



Monterey Peninsula

Chamber of Commerce

Your Chamber at a Glance

Creating a Strong Local Economy ■ Promoting the Community

Political Action ■ Providing Networking Opportunities

Representing the Interests of Business with Government

Mission Statement



MPCC is dedicated to helping local companies grow their business so that the economy will grow for all business.



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

MPCC Office Hours

Monday - Friday 8:30 am - 5:00 pm
24 Hour InfoCenter: 831-648-5360



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.

How the Monterey Peninsula Chamber Works for You

At the Monterey Peninsula Chamber, we work together to strengthen our local economy and promote the community. The MPCC also offers numerous networking opportunities to introduce your company to potential clients or customers and gain access to ideas or products that save you money or increase your bottom line.

- Support in growing your business
- Effective referral service
- Marketing to help you reach new customers
- Member to Member promotions, discounts and benefits
- Powerful advocacy for business with policy makers
- Updates on important issues that affect your business

2011 Board of Directors

Joy Anderson, *Chair*
Mariposa Inn & Suites

Cynthia Buhl, *Vice-Chair of Government Affairs*
The Crossroads Shopping Village

Neal Heckman, *Vice-Chair of Economic Vitality*
Palace Office Interiors

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

Doug Phillips, *Vice-Chair of Membership*
Monterey Plaza Hotel & Spa

Joanne Webster, *Vice-Chair of Education*
Community Hospital of the Monterey Peninsula

Alan Richmond, *Past-Chair*
Naval Postgraduate School

Laura A. Davis
Law Offices of Laura A. Davis

Hunter Finnell
Hunter Finnell Media

Leinette Limtiaco
Central Coast Federal Credit Union

Pat Tinsley McGill
California State University at Monterey Bay

Julee Shea
Mapleton Communications

Bret Silvestri
Otto Construction

Chris Thom
Allstate – Thom Insurance & Financial Services Inc.



MPCC Office Team

Jody Hansen

Executive Director
831.648.5359
jody@mpcc.com

Sarah Beesley

Finance and Operations Manager
831.648.5387
sarah@mpcc.com

Judy Fletcher

Director of Membership Development
831.648.5388
judy@mpcc.com

Tracey Lally

Membership Services Coordinator
831.648.5360
info@mpcc.com

Sarah Marshall

Communications & Marketing Coordinator
831.648.5356
communications@mpcc.com

Mary M. Warburton

Sales Executive
831.648.5383
Cell 831.917.1411
mary@mpcc.com



Creating a Strong Local Economy

The Monterey Peninsula Chamber is dedicated to helping local companies grow their business. MPCC takes the lead in programs and efforts that help create a strong local economy and making your community a great place to do business.

We would like to take credit for the beautiful weather, but we're more concerned about the economic climate. Yes, MPCC has a great map but we are more concerned with the direction your business is going.

MPCC offers several ways to showcase, promote and improve local businesses, both within the Chamber community and to the greater Peninsula area. MPCC also provides many education opportunities to help businesses improve.

These are just a few:

- **MPCC Directory**
2010-2011 Business Resource Guide, distributed January 2011
- **Community Map**
Used by new residents, visitors and local businesses
- **ChamberLink**
Viewed by more than 35,000 local residents
- **Economic development activities**
Promoting *Shop Local* and the Economic Vitality Committee
- **Best business practices seminars**
Business Builders and Brown Bag Seminars
- **Providing S.C.O.R.E. counseling**
Free consultation from local retired business people
- **Business Expo, including industry specific components of Sustainability and Technology**
- **Honoring businesses**
At Signature Events, Ribbon Cuttings, Mixers and more
- **Supporting Business-friendly candidates**
Government Affairs Committee represents business interests
- **KNRY monthly interviews with local businesses**
Use "Your Town" to promote your business
- **Effective Advertising solutions**
Event Sponsorship, eBlasts, www.mpcc.com
- **Info Center**
Received more than 37,000 calls in 2010, each directed to a MPCC member listing

Promoting the Community

Monterey Peninsula Chamber of Commerce participates in quality of life by advocating our community as a great place for people to work, do business and raise a family. Everyone wants to live in a vibrant, successful and pleasant community and quality of life is considered to be the most important element of decision making when considering where one wishes to live. After all, who is the keeper of referrals, maps, directories and information about their community....MPCC.

The Chamber of Commerce is the first place people call with questions about the area-whether it be a phone number, referral inquiries or relocation guide. MPCC recognizes those within the membership and keeps you informed and involved with the community.

