

**CARBON CHAMBER  
& ECONOMIC DEVELOPMENT**

# **CHAMBER MEMBER BENEFITS**

*2026 Membership Guide*

[WWW.CARBONCOUNTYCHAMBER.ORG](http://WWW.CARBONCOUNTYCHAMBER.ORG)  
137 SOUTH STREET, LEHIGHTON PA • 610-379-5000

Proud Partner of  
**The Chamber**   
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

# WELCOME TO THE CCEDC!



## OUR PURPOSE

To advance balanced economic growth and quality-of-life solutions in Carbon County through sustained advocacy, programs and services for our members, key stakeholders and the communities we serve.

## BUILDING COMMUNITY, EMPOWERING BUSINESSES

At the heart of the Carbon Chamber & Economic Development Corporation (CCEDC) is our commitment to the success of local businesses and the growth of our community. We're not just an organization; we're a network—a place where every member, volunteer, and partner plays a vital role in shaping the future of Carbon County.

The strength of the CCEDC lies in our people. Our dedicated staff, passionate volunteers, and dynamic board members work alongside our committed sponsors to create a collaborative environment for business growth, networking, and community development. We don't just grow businesses—we grow relationships.

Our connections with organizations like the Greater Lehigh Valley Chamber of Commerce and the Greater Hazleton Chamber of Commerce further expand opportunities for our members and help us create a larger, more connected regional network, while partnerships with organizations like the Pocono Mountain Visitors Bureau, NEPA Alliance and Penns Northeast allow us to have strong footing in the Economic Development sector of our region.

We encourage every CCEDC member to get involved, share ideas, and make their voice heard. **By working together, we can continue to drive positive change, foster growth, and accomplish amazing things.**

## WHY CHOOSE THE CCEDC?

A thriving Chamber reflects a thriving business community—and that's exactly what we're building in Carbon County.

No matter what brings you here, running a successful business takes support. That's where the CCEDC comes in. We work every day to help businesses of all sizes and industries grow, connect, and succeed.

From training, networking, and job fairs to business coaching and economic development resources, we're your go-to partner for business success—backed by strong regional partnerships.

Become a member and discover how we can help your business thrive—together.

## WHY THE CCEDC?

A strong, healthy Chamber indicates one thing in a community – a strong, healthy business environment.

Business owners may be attracted to Carbon County for its scenic beauty, recreation, close proximity to some of the most prosperous metropolitan areas of the United States, or maybe they were fortunate enough to have been born and raised here. Whatever the reason, keeping a business growing and strong can be a challenge, no matter where you are located.

That's where the CCEDC comes in. We spend each day focusing on how to support our business community and helping to ensure the success of each and every business in Carbon County. It doesn't matter the industry you are in, we are here to help. Our Chamber is comprised of small "Mom & Pop" shops and start-up's to multi-million dollar corporations, from elastomeric-urethane form liners to whitewater rafting, from contractors to bankers, tourism to consulting. Our Chamber represents Carbon County's hardworking and passionate business owners and our job is to support each and every one of them.

We consider ourselves a one-stop shop when it comes to supporting your business' needs. We offer entrepreneurship training courses, job fairs, networking events, coaching programs, business consulting services and partnerships with other Chambers, plus the services of our Economic Development arm. Become a member TODAY and see how we can help you succeed!



## OUR TEAM



**KYLIE ADAMS-WEISS**

SVP, Carbon Chamber & Economic Development Corporation  
[kadams@carboncountychamber.org](mailto:kadams@carboncountychamber.org)  
(484) 548-4090



**JESSICA O'DONNELL-GOWER**

EVP, Northern Tier  
[jessicao@lehighvalleychamber.org](mailto:jessicao@lehighvalleychamber.org)  
(610) 573-4010



**JARED SOTO**

Economic Development Specialist  
[jsoto@carboncountychamber.org](mailto:jsoto@carboncountychamber.org)  
(484) 274-2080



**EMILY SEWILLO**

Program Coordinator  
[esewilo@carboncountychamber.org](mailto:esewilo@carboncountychamber.org)  
(484) 943-9669

