



The Board and Staff of Penobscot Bay Regional Chamber of Commerce would like to welcome you to our Member Orientation presentation. Take a look through the following slides and notes, and please feel free to call us with any questions!

207-596-0376

Our Mission

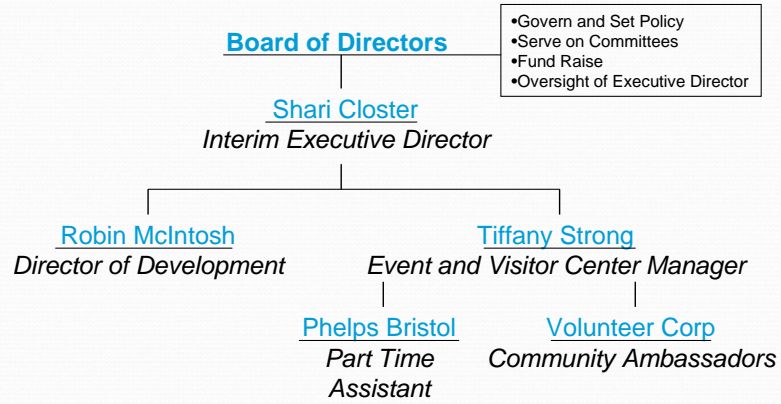
Our mission is to:

- promote the interests of member businesses
- encourage economic development
- function in a manner that is
 - compatible with the environment
 - protects natural and cultural resources
 - sustains the heritage of the communities it serves.



We take our mission seriously – we're here for YOU, our members.

Who We Are:



Our Members – YOU!

700 Diverse Member Businesses & Organizations

4,500 Employees

- Industry Representation
 - 50% Tourism/hospitality/restaurant/retail/entertainment
 - 50% are NOT Tourism focused
- Geographic Representation
 - 50% Rockland/Thomaston/Owls Head, etc.
 - 20% Camden/Rockport/Lincolnville/Belfast
 - 30% “other”
- Size Diversity
 - 0 – 600 Employees



Our membership is diverse – which means we have a strong base that includes many industries and geographic regions.

We represent roughly 700 businesses – which equals 4,500 employees!

50% of our businesses fall into the tourism/hospitality restaurant/retail/entertainment industries. But this means that 50% do not! And we literally have representation from A-Z (“Y”, actually). From architects to accountants, from airlines and airports to publishers and realtors, from the marine industry to construction, from banking and insurance to wineries and yarn shops.

50% of our businesses are from our immediate Rockland/Thomaston/Owls head area.

20% come from the Camden/Rockport/Lincolnville/Belfast area.

30% fall into the “Other” category. We again go from A-Y (gotta work on those “z’s”). From Akron and Albion to Bar Harbor, Boothbay and Bath. From Darmariscotta to Waldoboro to Hallowell to Hyannis. From North Haven, Vinalhaven, Matinicus and Monhegan to Miami Beach, Tenants Harbor, Union, and York!

And our member organizations run a full range in size – from a few small non-profits that run entirely on volunteer energy to companies that employ hundreds of local residents.

As active members, you are part of this diverse group of businesses, and you help us stay strong so we can provide the diverse services that we'll get into as we go through this slide show.

Make the most of your membership!

- Network
- Stay Informed
- Keep us informed about YOU!
- Take Advantage of US!
- Have fun!



We'll review all of this in more detail throughout the rest of this presentation

Network

- Business After Hours, Click 80, Annual Dinner

Stay Informed

- Publications, Emails, Facebook, Website, Press Releases, Seminars

Keep us informed about YOU!

- Call us, email us, Facebook us, visit us – Talk to us!

Take Advantage of US!

- Score, Chamber \$\$, Members First, Advertising, Web Director, Discover Coast, Visitors Center
- Have fun!

Membership has its benefits!

- **Networking and Education:**
 - Breakfast Biz
 - Business After Hours
 - Community events
 - Chamber Business Expo
 - Annual Chamber Dinner
 - Business seminars and workshops
 - CLICK!⁸⁰



Breakfast Biz – Join us for breakfast, networking, and speakers as we all learn more about issues affecting those who work here, those who visit here, and those of us who live here.

Business After Hours – We visit places as diverse as Machias Savings Bank and Knox Center for Long Term Care in Rockland, Windward Gardens in Camden, Michael Good's Gallery in Rockport, an Camden National and Amato's in Rockland, and we're even taking a train ride on Maine Eastern Railroad!

