

MEMBER GUIDE

LCRCC



GET THE MOST OUT OF YOUR CHAMBER MEMBERSHIP

WELCOME TO THE LAKE CHAMPLAIN REGIONAL CHAMBER OF COMMERCE

Your partner in better business.

We believe in a vibrant economic future for Vermont that is built on a productive and resilient business network, policy that supports growth and innovation, a diverse and talented workforce, and an environment that attracts visitors from around the region and globe.

MAXIMIZING YOUR MEMBERSHIP

Your membership is an important investment for your business and your employees, and we want to ensure that your membership is always working for you. Follow these steps to maximize your membership and take advantage of the Lake Champlain Regional Chamber's offerings.

STEP 1: SETTING UP YOUR MEMBERSHIP PROFILE AT WWW.VERMONT.ORG

Use your username and password to log on and set up your account.

- Pay your bills online
- Manage your listing information
- You can upgrade your listing to include additional information, like a logo/photo, contact information and description for \$75 per year. Contact advertising@vermont.org for more information.

STEP 2: BE PROUD OF YOUR MEMBERSHIP

According to a national survey done by the Schapiro group, people are more likely to do business with a member of a local Chamber. Being a member of the LCRCC is a big deal – and you should be proud! Show it off in your window or website.

- Hang the LCRCC decal in your window (included)
- Add the LCRCC decal on your website, and link to www.vermont.org
- Include LCRCC logo in your email marketing and email signature
- Tout your membership on social media by tagging us on Facebook (@LCRCC), Twitter (@LCChamber), and on Instagram (@lakechamplainchamber)

STEP 3: SIGN UP YOUR EMPLOYEES FOR OUR CHAMBER EMAILS

Be in the know – we send out a weekly email with important member news and updates. Your main business contact is automatically registered to all of our email distribution lists; however, other employees may want to keep up with Chamber news. These emails are important for CEOs, CFOs, HR, Marketing – as well as all employees who want to take advantage of employee benefits.

- Two ways to sign up
 - Text CHAMBEREMAIL to 22828
 - Email vermont@vermont.org and ask to be added to the distribution list

For questions or more information, email vermont@vermont.org or call: 802.863.3489

STEP 4: SAVE BIG WITH OUR AFFINITY PROGRAMS

We have exclusive partnerships with area businesses so our members can save big! Review the “Affinity Program” sheet and sign up for immediate savings!

STEP 5: EXTEND BENEFITS TO YOUR EMPLOYEES

Through your Chamber membership, you can offer your employees great rates on Dental and Vision insurance, discounts on ski passes and savings on their personal lines insurance! Your employees can sign up for our weekly newsletter and receive member rates at our events. Review the “Employee Benefits” sheet.

STEP 6: SAVE THE DATE, EVENTS

Our networking events are one of the best ways to connect with your local business network and start promoting your business. With over 10 networking events per year, Legislative breakfasts, Lunch & Learns, and more, you can get involved by attending, promoting, donating, sponsoring or hosting.

Use your coupons enclosed for upcoming events! For upcoming events, visit: vermont.org/chamber/events. If you're planning on attending several networking events, you may want to purchase an Events Punch Pass for additional savings.

STEP 7: RESERVE YOUR MARKETING OPPORTUNITIES

The Chamber reaches two different audiences: local business community and tourism (out-of-state visitors). Let us connect you to the right people by leveraging our network of over 2,000 businesses/50,000 local employees, or our established tourism platforms, including Vermont.org, *Experience Burlington and Beyond Magazine* or a presence in our six Welcome Centers. Review the “Exposure Opportunities” sheet.

STEP 8: GET SOCIAL – FOLLOW US ON SOCIAL MEDIA

Stay up-to-date on the latest and greatest news and opportunities in the business community.

- Like us on Facebook, @LCRCC
- Follow us on Twitter @LCChamber
- Follow us on Instagram @lakechamplainchamber

STEP 9: EXPLORE OUR PROGRAMS

Some of the most important work in our community starts right here at the LCRCC. Our popular competition series and workforce development programs create solutions to for our growing and changing economy. Review “Snap Shot of Our Programs” sheet.

STEP 10: JOIN A COMMITTEE

There are varieties of ways to be involved with LCRCC. Consider serving on one of the following committees:

- Ambassador Committee
- Tourism Committee
- Government Affairs Committee

AFFINITY PARTNER SAVINGS PROGRAMS

By participating in our “Members Only” Benefit Programs, Chamber membership can save you money and provide the resources you need to do business effectively. All providers are members in good standing in the Chamber.

Google Street View

Get your business noticed online with Google Street View! They can provide 360-degree pictures of the **INSIDE** your storefront, hotel, or office with packages starting at just \$199.