# OUR BOARD

## PATRICK REILLY

**President**

Mauch Chunk Trust

## MARLYN KISSNER

**Vice President**

Pocono Mountain Visitors Bureau

## JANE GEORGE

**Secretary**

PPL Electric Utilities

## BARBARA GREEN

**Treasurer**

Blue Mountain Resort

## RONALD TIRPAK

Entrepreneur

## MARSHALL WALTERS

Architectural Polymers

## GIRVIN JANICKI

Walmart, Lehighton

## JOE RUSSO

PenTeleData

## MARK SVERCHEK

## TERRENCE PURCELL

Lehigh Valley Health Network

## JOHN NESPOLI

St. Luke's Lehighton/Palmerton Campuses

## WAYNE NOTHSTEIN

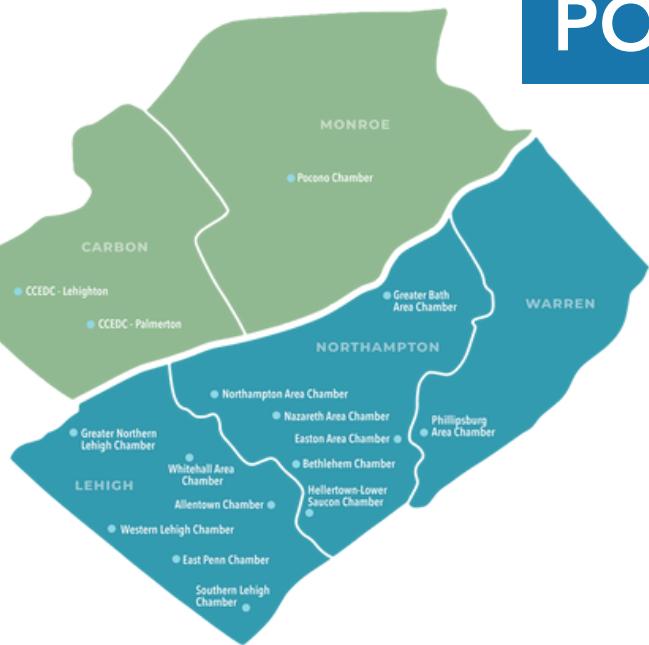
Carbon County Board of Commissioners

## SAMUEL HELLEN

Pocono Counties Workforce Development Board

## JARED MCEVOY

## POWER OF PARTNERSHIPS



Our membership is unique, in that our members not only have access to all of Carbon County, but also the Lehigh Valley and Pocono region through our partnership with the Greater Lehigh Valley Chamber of Commerce!

Together, we make up 5,000 members with 228,000 employees and are part of the sixth-largest Chamber of Commerce in the country! We have thirty-three partner councils and chambers, with endless opportunities to expand your reach, increase visibility and strengthen your brand recognition.

Proud Partner of  
**The Chamber**  
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

*Thank you for your Support!*

**Your membership is a great investment in the future of your business and our community.**

As a member, you are helping to strengthen our local economy and promoting our community! With your help, your Chamber of Commerce is providing networking opportunities, representing the interests of businesses with government, bringing you more business, creating better connections and increasing your visibility.

# WELCOME TO THE CHAMBER!

*New here? Let's Get Started!*

## FIRST 30 DAYS OF YOUR MEMBERSHIP

- Chamber website directory listing reviews and social media links / description updated
- Utilize the “Proud Member” logo on your website and marketing materials
- Obtain our media list – share your news with members of the media
- Welcome call with a Chamber Ambassador – “How can we help you?”
- Review Chamber calendar – and attend our next Master Your Membership session!
- Obtain our member mailing list
- Earn your “Chamber Star” by attending your first event as a member!

## 30-60 DAYS OF YOUR MEMBERSHIP

- Find a committee that's right for you!
- Offer a radio giveaway on WAEB (a Greater Lehigh Valley Chamber Benefit!)
- Listen to your business listing spotlight on WMGH 105.5's morning “Drive Time!”
- Use your free Morning Call ad (a Greater Lehigh Valley Chamber Benefit!)
- Offer a “Hot Deals” member deal on our website & on the Greater Lehigh Valley Chamber website
- Review The Chamber’s exclusive programs – education partnerships, health insurance, etc.
- Schedule or Host a networking event or ribbon cutting!