Here are more samples of how MPCC continues to promote the Monterey Peninsula.

- **Signature Events**
Honoring local MPCC member businesses
- **Design a Table**
Showcase your business at Business Excellence Awards
- **Monterey Bay Business Expo**
A trade show to showcase your business
- **Ribbon Cuttings**
Celebrate a new member, location or business milestone
- **Mixers**
Once a month opportunity to network
- **ChamberLink**
Viewed by more than 35,000 local residents
- **MPCC Directory**
2010-2011 Business Resource Guide, distributed January 2011
- **Info Center**
Over 37,000 calls directed to our MPCC member listing
- **Community Map**
Used by new residents, visitors and local businesses
- **MPCC email blasts**
Member2Member, "News You Can Use," Member FYI
- **Membership Briefing**
Get updates on what MPCC is doing to support the community
- **Trade Missions**
Invaluable ways to promote our community worldwide
- **Supporting education programs**
Education Committee promotes local events and seminars
- **Volunteer of the Month**
Recognizes one volunteer for their commitment and contributions to MPCC. The Volunteer of the Month profile appears in ChamberLink

Networking Opportunities

Every MPCC event promotes the community, creates a strong local economy and provides networking opportunities and business contacts.

The networking opportunities with the Monterey Peninsula Chamber of Commerce are numerous. Opportunities provide members multiple venues to sell products and services as well as exchange ideas while connecting and building new relationships to improve their bottom line.

The events listed give you an idea how MPCC offers networking programs for members to gain business contacts and build their business by spreading word of mouth. People do business with people that they know. Make your membership work for you!

- **Annual Signature Events** MPCC has several ways of showcasing and honoring excellence in the Peninsula business community. Our Signature Events include Dinners, Luncheons, Monterey Bay Business Expo, and our annual Golf Tournament Classic. (further explanation on pages 20-21)

- **Committee Programs** gives you a forum to build lasting and productive relationships through volunteer work in various areas, including Ambassador, Education, Government Affairs, Economic Vitality and Special Events. (further explanation on pages 18-19)

- **Educational Seminars** Stay current with the latest trends and skills for businesses with Brown Bag Seminars and Business Builders (further explanation on page 17)

- **Membership Briefings** occurs once every quarter for current and prospective members. This is a great opportunity to network and to learn about the benefits that MPCC has to offer.

- **Ribbon Cuttings** Held anytime to celebrate a new or expanding member, includes free ribbon and scissors. The ribbon cutting will be promoted throughout the month leading up the event. Ambassadors, Board and MPCC Staff will attend and photos will be published in the ChamberLink section of The Monterey County Herald.

- **Sunset Mixers** Hosting a Mixer is an excellent way to showcase your business, as the venue is your business. Mixers are a great business to business feature and enable attendees to experience first hand the service, ambience, and products and services you offer. Enjoy networking in a social environment. Mixers are very popular, attracting 50-100 attendees.

Representing the Interests of Business with Government

Clearly one of the most important benefits of being a member of the Monterey Peninsula Chamber of Commerce is having an organization larger than your own single business representing you and advocating on your behalf.

The Monterey Peninsula Chamber of Commerce serves as a leading business voice on public policy. When the voice of the total business community is heard, more often than not, it supports a competitive business climate and can influence the outcome of critical decision-making that impacts commerce.

The chamber's Government Affairs Committee ("GAC") plays a key role to determine which issues those are and, when needed, can convene a coalition to speak together. This makes the chamber more relevant to its members.

By having a strong role in advocacy, the chamber staff and volunteer leaders do the day-to-day work that many business people simply do not have time to do. Many members—especially those small businesses—do not have the time to keep up on the issues—much less speak out on them. The Chamber provides a great service to these members by being their eyes and ears—and their voice.

The Monterey Peninsula Chamber also works year round to ensure federal, state and local elected officials as well as other key decision makers are educated on the impact their actions have on the local economy.

This includes:

- The impact and opposition of proposed job killer bills
- Current or proposed legislation that negatively impacts the Monterey Peninsula's economy
- The importance of collaboration between the business community and city leaders on all issues
- Working directly with city and county governments to make it easy to establish and grow your business here on the Monterey Peninsula

Political Action

Taking Stands on Issues and Supporting Candidates for Office

The Monterey Peninsula Chamber of Commerce and its Government Affairs Committee takes an active role in considering support for ballot measures and candidate endorsements. We believe that by taking strong positions on issues and candidates, the Monterey Peninsula Chamber can affect political and public policy change.