Community Events – There are many, and we encourage you to attend, get to know your fellow midcoast business folks – and let them get to know you!

Chamber Business Expo We encourage you to join us once a year at the Samoset – great place to network, learn about other local business, let people know about YOUR business, and besides – this year there'll be a chance to roll the dice and win \$25,000!

Annual Chamber Dinner & Community Awards Ceremony – Another great event for socializing, but also a chance to recognize the many businesses that go above and beyond in helping to make the Penobscot Bay Region such a wonderful place.

Annual Chamber Auction – Your chance to support the chamber, be recognized as a donor, and get cool stuff! Everybody wins!

Business Seminars and workshops – From Wage and Salary issues to healthcare to debates on tax reform in Maine....we try to keep these pertinent and informative!

Click!80 – We've partnered with the Camden Rockport Lincolnveill Chamber to provide these great networking events. Everyone has had so much fun and made wonderful connections. Stay in touch to hear when the next Click!80 will be held.

Membership has its benefits!

Business Marketing/Public Relations/Advertising:

- *Maine Discovery Coast Magazine*
- Chamber website (member Directory)
www.TheRealMaine.com
- Chamber toll-free number
- Sea Life Magazine & Maine'sMidcoast.com
- Public relations articles on members and the community
- Chamber Information Center
- Facebook



Maine Discovery Coast Magazine – great articles, photography, and lists of member businesses. All members are listed in the book each year, and you can purchase enhanced listings and ads to highlight your business.

Our **chamber website** is a wonderful resource that is accessed by our local businesses and by tourists who are planning vacations, etc. All members are listed in an easy to find format.

Chamber **toll-free number** – we receive literally thousands of phone calls from out of state on this line as people plan their trips to the midcoast, as news media look for stories to cover in our area, and as local businesses look for resources.

Public relations articles – we are a quick and easy resource for the news media. They call, and we send them to you!

Chamber Information Center – not only do we have thousands of calls to the center, we also have thousands of visitors!

Sea Life Magazine & Maine'sMidcoast.com – through our partnership with Midcoast Chamber Council

Facebook – we've expanded into the world of social media! We'll keep looking at this as a way to help us get the word out about our member businesses. So far it seems to be working well. We have been building our fan base, and they are interacting with us on a daily basis.

Membership has its benefits!

Business Marketing/Public Relations/Advertising:

- Statewide marketing
- Discounted co-op advertising rates
- Access to Chamber membership listings
- Chamber newsletter - Advertising opportunities
- Relocation Package / Wedding Package
- Chamber - Sponsored community events
- Midcoast Money Gift Certificate Program
- Sponsorship programs
- Monday Report



Statewide marketing – we place Chamber ads that direct people to our website, visitor information center, and events in media outlets throughout the state.

Discounted co-op advertising rates

Access to Chamber membership listings – as a member of the chamber, you can call us and get mailing labels of all other member organizations for your direct mailing marketing, or we can also email you a spreadsheet with member information, including websites and phone numbers.

Chamber Newsletter - Advertising opportunities – Let us know what's going on in your business. We try to cover a few member businesses in each newsletter, and you also have the opportunity to place ads and inserts

Relocation Package / Wedding Package – we send out thousands of Discovery Coast Magazine, but those mailings are often augmented by our relocation packages and wedding packages that are more tailored to the specific needs of the callers. If these are appropriate for your business, for a small fee, your brochures can be included in these mailings.

Chamber - Sponsored community events

Midcoast Money Gift Certificate Program – great gift certificate programs that can be spent like cash at any local businesses. You can join the program and be specifically listed as an accepting member.

Sponsorship programs – we hold events during the year, such as the Business Expo, the Wedding Expo, our golf Tournament, and we work hard to make sure that our sponsors are honored often and receive plenty of attention from attendees, from fellow businesses, and the general public.

Monday Report – each Monday, a broadcast email goes out to all member businesses. There is a lot of information in these reports, and we encourage you to submit news about your business. Hundreds of local businesses read these reports each Monday, and it is a great way to get your name out there.

Membership has its benefits!

Community Involvement & Support

- Regional economic development
- Involvement at state, regional and municipal levels
- Legislative Alerts
- Communication with State & Federal legislators.
- Active partnerships
 - *Midcoast Chamber Council* www.MainesMidcoast.com
 - *Maine Tourism Association* www.MaineTourism.com
 - *Maine State Chamber of Commerce* www.MaineChamber.org
 - *Maine Merchants Association* www.MaineMerchants.org



Regional economic development & coordination of economic growth initiatives – we participate actively in KWRED (Knox Waldo Regional Economic Development), REDAC (Rockland Economic Development Advisory Committee - which has recently started a joint initiative with both Camden and Rockport), Maine and Company (a privately funded economic development non-profit), and others.