## ONGOING

- Attend at least one event per month to meet and network with other members
- Grow your brand & enhance your presence with Chamber marketing opportunities and sponsorship packages
- Send important updates to your Chamber team for distribution via Press Release or Social Media
- Stay up to date in our monthly Carbon E-Link Digital Newsletter
- Read the Greater Lehigh Valley Chamber’s monthly publication, Connections, for news, events, and new member announcements
- Get to know our Chamber Board of Directors & Staff
- Consider supporting other Chamber businesses - people do business with those they know, so get to know your fellow members and all they have to offer!

*Add our Team to your Contacts!*

**KYLIE ADAMS-WEISS**

[kadams@carboncountychamber.org](mailto:kadams@carboncountychamber.org) | (484) 548 - 4090

**EMILY SEWILO**

[esewilo@carboncountychamber.org](mailto:esewilo@carboncountychamber.org) | 484-943-9669

**LEARN MORE AT**  
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# ECONOMIC DEVELOPMENT

If you are interested in learning more about doing business in Carbon County, the Carbon Chamber & Economic Development Corporation (CCEDC) is the best place to start.

## WHAT WE DO

Our mission is straightforward: promote economic prosperity. We accomplish that by relocating companies and helping them set up shop. We work to retain and expand businesses with a direct pipeline to dozens of financing programs and loans. If you need real estate, we offer site location assistance. Our access to state, county and municipal governments, combined with a wide range of business partners streamlines your relocation or expansion plans. Other services include economic research and workforce development.

## BUSINESS RESOURCES

Wilkes University Small Business Development Center (SBDC) - A valuable benefit of your CCEDC Membership, individuals who are either interested in starting or who own a small business, can obtain business advice from a SBDC business consultant by appointment at the CCEDC office in Lehighton. The SBDC can help with research, business plan writing, preparing financial projections, interfacing with government loan programs, environmental issues, licensing, registration and much more. Existing businesses can turn to the SBDC for guidance in marketing and sales strategies, additional research, environmental concerns, disaster preparedness and human resource issues. Learn more at: [www.carboncountychamber.org/wilkes-small-business-development-center](http://www.carboncountychamber.org/wilkes-small-business-development-center).

## MANUFACTURING SUPPORT

The Carbon Chamber & Economic Development Corporation partners with the Northeast PA Alliance (NEPA) to offer connections to international company sales representatives and NEPA's PTAC department, which helps companies qualify and apply for government contracts.

## WORKFORCE DEVELOPMENT

Workforce development training is a crucial component of many business decisions. Please contact us to be connected with available workforce development programs that are available for Carbon County through the Pocono Counties' Workforce Investment Board.

## BUSINESS FINANCING

A wide variety of financing assistance is available to help you start a new business, or expand an existing one in Carbon County, Pennsylvania. For more information and a list of available low-interest business loan programs, please visit: [www.carboncountychamber.org/small-business-loans](http://www.carboncountychamber.org/small-business-loans).

*If you want to relocate, start or expand a business in Carbon County, come and talk to us first. Put our unmatched access and expertise to work for you!*

## BENEFITS THAT GIVE YOU VALUE FOR YOUR MONEY & MEET A VARIETY OF BUSINESS NEEDS!

As a Carbon Chamber & Economic Development Corporation member, you are entitled to an abundance of benefits! Visit the CCEDC website at [CarbonCountyChamber.org/membership-info](http://CarbonCountyChamber.org/membership-info) for full descriptions of each of the member benefits listed below.

**Want a benefits review?** Whether you've been with us for a minute or a decade, we're happy to review and answer any questions you might have to ensure you're best utilizing your Chamber Membership. Contact your Chamber Staff today to set up time to chat.

### NETWORKING!

- Networking provides opportunities for relationship building among Chamber members and an opportunity to showcase and highlight your business! Not only do you have access to Carbon County business leaders and decision makers, it's a great way to make new acquaintances and generate business leads. Your CCEDC Membership provides access to several free "business after hours" mixers each month throughout Carbon County, the Lehigh Valley and the Poconos!