We research and take positions on issues that directly impact the local competitive business landscape and the quality of life within all of the communities here on the peninsula. GAC seeks to endorse candidates for office who understand issues from a business point of view and whose platforms are centered not only on improving how business is done here but creating a region that welcomes and nurtures all types of business and services.

GAC works closely with the Chamber to provide valuable information regarding the issues and also provides a forum for federal, state, and local elected officials to address issues that are important to chamber members and citizens of the Monterey Peninsula.

Gain Exposure with your Membership

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

Courtesy Exposure:

- **Profile:** As a new member, MPCC will introduce you as the latest member of the Chamber in ChamberLink on pages 3-4 of Monday's Monterey County Herald. We showcase your business profile and logo in an edition soon after you join.
- **Website Listing:** the MPCC website (www.mpcc.com) is one of the Chamber's best referral tools, available 24 hours a day, 365 days a year. As a member, your contact information and profile is listed in our online directory. Links to your email and website are listed as well. Each business is given one business category, but additional category listings can be purchased.
- **Referrals:** MPCC provides approximately 40,000 referrals annually. Whether your patron is someone visiting the area or someone who lives and works here, the MPCC team and membership are ready to refer your business to potential customers through word of mouth, our website, and our directories.
- **Advertising:** Monterey Signs offers a free 2x3 custom full color banner to the MPCC membership. This unique opportunity is only available to MPCC members to help advertise and promote their businesses. For more information, contact Monterey Signs at 831.632.0490
- **Radio and Television Exposure:** All members have the opportunity to promote and gain promotion for their businesses on MPCC's monthly "Your Town" Radio and Television Program on KNRY. The Program airs the first Friday of every month on KRNY 1240 AM, AMP Channel 24 and is broadcast live on www.ampmedia.org. Members in good standing are eligible to apply and will be scheduled on a first come, first served basis.

Marketing and Advertising Exposure

- **Website Advertising:** Chambers of Commerce are a global concept and www.mpcc.com is one way people and businesses from around the corner or around the world can find you. Traffic on MPCC's site is significant, reaching over 250,000 visitors. Members can purchase a strategically placed banner ad to increase their visibility within our MPCC site — in addition to your pre-existing business listing.
- **Member 2 Member:** Another opportunity to stand out, send out an email to the MPCC membership to announce your events, value offers and news. Cost: \$150 for full color advertisement. If interested, please contact communications@mpcc.com or call 831.648.5356.
- **News You Can Use:** A weekly email blast that goes out to our membership alerting them to local news items. A great marketing value at \$25 - nonprofits and \$50 - for-profit businesses that includes an event listing plus a 50 word description. If interested, please contact communications@mpcc.com or call 831.648.5356.
- **ChamberLink:** All advertisement space in this two page spread of the Monday edition of The Monterey County Herald is solely for MPCC members. Discounted rates are available directly from the Herald. Contact Jeanne Marino, Monterey County Herald 831.646.4329.
- **Directory Advertising:** This business resource guide offers your business visibility and a fresh opportunity to reach residents, local businesses and be a part of relocation packets to the Peninsula. Members can purchase advertisement in addition to your free business listing.
- **Mailing Labels:** If you are interested in doing your own direct mailing, here is the perfect solution. Our entire membership mailing list is available for purchase, ready for use. Cost: \$150.00 for one-time use.
- **InfoCenter:** As an MPCC member, you have the opportunity to advertise on our InfoCenter service, a 24-hour telephone operation residents and visitors call into to learn about the best restaurants, recreation spots, and activities on the Peninsula. Contact John Zirwes at 831.656.9926 for details.
- **Relocation Packets:** You have the opportunity to place promotional material in packets that MPCC offers. We receive requests from individuals and businesses interested in relocating to the area. Cost: \$75 for three months.

Improve your Business Practices

MPCC 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 (12:30 – 1:30pm) on the second Wednesday of each month. For more information, contact Wendy Brickman 831.633.4444 or brickman@brickmanmarketing.com
- **Business Builders:** 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 Hilton Garden Inn at 11:30 am till 1:30 pm. Call 831.648.5360 or visit www.mpcc.com for more information.
- **S.C.O.R.E. Counseling:** The U.S. Small Business Administration's Service Corps of Retired Executives have extensive business experience helping business get started and grow successfully and provides free expert consultation. Visit their website at www.montereybayscore.org to learn more. Call 831.648.5360 to schedule a complimentary consultation.
- **Certificate of Origin:** Offers forms and certification services which are available for businesses sending products outside the United States. The fee is nominal and discounted for MPCC members. Call 831.648.5360 for more information.