Hickok & Boardman Workers Comp Package

Keep your employees covered with competitive rates on Workers Compensation Insurance and the added benefit of a mono-line policy and preferred pricing! After signing, Members receive access to free Loss Control & Workers Compensation Risk Management Workshops as well as Workers Safety Seminars.

Staples Office Supply

Staples Advantage is the world’s largest business-to-business supplier of office essentials, print solutions, promotional products and office furniture solutions. Businesses know the challenges they face; Staples Advantage works with companies to build a specialty program that meets their demands. With the Lake Champlain Regional Chamber’s Group Purchasing program you can save up to 30% on the supplies you are already purchasing!

TRI Credit Card Processing

Transaction Resources Inc. prides itself on superior, local service and smart solutions for your business. LCRCC members receive a one-time credit of \$100 off first month processing with TRI.

Benefits for Your Employees – at no cost to you!

Offering benefits to your employees is one of the best ways to attract and retain skilled employees, but they can be very expensive. Through your Chamber membership, your employees will receive direct benefits: dental insurance, vision discount program, discounts on personal lines insurance and discounted ski passes! The best part is there is **no cost to you**. All you need to do is register, and then pass along the signup information to your employees!

- *VACEplus Delta Dental Insurance (enrollment forms enclosed)*
- *VACEplus Vision Insurance (enrollment forms enclosed)*
- *Home/Auto & Personal Lines Discounts*
- *Discounted Ski Passes*
- *Burlington Young Professionals*

B2B Discounts

In Vermont, local businesses look out for one another, and that is why we encourage our members to offer coupons or discounts to other chamber members. Contact nicole@vermont.org to see how you can spread the love!

LAKE CHAMPLAIN REGIONAL CHAMBER OF COMMERCE BENEFITS FOR YOU.

Your employer is a proud member of the Lake Champlain Regional Chamber of Commerce because they value their employees. We collaborate with businesses to extend real and valuable benefits that YOU can take advantage of.

VACEplus Delta Dental Insurance

Join hundreds of member groups and thousands of employees throughout Vermont who participate in the VACEplus dental program. Your company must be enrolled in the program. For more information and current rates, visit vaceinsurance.com/dental-info/

VACEplus VSP Vision Insurance

VACEplus offers vision coverage to any eligible employee with VSP Insurance. Enjoy low out-of-pocket costs, high quality vision care and choice providers. Your company must be enrolled in the program. For more information and current rates, visit vaceinsurance.com/vision-accident/

Group Discounts on Home, Auto and Renter's Insurance

Special group discounts on your auto, home, and renter's insurance through Group Savings Plus from Liberty Mutual Insurance. This unique program allows you to purchase high-quality auto, home, and life insurance through the convenience of electronic funds transfer or direct billing at home. Contact Kevin.Ohara@LibertyMutual.com

Sign up for our Weekly Newsletter

Get local news, event invitations and member benefits delivered right to your inbox! Stay in the know by signing up for the Chamber weekly email. Text **CHAMBEREMAIL** to 22828 or email vermont@vermont.org and request to be added!

Follow us on Social Media

- Like us on facebook: @LCRCC
- Follow us on twitter: @LCChamber
- Follow us on Instagram: @lakechamplainchamber
- Follow us on LinkedIn: Lake Champlain Regional Chamber of Commerce

Discounted Seasons Ski Pass Program

Skiing and riding is a quintessential winter activity in Vermont, and chamber members can get their turns in at one of our great area resorts at a discounted price! So email nicole@vermont.org to learn more about how you can get your discounted pass today. (Promotions for seasons passes happen in August-October)

Dynamic Networking Events

Our networking events are one of the best ways to connect with your local business network and start promoting your business. With over 10 networking events per year, Legislative breakfasts, Lunch & Learns, and more, there are many valuable ways to network with your business community. Chamber members receive discounted registration. For upcoming events, visit: vermont.org/chamber/events

Burlington Young Professionals

The Burlington Young Professionals Group (BYP) is made up of Vermont's most passionate, authentic and driven future leaders. Our goal is to create a meaningful, cohesive network in which aspiring professionals can meet, gain career enhancement skills, and explore ways to give back within our community. Visit: vermont.org/BYP

THE NETWORK THAT WORKS FOR YOU.

Business Networking

We believe a strong business network is paramount to success in our local business community. Our mission is to connect over 2,000 businesses and 50,000 employees through our series of networking events. We wish to provide exposure and the resources to keep you a member in our community for years to come. Support your fellow business professionals, promote your services and above all have fun---our events are here to help you get the most out of your membership.

We offer a variety of networking events for our members to connect. From our Business After Hours, Legislative Breakfasts, Lunch & Learns, Annual Dinner, and Silent Auction, to our member special events like the Sugarbush ski day and UVM hockey night---our members have an abundance of ways to connect and market their property, products, services and company.