### FREE MARKETING & PROMOTION WITH THE CCEDC & GREATER LEHIGH VALLEY CHAMBER!

- **Free Social Media Promotion:** Businesses and communities can submit event information, promotions, and more for posting on the Chamber's social media platforms!
- **Free GLVCC Blog Post!** Promote your business expertise and/or love of Carbon County by guest blogging on the Greater Lehigh Valley Chamber's Blog! CCEDC Members can submit a self-written, 250-word article or valuable tip for publication. Blog posts will be linked to the member's CCEDC Member Page and featured in the CCEDC E-Link Monthly e-newsletter!
- **Free Listings!** Members automatically receive free listings in the Membership Directory on the CCEDC and Greater Lehigh Valley Chamber's website, and new members are highlighted in the "New Member Spotlight" found in The Chamber's monthly publication, Connections, as well!
- **Free Member News/Press Releases!** Submit 50 words on new programs, offerings, employee promotions, etc. to be highlighted in the "Member News" section of Chamber Connections, and send full press releases to be shared with our media list at any time.
- **Free Newspaper Advertising with The Morning Call!** Receive one (1) FREE black and white advertisement with The Morning Call and Electronic Newspaper as a special welcome to New Chamber Members. Must inquire within 6-months of joining the Chamber! Some restrictions apply; contact Jim Ottinger at 610-554-8415 or [jottinger@mcall.com](mailto:jottinger@mcall.com) for details.
- **Free Membership Mailing List!** Provided upon a request in an Excel format for easy marketing mailers (note: will not include email addresses, only mailing addresses and names)
- **Add your special promotion or discount to our "Hot Deals" Page!** Even if you offer a FREE consult or analysis, make sure you post it! Website visitors are able to see your HOT DEAL offer as a call out next to your company in a directory search and are also accessible from your member profile and Hot Deals page. Note: This promotion will also be featured on the Greater Lehigh Valley Chamber's Member-to-Member Deals page, too!

## MEMBER-EXCLUSIVE AFFINITY PROGRAMS

- **Chamber Health Marketplace:** The Chamber has partnered with various health insurance providers to bring Small Businesses (2-50 employees) group health insurance options through an easy-to-use online benefits marketplace!
- **Business Insurance with Penn National:** Penn National Insurance has announced a 9% dividend for the Lehigh Valley Chamber of Commerce Business Insurance program members, bringing the total dividends returned to the business community to over \$177,000. Over 10 independent agents representing Penn National Insurance are members of The Chamber and would be happy to discuss your insurance needs.
- **First Commonwealth Federal Credit Union - Free Employee Benefit:** Through a simple, NO-COST partnership, First Commonwealth offers your employees free on-site Lunch & Learn seminars on a wide variety of financial topics! Visit [www.firstcomcu.org/benefits](http://www.firstcomcu.org/benefits) or contact Lisa Deutsch at [ldutsch@firstcomcu.org](mailto:ldutsch@firstcomcu.org).
- **Credit Card Processing with enTrust Merchant Services:** This program offers businesses special rates tailored to the individual merchant. Contact Mike Lichtenberger at 610-216-1442 or [mike@entrustmerchant.com](mailto:mike@entrustmerchant.com) for more information.
- **Electricity Options for Your Business:** Dynegy is a subsidiary of Vistra, a leading Fortune 300 integrated retail electricity and power generation company, that provides essential power resources to customers, businesses, and communities. They offer solutions to meet your needs through energy efficiency programs like Greenback dollars and our dynamic online dashboard. As a chamber member, you can take advantage of special competitive pricing for your facilities. Reach out to local Bethlehem resident and energy consultant, Michael Unger, for more information ([Michael.Unger@VistraCorp.com](mailto:Michael.Unger@VistraCorp.com) or 908-489-4103).
- **Reviews UP!** Reviews on Google, Facebook, Yelp and other platforms can make or break your business, and most small business owners don't have the time or tech to optimize these reviews to their advantage. Reviews Up helps businesses automate the customer review process, simplify responding, and harness user generated content to supercharge existing websites to ensure better position in search results, lower ad costs, and build a prestige advantage over competitors. All Chamber Members get access to a complimentary reputation audit plus one month of complimentary service with no obligation. To schedule your free reputation audit, contact [jasonc@reviewsup.com](mailto:jasonc@reviewsup.com) and use subject: Chamber Benefit.
- **New Member Billboard: Adams Outdoor Advertising:** From welcome to well-known. We're excited to welcome new members with a visibility boost from Adams Outdoor Advertising! 4 weeks of digital square billboard placement in the Lehigh Valley (a \$2,500 value) — offered at no cost! Limited availability. Special Chamber pricing if you decide to continue your billboard campaign after your package ends, because joining the Chamber is just the beginning. To take advantage of this offer, email: Gina Martens – [Ginam@lehigvalleychamber.org](mailto:Ginam@lehigvalleychamber.org) and Bryan Rivera at [brivera@adamsoutdoor.com](mailto:brivera@adamsoutdoor.com)
- **PSECU: \$250 Incentive Offer:** PSECU is Pennsylvania's largest credit union, proudly serving more than 450,000 members and managing over \$5.4 billion in assets. It offers a full array of convenient, electronically delivered services at no or low cost, and above all, is committed to providing its members with opportunities to live a better life. Through your relationship with the Greater Lehigh Valley Chamber, you're eligible to join PSECU and earn \$250 - visit [psecu.com/MEMBER](http://psecu.com/MEMBER) to learn more.

