



# Your Chamber at a Glance.

- Strengthening the Regional Economy*
  - Promoting the Community*
  - Providing Networking Opportunities*
  - Representing Business to Government*
- We mean business.



380 Alvarado Street  
Monterey, CA 93940

info@mpcc.com  
mpcc.com

## Mission Statement



The Monterey Peninsula Chamber of Commerce promotes business through member services, educational programs, cooperative partnerships and legislative advocacy that balances prosperity with the quality of life.



Notes

## Going Green Tips

Save money and the environment on the job

It is estimated that Americans spend about 10 hours a day at work. The Chamber encourages you to follow these quick and simple ways to save money and save the environment by "going green" on the job.

### Computer Tips

- Put your PC to sleep! Asleep or standby mode can save 70% of power use.
- When buying a new computer, opt for a smaller monitor. A 10- inch monitor uses 50% less power than a 14 inch monitor.
- Laptops use less energy than a PC.
- Ditch paper, save all your files on disk.

### Lighting Tips

- Choose compact fluorescent light bulbs. They last 7 times longer than regular light bulbs.
- Install occupancy sensors in bathrooms, conference rooms and hallways. Lights will automatically shut off when the area is not in use and save energy.

### Printing Tips

- Print and copy double sided. Use reverse sides for drafts.
- Use an inkjet or matrix printer or fax. They use less energy than laser printers.
- At meetings, use a power point presentation rather than printing handouts.
- It is estimated that 40 percent of landfills are filled with paper. Be sure your office has a recycling program.

### Reduce, Reuse, Rebuy

- Be sure to close the loop and buy recycled products. There are many buying options for common office products like recycled paper and ink cartridges.

### Other Office Tips

- Recycle a grocery sack and bring your lunch to work.
- Always use a coffee mug versus a paper or styrofoam cup. Many coffee shops offer discounts to patrons that do just that!
- Use rechargeable batteries in your office electronics.
- Swap and share office newspapers and magazines or go paperless and checkout the online version.
- Add litter cleanup to your landscaper's contract. What good is a mowed and landscaped property if it has litter on it?



The Chamber is a member-driven, professionally staffed, non-profit association for businesses, professionals, non-profits and government 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 of Big Sur, Carmel, Carmel Valley, Del Rey Oaks, Marina, Monterey, Pacific Grove, Pebble Beach, Sand City and Seaside.

### Monterey Peninsula Chamber of Commerce

380 Alvarado Street  
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  
24 Hour InfoCenter: 831-648-5360

The Chamber office is closed in observance of the following holidays:

New Year's Day  
Martin Luther King Jr. Day  
Presidents' Day  
Memorial Day  
Independence Day  
Labor Day  
Veterans Day  
Thanksgiving Day  
Friday After Thanksgiving  
Christmas Day

## 2008 Board of Directors

**Terry Low**, Chair  
Byte Technology

**Leinette Limtiaco**, Vice Chair Finance  
Central Coast Federal Credit Union

**Woody Kelley**, Past Chair  
First National Bank of Central California

**Mary Adams**  
United Way Monterey County

**Ann Appel**  
Appel Insurance Agency

**Kelly Baldwin**  
Monterey County Fair & Exposition

**Kent Berman**  
Portola Plaza Hotel

**René Boskoff**  
Monterey Marriott Hotel

**Marilynn Gustafson**  
Monterey Peninsula College Foundation

**Robert Kramer**  
The Alternative Board of Monterey and Salinas

**Bob Mulford**  
Vivaldi Consulting Group LLC.

**Robert Nicely**  
Carmel Building & Design

**Amit Pandya**  
Monterey Business Brokers

**Baird Pittman**  
Associated Hosts, Inc.

**Chris Thom**  
Thom Insurance and Financial Services Inc.

**Eric Waddell**  
The Mucky Duck

**Cindy Walter**  
Passionfish

**Sandra Whittle**  
New Your Life Insurance Company



## Getting Started

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. 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. The Ambassadors and Chamber staff are here to provide assistance and information every step of the way.

