ◇ Business of the Year (chosen from the prior year's Business Excellence Award winners)
- ◇ Volunteer of the Year

Business Excellence Awards recognizes business excellence on the Monterey Peninsula in a variety of categories, taking into account not only business type but size. Companies and non-profit organizations are independently judged on several criteria, including:

- ◇ Goals
- ◇ Performance/Product Excellence
- ◇ Employee Satisfaction
- ◇ Sustainability
- ◇ Chamber & Community Involvement

Volunteer of the Month recognizes one volunteer member each month for their commitment and contributions to the Chamber. The member receives a Certificate of Appreciation and a Volunteer of the Month profile in ChamberLink, and is eligible for the annual Volunteer of the Year award.

Marketing and Advertising, cont.

- **Mixers:** Hosting a Mixer is an excellent way to showcase your business, because the venue is your business. Mixers enable attendees to experience firsthand the service, ambience, and products and services you offer. Mixers are very popular, generally attracting 50-100 attendees.
- **Mailing Labels:** If you are interested in doing your own direct mailing, here is the perfect solution. Our entire membership mailing list is available in an Excel format pre-sorted by zip codes, ready for use. Cost: \$150.00 for one-time use.
- **Relocation Packets:** For a nominal fee, place your promotional material in packets the Chamber offers. We receive hundreds of requests from individuals and businesses interested in relocating to the area. Is this your target market. The cost is \$75 for three months.
- **InfoCenter:** Telephone Service: As a Chamber member, you can advertise on our InfoCenter service, a 24-hour operation residents and visitors to learn the Monterey area you can access about the best restaurants, recreation spots, and activities on the Peninsula. Contact John Zirwes at 831- 656-9926 for details.

Learn

The Chamber offers many ways for member businesses to stay current with the latest trends and skills for business.

- **Brown Bag Seminars** – These FREE seminars allow attendees to hear qualified member professionals present on a variety of practical business topics. The seminars are held during the lunch hour (12:30pm – 1:30pm) on the second Wednesday of each month. More information, contact Wendy Brickman 831-633-4444, brickman@brickmanmarketing.com
 - **Business Accelerator Workshops**– These noon workshops, are an excellent way to maximize your lunch hour. They offer training and education in vital business skills, from Financial Management and Human Resources to Technology and Business Planning. These seminars are held at the Carmel Mission Inn at 11:30 am till 1:30 pm. More information, contact Georgette Cash 831-648-5356, georgette@mpcc.com
 - **S.C.O.R.E. Counseling** – The U.S. Small Business Administration's Service Corps of Retired Executives provides free expert consultation. Call Jesse Ostrom at 831-648-5360 to schedule a complimentary consultation.
 - **Seminars** – The Chamber collaborates with the Central Coast Small Business Development Center to help businesses expand, develop, obtain financing, promote minority and women owned businesses, and create and retain jobs. See their web sight www.cabrillo.edu/services/sbdc and also check the Business Resources section of mpcc.com.
- Adopt-a-Business**—Adopt-A-Business is a special program to help selected Chamber members' businesses grow. The Chamber takes great pride and privilege in promoting the improvement and development of Adopt-A-Businesses, and thus improving our community's economic base. Adopt-A-Businesses receive several benefits and exclusive promotion opportunities not available through any other program.

Gain Exposure with Marketing and Advertising

The Monterey Peninsula Chamber of Commerce offers multiple advertising tools that allow you to promote your business to the membership and beyond.

For more information on any of these opportunities, contact Judy Currier at judy@mpcc.com

- **ChamberLink:** All advertisement space in this two page spread of the Monday Monterey Herald is solely for Chamber members. Discounted rates directly from the Herald. Contact Jeanne Marion, Monterey County Herald 831-646-4329.
- **Newsletters:** The Chamber's monthly e-newsletter offers display advertising opportunities, allowing you to target your message based on newsletter content. Currently, MPCC has a monthly Events e-Blast and a Government Affairs e-blast.
- **Website Advertising:** Chambers of Commerce are a global concept and the MPCC website, www.mpcc.com is one way people and businesses from around the corner or around the world find you. Traffic on the Chamber site is significant, with user sessions at around 19,000 per month. Members can purchase a strategically placed banner ad, expand their business categories or an enhanced profile to increase their visibility within our MPCC site — in addition to your pre-existing business listing.
- **Monterey Peninsula Street Map:** This publication is produced annually. It is available at the Chamber office, sent in relocation packets and distributed upon request to all interested parties. Ad sales launch the first quarter of the year.

Marketing and Advertising, Cont.

- **Referrals:** The Chamber provides approximately 40,000 referrals annually. Whether your patron is someone visiting the area or someone who lives and works here, the Chamber team and membership are ready to refer your business to potential customers through word of mouth, our website, and our directories.
- **Annual Resource Directory:** Published annually, this 5,000 copy directory offers multiple ways to advertise and market your business. As a member you receive two free 45 word listings (alpha and categorical). There is also display advertising available at very attractive rates. Ad sales begin in the fall.
- **Website Listing:** Chambers of Commerce are a global concept and the MPCC website (www.mpcc.com) is one way people and businesses from around the corner or around the world find you. The Chamber's website traffic reaches over 250, 000 visitors; it is one of the Chamber's best referral tools, available 24 hours a day, 365 days a year. As a member, your contact information, as well as links to your email and website, is listed in our online directory. Each business is given one category, but additional category listings can be purchased.
- **Member 2 Member:** The first way that you, as a Chamber member, can make a difference is to support each other! There are two opportunities for gaining exposure through the Member 2 Member program. 1. Any Chamber member in good standing can make a free value offer to gain awareness and trial of your products and services. 2. The Chamber offers a weekly electronic publication announcing member events, value offers and news which reaches 1500 Chamber members. The cost is \$100 for 100 words plus a logo and website link, Each electronic issue will contain 3-5 member announcements.