## MEMBER-EXCLUSIVE AFFINITY PROGRAMS, CONTINUED

- **Tuition Discount Programs:**

- **Cedar Crest College Tuition Discount Program:** Chamber members and their spouses receive a 15% tuition discount! Cedar Crest College's School of Adult and Graduate Education offers many undergraduate and graduate degree and certificate programs for women and men designed to meet your educational needs as a busy adult student. The college offers flexible online, hybrid and accelerated courses, and makes it easy to earn credit for previous coursework and life experience. Advance in your field or start a new career path at Cedar Crest College! Learn more at [www.cedarcrest.edu/chamber](http://www.cedarcrest.edu/chamber) or contact Deborah Accurso at [deborah.accurso@cedarcrest.edu](mailto:deborah.accurso@cedarcrest.edu).
- **East Stroudsburg Tuition Discount Program:** East Stroudsburg University is pleased to offer a 10% tuition discount opportunity to Chamber members. All employees must first apply for admission and be accepted to ESU in order to enroll in classes as ESU students and be eligible to receive consideration for tuition discounts of 10%. In addition, any and all previous balances owed to East Stroudsburg University by employees must be paid in full prior to receiving consideration for API tuition discount eligibility. For more information, visit [esu.edu/APItuitiondiscount](http://esu.edu/APItuitiondiscount) or contact Dr. William J. Bajor, Director of Graduate and Extended Studies, at 570-422-3536 or [wbajor@esu.edu](mailto:wbajor@esu.edu).
- **Elizabethtown College's School of Graduate and Professional Studies (SGPS):** Elizabethtown College's School of Graduate and Professional Studies (SGPS) is proud to partner with the Greater Lehigh Valley Chamber of Commerce to offer educational programs to serve your professional development. They offer several undergraduate and graduate-level programs and are proud to extend a 15% discount on tuition for Greater Lehigh Valley Chamber of Commerce members, their employees, and their spouses and dependents, who are interested in enhancing their skillsets. Their programs will help you advance your career with an education from an institution with an excellent reputation for delivering high quality academic programs. The programs at SGPS are geared toward working adults. Whether you're looking to advance your career, complete your degree, or start a new chapter in life, we'll give you the skills, support, and credentials you'll need to move up and move ahead. Contact Office of SGPS Admissions Chris D'Imperio Director of Corporate Partnerships at [dimperioc@etown.edu](mailto:dimperioc@etown.edu) or call 717-361-3479.

## RESOURCES & OTHER BENEFITS

- **Certificates of Origin!** Certification of international shipping documents is provided at a Chamber Member discounted price of \$25 (non-member businesses fee \$50).
- **Training, Educational, and Support through Entrepreneurial Workshops:** Industry experts provide guidance in classroom sessions on the topics of marketing, business plans, finance, accounting, legal issues and HR.
- **Government Affairs/Political Advocacy:** Representation of the needs of Carbon County businesses.
- **Small Business Lending!** With our Economic Development arm, gain access & support for acquiring low interest loans to start, grow or expand your business.
- **Job Postings on our 'Find a Job' Page AND with the Pocono Counties' CareerLink!** Contact us to be connected with the Workforce Investment Board, Carbon CareerLink and to be shared on our website!