Within 30 days:

- Complete and return New Member Profile. This will appear in the Monterey County Herald, on the mpcc.com website and provide information for staff referrals.
- Provide a digital camera-ready logo or photo.
- Bring brochures and business cards to the Chamber office for display.
- Attend a Business-to-Business After-Hours Mixer and collect 5 new business cards.
- Attend a Ribbon Cutting to learn about a new business and introduce yours.

Within 7 days:

- Follow-up with these 5 contacts/exchange information

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 for an event.
- Attend the Chamber's Semi-Annual Luncheons.
- Schedule a 6 month re-acquaintance appointment with Chamber staff.
- Submit your application for a Business Excellence Award – ask for deadline information.



## Committees

- **Ambassadors:** Strengthens retention of existing Chamber members through member education, support, encouraging program utilization and connecting members to members.
- **Education:** is dedicated to mobilizing business and community resources to help ensure quality education for every student on the Monterey Peninsula, in order to better prepare the workforce of the future.
- **Government Affairs:** Consolidates a “voice for business” throughout the Monterey Peninsula on critical issues affecting the prosperity and vitality of peninsula business and the community. Garner member support and participation to maintain the strong, on-going business advocacy program essential to business and community well-being, identifies, analyzes, develops, and communicates the “voice of business” on issues affecting the community.
- **Membership Development:** Expands the membership through new member solicitation, strengthens retention of existing members, and develops member services which add value to membership.
- **Special Events:** Develops and implements events that best serve our membership and support our marketing, outreach, and fundraising goals.
- **Training and Development:** Offers members educational programs, coaching services and forums designed to assist small business owners to achieve greater effectiveness and success in their business, ultimately benefiting the business community by sustaining a higher standard of business and quality of life.
- **Technology Action Group:** Provides a community for local technology leaders, offers technology education in partnership with the Business Accelerator Program.

## Chamber Staff

### **Astrid Coleman, President and CEO**

831-648-5359  
astrid@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

### **Jesse Ostrom, Community & Membership Advocate**

831-648-5360  
info@mpcc.com

### **Brad Smith, Marketing and Communications Director**

831-648-5387  
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### **DeLynn Rummel, Business Manager**

831-648-5383  
delynn@mpcc.com



## Membership Benefits

1. **Marketing** – The Chamber has a myriad of promotional, event and cooperative advertising opportunities for its members. With a variety of price ranges and services to choose from, there is something for every member business. Details are outlined in the following sections of this booklet but include:

- **Chamber Publications** – All advertising space is limited to member businesses.
- **Relocation Packets**
- **Lobby Literature Display**
- **Mailing Labels**
- **Business-to-Business After-Hours Mixers**
- **Ribbon Cuttings**
- **Mixers**

2. **Networking** – The overwhelming response to the question, “Why did you join the Chamber?” is for the networking opportunities. The Monterey Peninsula is definitely a place where people do business with people they know and trust. The Chamber provides frequent opportunities to connect.

- **Business-to-Business After-Hours Mixers** provide members the opportunity to mix and exchange information. Mixers are held 7-10 times during the year. Generally held mid-week from 5:30 – 7:30 pm, price of admission is \$10 for members and \$20 for prospective members, which includes food and beverages.
- **Quarterly Member Receptions enable** new members to network with each other and learn the latest about the Chamber. Primarily for new members but open to all, meet the staff, meet each other and learn how to make chamber membership work for you. Admission is free and includes an opportunity to introduce your business, learn about low and no-cost services and identify marketing opportunities in an intimate setting.
- **Committee Participation** gives others the opportunity to see your work ethic first hand. Build lasting and productive relationships.