Involvement at state, regional and municipal levels on issues affecting the business community. At the municipal level, we were active partners in the formation of the Rockland Main Street Program– a program which has brought tens of thousands of dollars that the City of Rockland would not have had access to through other means. This program has been a great boost to the local downtown businesses.

Alerts on proposed legislation – again – we try to keep you informed through our newsletters, Monday reports, and seminars.

Communication of regional business interests to state and national legislators.

Representation through active partnerships with affiliate organizations such as the Midcoast Chamber Council, Maine Tourism Association, Maine State Chamber of Commerce, and Maine Merchants Association.

Membership has its benefits!

Professional Development & Leadership:

- Business seminars
- Business Information Center at Chamber office
 - Small business counseling services
- Community Leadership Opportunities
- Active Chamber committee involvement



Business seminars – such as the HR seminar, tax reform, social media marketing – tell us what you'd like to hear about!

Business Information Center at Chamber office We have access to business organizations such as KWRED, SCORE business counseling, IRS business guides, etc.

Community Leadership Opportunities

Chamber Boards and Committees and multiple networking events will put you in touch with so many organizations and associations– Midcoast Magnet, Arts in Rockland, Rockland Main Street, Juicethe list goes on and on.

Active Chamber committee involvement – get to know your fellow business people – come to events. It's the best way to get business-to-business referrals. They can't refer you if they don't know you are there!

Membership has its benefits!

Referrals Program:

- Business Referral Service
- Member-to-Member business referrals
- Members First Program – “Refer A Member”



www.TheRealMaine.com/MembersFirst



There are many ways to get referrals through the chamber – some of which have already been mentioned (Visitor Information Center, The Discovery Coast Magazine, www.TheRealMaine.Com).

But our newest program is The "Members First" program. The primary goal here is to stimulate and simplify member-to-member commerce and information sharing, as well as exclusive benefits offered by members to each other. "Members First" creates easier interaction between members and opportunities for business-to-business collaborations and promotions.

Our "Members First" motto is "Prefer a member, refer a member!" We have a webpage on our site that lists the offers that have been made to date, and we encourage you to view them and see if you can come up with one of your own. The more businesses that participate, the more effective Members First will be.

2a Architects
Appleton Ridge Technology Services
Camden Printing
Capture Media Associates
Catalano's Construction
Down East Magazine
Eastern Tire Service
Kirsten Transcribes
Maine TV 85
Paper Path Imaging
Rockbound Computer

Membership has its benefits!

Special Services:

- Cost-Savings Programs
 - *Health Insurance*
 - *Electricity Aggregation*
 - *Credit Card Processing*
 - *Discount Purchasing Programs*
- Office Operations
- Constant Contact ®



Cost-Savings Programs

Health Insurance – Blue Cross/Blue Shield programs through the Maine State Chamber

Electricity Aggregation program through the Maine State Chamber

Credit Card Processing

- a PBRCC program with Nationwide – saves you money, no long term contracts, 24/7 professional customer service, and helps the Chambers' non membership revenue stream grow. It's a win/win for everyone!

Discount purchasing – We've partnered with Staples to bring you a low price purchasing program. All you need is to go on line and your purchases will be delivered the next day.

Office Operations – such as copies and fax services

Constant Contact – We've created this great partnership which discounts services to you for email marketing, on line surveying of customers, and electronic distribution of newsletters, etc. We use it all the time!

Membership has its benefits!

Nationwide
Member Business

EXPERIENCE THE DIFFERENCE

in collaboration with
PENOBSCOT BAY
Regional Chamber of Commerce

VALUE ADDED SERVICES

- Support for all major credit cards, including Visa, Mastercard, American Express, Discover, and Club
- Fuel services, including Voyager and Wright Express
- Check conversion and guarantee
- Gift and loyalty tracking program with online reporting
- High speed, IP-based transaction processing on select terminals
- Order & EST services
- Comprehensive e-business processing, including online shopping carts
- Short term financing and supply program

FOR MORE INFORMATION, PLEASE CALL MIKE WOODWORTH: 586

STAPLES
Business Advantage

Why has the Penobscot Bay Regional Chamber of Commerce chosen Staples Business Advantage as the vendor of choice when it comes to office supplies?