Committees

Ambassador/Membership Committee:

Vice-Chair: Doug Phillips

The mission of the Ambassador/ Membership Committee is to support the relationship of MPCC with its members by facilitating improved retention of new members. Acting as special representatives for MPCC, Ambassadors promote the benefits and resources of being an MPCC member. Ambassadors allow for new members to develop a relationship with MPCC that strengthens with each year.

Ambassadors are an extension of the Board of Directors, MPCC Staff and Membership Committee. They welcome new members and businesses by greeting guests at MPCC events, such as ribbon cuttings, mixers and signature events. New members whose initial goals are to connect with existing members benefit from introductions made by Ambassadors. Ambassadors are easy to spot with their name badges and red ribbons and exist to assist in making connections between any and all members.

Economic Vitality Committee:

Vice-Chair: Neal Heckman

Economic growth is the vision that inspires our mission to develop initiatives for all types of businesses in our community to build and sustain linkages with local employers, education institutions, nonprofits, government agencies, and other organizations. The Economic Vitality Committee oversees professional development programs to assist businesses in keeping up-to-date with the latest business trends, best practices, and compliance strategies.

The committee plans to engage in buy local programs, working on procurement channels for small businesses to contract with federal agencies that are located in the region, and promoting programs that incorporate innovation and sustainability. They will also monitor and give input on community development plans.

Education Committee:

Vice-Chair: Joanne Webster

The Mission of the Education Committee is to develop and foster workforce readiness initiatives for all levels of education in our community and to build and sustain linkages with local employers and education.

The vision of the Education Committee is to develop a diverse population of students prepared to enter the local workforce through supportive activities with local businesses.

Government Affairs Committee:

Vice-Chair: Cynthia Buhl

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Special Events Committee:

Vice-Chair: Joy Anderson

MPCC holds a number of annual signature events, including the Awards Dinner, Membership Luncheon, Golf Classic, Business Excellence Awards Dinner, Leadership Luncheon and Monterey Bay Business Expo. These events attract business and community leaders and offer excellent networking opportunities for all members.

The Special Events Committee oversees individual event subcommittees that are chaired and co-chaired by chamber members. Committee members for each event organize programs, food & beverages, entertainment, decorations, and sponsorships as needed. Working on an event subcommittee is an effective way to meet other chamber members and strengthen networking ties.

Annual Signature Events

Annual Awards Dinner— Presented by Monterey County Bank

Recognizing leaders in local business and community, with award categories including:

- ◇ Citizen of the Year
- ◇ Business of the Year (chosen from the prior year's Business Excellence Award winners)
- ◇ *Ruth Vreeland Award* (Public Official of the Year awarded to an individual, either elected or appointed, who embodies community dedication that inspires others)
- ◇ *The Robert C. Littlefield Award* presented to a member who has shown great support through direct involvement in MPCC
- ◇ Volunteer of the Year

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

Business Excellence Awards — Presented by First National Bank

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.

Companies and non-profit organizations are independently judged on several criteria, including:

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

Luncheons— Presented by Rabobank

Membership

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

Leadership

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. MPCC members have the opportunity to network and engage in an informative question and answer session with our community leaders.

Annual Golf Classic

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.

Monterey Bay Business Expo

A special tradeshow featuring local businesses, sustainable businesses, technology businesses and nonprofits. Market your business to other companies and local communities. Showcase your business solutions. Network and find unique connects with local businesses that can present opportunities otherwise missed.

Now That You Are A Member

As with any investment, you expect a certain amount of return. To maximize your level of benefit, MPCC recommends investing some time upfront to ensure the promotion of you and your business. The Ambassadors and MPCC 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 MPCC.

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

Within 60 days:

- Attend a Member Briefing. (Collect 5 business cards).
- Join a committee. (Follow your passion or business interest.)

Beyond:

- Purchase a set of mailing labels to promote an event or offer.
- Attend MPCC's functions.
- Schedule a 6 month re-acquaintance appointment with the MPCC Staff.
- Submit your free application for a Business Excellence Award.

NOTES

Updated: March 1, 2011



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**MONTEREY
PENINSULA
CHAMBER OF
COMMERCE**