## Checklist for a Successful Celebration

### Who should I invite?

- Neighbor businesses
- Existing customers and clients
- Suppliers to your trade
- Prospects
- Personal friends and family

### What should I serve?

Options include:

- Prepare your own
- Hire a caterer (MPCC has many members to choose from)
- Champagne, wine, soft drinks
- Coffee and pastries (for morning celebrations)
- Light lunch (for noon time celebrations)
- Hors d'oeuvres (for after work celebrations)

### How can I further promote my business to people attending?

- Drawings or door prizes
- Certificates or coupons
- Collateral materials: cards, brochures, literature

### Where do I want to “stage” the official photo?

- Choose a location/props
- Who will be in the picture?
- Should we take pictures?
- Should we make a video?

## Business Celebration Ribbon Cuttings

The Monterey Peninsula Chamber of Commerce would be delighted to help your business celebrate a milestone with a Ribbon Cutting Ceremony such as:

- Opening in the last 12 months
- Change of ownership or new management
- Change of location
- Remodel or expansion
- Anniversary celebration
- New staff or new technology showcase

A Business Celebration Ribbon Cutting is a great way to kick-off the grand opening of a business. It is the perfect opportunity to meet key leaders in the community and get acquainted with your neighbors and fellow Chamber members. The Monterey Peninsula Chamber would enjoy assisting you in planning a successful event for your business and in gaining exposure for your business.

The Monterey Peninsula Chamber conducts the ceremony, complete with ceremonial scissors, ribbon, photos, and a plaque commemorating the opening. The Board of Directors, President/CEO, Ambassadors, Staff and often public officials are all part of the ceremony. The plaque presentation and the cutting of the ribbon both provide for excellent photo opportunities. Photos will be taken and run in our following Monterey County Herald "ChamberLink" page.

Scheduling a Business Celebration Ribbon Cutting with the Chamber should take place a minimum of six weeks ahead of the event, to allow the Chamber time to invite members, Board of Directors, Ambassadors, and dignitaries from the City to join your celebration. MPCC publicizes your celebration in Chamberlink, eLink electronic newsletter, monthly event card, and through a press release. The cost for this service is only \$150 for significant exposure.

Contact Georgette Cash, Programs and Events Director, at 831.648.5356 and schedule your Business Celebration!

- **Semi-Annual Luncheons** focus on membership recognition and meeting your public officials.
- **Ribbon Cuttings** welcome new businesses to the community. Join the celebration and take advantage of focused networking time.

3. **Referrals** – Your business has products and services that you want others to utilize. 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 staff is ready to refer its members.

- **www.mpcc.com**, the Chamber's website, is anticipated to reach over 200,000 unique visitors in 2007 and includes a database of all member business listed alphabetically and by category.
- **Incoming Requests** -The Chamber receives an average of 40,000 requests each year from walk-ins, calls and emails. Only member businesses are referred.
- **ChamberWare** membership management software allows staff to inform a member business when their business was referred with any information gathered during the request.
- **Annual Membership Directory and Business Guide** lists member business alphabetically and by category and has a distribution base of 5,000.

4. **Legislative Advocacy** – The Chamber works hard to serve as the Voice of Monterey Peninsula business at the local, state and federal levels. Business owners, managers, and employees have little time to stay on top of legislation that could severely impede business operations. A major focus of the Chamber is to review proposed legislation, take a position, and communicate that position to the appropriate governing bodies and its membership.

The strength of this Chamber lies within its membership. Both large and small businesses from most every classification are represented. This diversity helps to shape the positions taken by the Chamber on issues that impact Monterey Peninsula business .

**5. Training and Business Assistance** – With a constantly changing economy, legislation, taxes, consumer base, world events and technology, continual training is a must. The Chamber will launch an integrated, comprehensive small business curriculum in January 2008 and immediately offers many ways for member businesses to stay current with the latest trends and skills for business.