# AFFORDABLE ADVERTISING

**YOUR CHAMBER GIVES YOU PLENTY OF COST-EFFECTIVE WAYS TO ADVERTISE AND PROMOTE YOUR BUSINESS TO OUR MEMBERSHIP AND THE COMMUNITY!**

## EVENT SPONSORSHIPS & DONATIONS

Showcase your business and help your Chamber bring you more valuable programs and resources to help grow your business by hosting and/or sponsoring a "Business After Hours" networking event or by becoming a Signature Event sponsor, donor or advertiser. Contact our Ambassador Events Committee or the Chamber office at 610-379-5000 to participate.

## DIGITAL MARKETING & SOCIAL MEDIA

With the CCEDC, our platforms are *your* platforms - whether you're utilizing e-blasts and email lists, social media or website advertising, we are here to expand your reach.

- Carbon eLink (our Member eNewsletter): Paid Press Release, Paid Business Spotlight or Paid Display Ads
- E-Mail Marketing to CCEDC Members
- Featured Business of the Month
- Gold Enhanced Member Profile & Priority Directory Listing
- Banner Ads at Different Exposure Levels
- Social Media Marketing & Boosted Posts

Contact your CCEDC Staff for a copy of our Media Kit with full details of these benefits!

## CONNECTIONS MAGAZINE ADVERTISING

Ad placements range from eighth- to full-page in full color. Flyer insertions are also available inside Connections. There are discounts for frequency in advertising for display ads. Contact Ellie Andino at [elliea@lehighvalleychamber.org](mailto:elliea@lehighvalleychamber.org) for more information. Be sure to check out the digital version at [lehighvalleychamber.org/connections](http://lehighvalleychamber.org/connections).

## RIBBON CUTTINGS & MILESTONES

We want to help you recognize the important milestones in your business! From groundbreakings to grand openings, from anniversaries to new ownership - the sky is the limit and we're here to help you celebrate.

We will provide ceremonial scissors and ribbon or shovel, Master of Ceremonies and Agenda planning, handle outreach to local government officials (if available) and promotion to Chamber members and the public through Chamber communications, social media, our event calendar and regional media channels.

### EXPRESS RIBBON CUTTING OR MILESTONE CELEBRATION:

WEEKDAY: \$200 EXCLUSIVE MEMBER RATE (\$400 NON-MEMBER RATE)

SATURDAY & SUNDAY: \$400 EXCLUSIVE MEMBER RATE (\$800 NON-MEMBER RATE)

Upgrade your package to our Deluxe Ribbon Cutting for only \$50!  
Contact your Chamber Liaison today to schedule your event.

# NETWORKING

## NETWORKING & MIXERS

Grow your network. Increase your visibility. Build lasting business relationships.

Our Chamber's Networking Events are designed to help your business make meaningful connections that lead to real opportunities. Held monthly, these high-energy networking events bring Chamber members together in a relaxed, social setting where you can meet potential clients, collaborators, and community partners — all while showcasing what makes your business unique.

Businesses that host or sponsor an event receive valuable exposure before, during, and after the event. Hosts and sponsors are invited to spotlight their business with a brief presentation and benefit from Chamber-led promotion including member eblasts, press releases, media outreach, flyers, and featured placement in our Carbon eLink newsletter. Select events are also co-hosted with neighboring chambers, expanding your reach even further.

**COST TO HOST EVENT: STARTING AT \$500.00**

**EVENT SCHEDULE: PLEASE CONSULT THE CHAMBER EVENTS CALENDAR ON OUR WEBSITE FOR THE MOST UP-TO-DATE INFORMATION ON UPCOMING EVENTS.**

**TO HOST OR SPONSOR A FUTURE EVENT, PLEASE CONTACT THE CCEDC OFFICE.**



## COMMITTEES

Another great way to network with other CCEDC members, meet new business contacts, lend your talents and make a difference is to volunteer for one or more of our various CCEDC committees.

Visit [www.carboncountychamber.org/committees](http://www.carboncountychamber.org/committees) for more information on all of our committees as well as committee chairperson contact information to join.

- Ambassadors Committee
- Business/Education Partnership Committee