Dear Member:

The Penobscot Bay Regional Chamber of Commerce is pleased to offer a loan program that provides a complete range of office supply solutions for your business. Staples Business Advantage can save your business not only time and money, but also provide you with excellent service that is second to none in the industry. Program highlights include:

- Unbeatable Low Price Program:** Access to over the 4,000 most commonly demanded products in the industry, providing an average discount of **65% off** prices are fixed for one year! In addition you will receive an average of **36% off** prices on 7,000 Staples Stocked Items.
- Online Ordering:** **Staples.com** is Staples Business Advantage's solution. Our state-of-the-art website allows you to locate and order products easily all for next business-day delivery. It also is a useful tool to compare spending with the use of online reporting.
- An Inside Account Manager responsible for the needs of your account.

To sign up for the Staples Business Advantage Partnership program, please contact Linda Rivers at 1-719-793-3664.

Business Name _____ Contact Name _____
Address _____ City _____ St _____
Phone _____ Fax _____ Email _____
Number of employees _____

Email Marketing
For email as professional as your business.

Staples and leads make creating an email campaign as easy as creating a business card. You can create and send email campaigns in minutes. You can track the results of your campaigns and see how they perform. You can also create and send email campaigns in minutes. You can track the results of your campaigns and see how they perform.

Staples.com

Penobscot Bay Regional Chamber of Commerce

207-586-5576

www.penobscotbay.com

Penobscot Bay Regional Chamber of Commerce



These flyers are available to help get you hooked up with these great cost saving programs.

Membership has its benefits!

“Get Involved” Opportunities:

- 9 @ Night Golf Social
- Annual Dinner
- Awards
- Chamber Committee
- Auction
- Festival of Lights Craft Fair
- Fundraising
- Business Expo
- Wedding Expo



Join any of the planning committees, sponsoring, exhibiting, donating, and attending – we encourage you to consider all of the opportunities to be seen, to network, and to promote your business!

Our Directors

The Executive Committee

- President **Everett Spear, III** *E.L. Spear Inc.*
- 1st Vice President **Bobbie Knapp** *J. Edward Knight & Co.*
- 2nd Vice President **Frank Isganitis** *LimeRock Inn*
- Treasurer **Mike Jones** *Camden National Bank*
- Secretary **Susan Ware** *Maritime Energy*
- Ex-Officio **Doug Erikson** *Coldwell Banker
Commercial
Soundvest Properties*



The Executive Board meets monthly to set the agenda for the monthly board meeting.

Our Directors

- Jake Barbour *Jake Barbour, Inc.*
- Christopher Burke *Penobscot Bay Healthcare*
- Mark Curtis *Dragon Products Co.*
- Jane Dagley *Camden National Bank*
- Carole Gartley *Breakwater Marketplace*
- Peter Horch *Horch Roofing*
- Gordon V. Page Sr. *Maine Eastern Railroad*
- Nancy Schultz *Raymond James Financial Services*
- Holly Sherburne *Capture Media Associates*
- Kevin Waters *Penobscot Island Air*



Our full board meets monthly to address issues of policy and procedure.

Volunteers

We couldn't do it without them!

Bobbie Andrus	Sally Lincoln
Suzie Barbie	Sharon Lombardo
Sally Bristol	Lois Levensaler
Susanne Carey	Kitty Maynard
Kathie Carrigan	Maine Center for Integrated Rehabilitation
Theo Choffel	Julie Palm
Dianne Couture	Rick Palm
Stan Elliot	Jim Parker
Barbara Fishman	Leona M. Pierpont
David Harden	Judy Shorey
Jane Hennings	Tish Taylor
Vic Hotho	Tom Treener
Patricia Hyland	Skip Van Arsdale
Renee Hutcheon	Maxine Van Arsdale
Neva Joseph	Judith Wasson
Evelyn Kalloch	JoAnn Weatherbee
Donald Kilgour	
Dottie Liberty	

Thanks!

Our WONDERFUL list of volunteers who get us through mailings and events, answer the phones, and serve as true ambassadors to community members and visitors alike.

We keep our staffing numbers low (current three full time and one part time employee) to help keep our membership costs down for you!

Without these wonderful people who answer the phones; answer questions about member businesses, area events, and more; keep our information racks supplied, call members, do mailings, staff events, sell midcoast money, and learn all about YOUR businesses – we truly couldn't be an effective advocate for our members or for our community.

Thank you for your support!