- **Brown Bag Seminars** – Free seminars allow attendees to hear qualified member professionals present a variety of practical topics of interest to business owners, managers and front line employees over lunch. The seminars are held during the lunch hour (12:30pm – 1:30pm) on the second Wednesday of each month.
- **Adopt a Business** – Provides a member business with expert consultation at no charge from MPCC members for one year.
- **S.C.O.R.E. Counseling** – The U.S. Small Business Administration's Service Corps of Retired Executives provides free expert consultation in the Chamber's conference room. Call Jesse at 831-648-5360 to schedule a complimentary consultation.
- **Seminars** – The Chamber collaborates with the U.S. Small Business Development Center at Cabrillo College to help businesses expand, develop, obtain financing, promote minority and women owned businesses, and create and retain jobs.
- **Interns** – California State University at Monterey Bay (CSUMB) has strong business and information technology majors, while the Monterey Institute of International Studies offers Masters degree programs in business and public policy. The Chamber works closely with these fine schools to help match the needs of the business community with educational opportunities for these students.

**6. Recognition** – Everyone enjoys recognition for the things they do. The Chamber has several ways of showcasing member business for their excellence and commitment.

- **Leadership Circle** recognizes businesses who give above and beyond their annual membership investment to support the Chamber. Their continued financial support has been instrumental in the Chamber's growth.

### **Golf Classic — Presented by HSBC**

**(May)**

Our annual golf tournament features 18 holes of championship golf, challenging contests, relaxed networking, awards ceremony with a great mixer. This is a great way to treat yourself and gather business leads simultaneously. Spend the day in the sun as a thank you to clients for past business or with your staff as the kick off to your sales incentive campaign for the year. Team sponsorships are available. Trophy is awarded to low net foursome, with prizes given for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> places.

### **Fall Showcase - Presented by Monterey County Bank**

**(October)**

Annual tradeshow held in conjunction with the Salinas Valley Chamber of Commerce, offering 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. Event includes food and beverage samples, courtesy of member restaurants and wineries, and prizes.

### **Green Conference and Showcase**

**(April)**

Heightened awareness of the need for conservation, recycling, and other sustainable business practices, as well as the popularity of the "green" theme at the Fall Showcase 2007, demonstrate the high level of local interest in learning more about this broad topic and in showcasing sustainable products and services. To meet this need, the Monterey Peninsula Chamber will organize an additional tradeshow, in the spring. A conference of seminars on sustainable tourism and sustainable business practices will accompany the tradeshow. This event is expected to provide sponsors and exhibitors with exposure to over thousands of potential clients and customer throughout the Monterey Peninsula.

Attendees and exhibitors are treated to food and beverage samples throughout the event, courtesy of member restaurants. Attendees also have the chance to win some raffle prizes or a myriad of door prizes. Exhibitor booths are awarded for "Best Display of Product or Service" and "Best Use of Theme."

## 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, established in 1981 in memory of Robert C. Littlefield, who was largely responsible for reinvigorating the Chamber, presented to a member who has shown great support through direct involvement in the Chamber. In addition, Business of the Year is selected from among the category winners of the Business Excellence Awards held the previous July. The elegant evening is the formal, black-tie event of the Chamber year.

### **Business Excellence Awards — Presented by First National Bank (June)**

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 Professional and Business Service, Technology and Manufacturing, Retail Sales and Service, Education, Personal Services, Hospitality and Tourism, Dining and Nightlife, Communications, Arts and Culture, and Non Profit. Additional categories include Rookie of the Year and the annual Adopt-A-Business program recipient, which provides a member business with expert consultation at no charge from MPCC members for one year. Category winners automatically become finalists for Business of the Year, awarded at the Annual Dinner of the following year.

### **Membership Luncheons (February, August)**

Luncheons are held twice a year and provide an opportunity for members to meet other members and hear from Peninsula decision-makers. Price of admission includes networking, lunch, speaker presentation and Q&A session. Luncheon topics include: Installation of MPCC Board, Membership Recognition, and Government Leaders Panel.