OPPORTUNITIES TO CONNECT

BUSINESS AFTER HOURS

MONTHLY

Member businesses host informal evening receptions where members are invited to share experiences, knowledge, and insights in a relaxed, welcoming atmosphere.

NEW MEMBER RECEPTION

FEBRUARY AND SEPTEMBER

The receptions are a chance for members and staff to meet, engage and welcome new members.

SILENT AUCTION

FEBRUARY OR MARCH

An evening dedicated to raising money for a cause, the auction is an opportunity to win great prizes, mingle with members and support the community.

ANNUAL DINNER

NOVEMBER

Celebrate the achievements of community businesses and the year's ending over a fanciful feast.

MEMBER SPECIAL EVENTS

QUARTERLY

Engage with members with discounted tickets to events and area attractions.

SMALL BUSINESS SUMMIT

APRIL

The day provides small businesses with the most relevant education, tools, networks and resources to grow a business

LEGISLATIVE BREAKFASTS

JANUARY AND MARCH

The Legislative Breakfast Series is designed to provide direct access to legislators and decision makers in Montpelier in order to ensure that the business community's voice is heard.

ANNUAL HOLIDAY PARTY

DECEMBER

Kick off the holiday season with your friends and colleagues while enjoying delicious food and sharing some holiday cheer.

CHAMBER CHALLENGE

JUNE

Bringing together over 150 top Vermont business leaders from both private and public sectors, the golf tournament is an excuse to conduct business, network and spend the day on the green.

Questions? Email erin@vermont.org or visit vermont.org/chamber/events for upcoming events!

EXPOSURE OPPORTUNITIES

Let us connect you with the right people.

BUSINESS AUDIENCE

Weekly Emails, Events Blasts & Legislative Updates

We are proud of our robust business network, and we are in constant communications with over 5,000 members via email! Leverage our network by having a presence in our weekly, adding an event to our Events Blast or sponsoring the Legislative Update.

Main Street Newsletter

Print is not dead! This newsletter is printed and mailed to our members every other month – place an ad or reserve an insert space today.

TOURISM AUDIENCE

Welcome Centers

Advertising space is available in our six Welcome Centers, which are strategically placed to capture visitors traveling through the Greater Burlington area. Our Welcome Centers see over 800,000 visitors and serve over 170,000 cups of coffee per year! We offer video opportunities, kiosk displays and brochure distribution.

Vermont.org

Our website, vermont.org, is a powerful advertising platform with over 1 million page views per year and over 250,000 users. Opportunities include enhancing business listings, securing preferred placements, tile ads and web sponsorships.

Experience Burlington & Beyond Magazine

The area's premier tourism magazine, *Experience Burlington and Beyond* highlights everything there is to see and do in the Lake Champlain region! With over 100,000 copies distributed in over 100 locations, this annual publication is one of the best avenues to reach visitors and drive them to your doors.

SNAP SHOT OF OUR PROGRAMS

We do not believe that one size fits all when it comes to our member businesses; and therefore, our program offerings are as diverse as our membership. Whether you are a 1-man (or woman) shop or a 500+ employee business, our Chamber is your partner to better business.

WORKFORCE DEVELOPMENT

Leadership Champlain

Leadership Champlain participants gain insight into our community's issues in a unique way: through active learning, networking and exposure to community leaders.

vermont.org/leadership

Burlington Young Professionals

BYP is a network made up of Vermont's most passionate, authentic and driven future leaders and harnesses and nurtures the future talent in Vermont.

vermont.org/BYP

Vermont-Quebec Enterprise Initiative

Focused on bilateral economic development between Vermont and Quebec, and promoting Vermont as a destination for QC companies seeking a US presence.

vermont.org/vqei

COMPETITION SERIES

LaunchVT

Annual business pitch competition awarding cash prizes & in-kind support to entrepreneurs who deliver plans for a new business enterprise that demonstrates potential.

launchvt.org

LaunchVT Collegiate

Teams from colleges across the state pitch their business ideas for an opportunity to win thousands of dollars and the chance to compete in the final LaunchVT Competition.

launchvt.org

HackVT

A 24-hour hackathon where friends and co-workers complete strangers compete to build a brighter future for the state of Vermont. Cash and gift prizes for the winning teams!

hackvt.org

AFFILIATE ORGANIZATIONS

Vermont Council on World Affairs

Promotes awareness & understanding of the world and its people, places and cultures through education and engagement in Vermont businesses, schools and community.

vermont.org/vcwa

Vermont Convention Bureau

Promotes Vermont as a premiere destination location for conventions, meetings, events and weddings that allow high-value, low-impact visitors to experience Vermont.

vermontmeetings.org