- **Member Recognition Luncheon** installs the Chamber's new Chair and Board of Directors. The Chamber also honors long-term members who have reached 2, 5, 10, 15, 20 and above years of continuous membership.
  - **Annual Awards Dinner** recognizes Citizen of the Year and Public Official of the Year and presents the Robert C. Littlefield Award (Chamber Member of the Year) as well as one Business Excellence Award winner as Business of the Year:
  - **Business Excellence Awards** recognizes excellence in business in thirteen categories. Companies and non-profit organizations are independently judged on several criteria, including:
    - Goals
    - Quality of Product/Service
    - Employee Satisfaction
    - Customer Satisfaction
    - Excellence Results
    - Community Involvement
    - Chamber Involvement
  - **Volunteer of the Month** recognizes one volunteer member each month for their commitment and contributions. 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.
7. **Discounts** – Providing discounts and passing along savings is another example of an organization striving to help its members. As a member, you are encouraged to take advantage of discounts offered by other members, as well as to promote your business and encourage trial by providing a discount limited only to other members.
- **Member 2 Member Discount Program** manages a provides members with discounts on other member products and services. If you are interested in participating, contact the Chamber office at 831-648-5360.

## Marketing and Advertising Opportunities

The Monterey Peninsula Chamber of Commerce provides you with the opportunity to promote your business to its membership and beyond. We encourage you to utilize the resources of the Chamber, including some of the following opportunities:

- **Website Listing:** Our mpcc.com website is one way people and businesses from around the corner or around the world find you. 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 setup when you join. We have added the ability for members to purchase a strategically placed banner ad or an enhanced profile to increase their visibility within our site. Traffic on the Chamber site is significant, with user sessions at around 19,000 per month.
- **Annual Directory:** Published annually, this 5,000 copy directory offers multiple ways to advertise and market your business. As a member you receive two free listings (alpha and categorical). There is also advertising available at very attractive rates. Ad sales begin in the fall. Watch your fax, email and mailbox for the notices.
- **ChamberLink:** Every Monday in the Monterey County Herald, you will see Monterey Peninsula Chamber's "ChamberLink." New members are announced with a profile description, as well as contact information. All advertisement space on this page is solely for Chamber members. These are available to you at discounted rates directly from the Herald. All issues of the ChamberLink are posted to mpcc.com.
- **MemberLink:** The Chamber's online newsletter contains upcoming useful articles, event announcements, member news and hyperlinked advertisements. This email publication efficiently exposes your business to the Chamber's membership. Simply contact Judy Currier [judy@mpcc.com](mailto:judy@mpcc.com) to purchase your ad and then provide electronic copy to [brad@mpcc.com](mailto:brad@mpcc.com).

- **Mailing Labels:** If you are interested in doing your own direct mailing, here is the perfect solution. Our entire membership mailing list is available on labels, ready for use, or in Excel format. Cost: \$150.00 for one time use.
- **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, services and products you offer. Mixers are very popular, generally luring 50-100 attendees.
- **Brown Bags:** Opportunities for sharing and showcasing expertise are available to member businesses at these free seminars. The seminars are held during the lunch hour (12:30pm – 1:30pm) on the second Wednesday of each month. Contact Wendy Brickman, Brickman Marketing at 831-633-4444 for more information.
- **Event Networking Table:** Display your brochures, flyers, business cards, and other promotional materials at Chamber events free of charge.
- **Area 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 begin in at the beginning of the year.
- **Lobby Literature Display:** 600-900 guests and visitors walk into the Chamber lobby every month. Members are encouraged to bring in their business cards and brochures for display at no cost. Full page, prime advertising display placement is also available. Contact Judy Currier for rates.
- **Relocation Packets:** For a nominal fee, place your promotional material in one of the most requested packets the Chamber offers. We receive hundreds of requests from individuals and businesses interested in relocating to the area. Is this your target market? If so, contact Jesse Ostrom for more information.