



DELAWARE STATE CHAMBER OF COMMERCE

2017 Membership Packet

Representing Delaware's Business Community Since 1837



CHAMBER VALUE

WHY IS YOUR SUPPORT SO IMPORTANT?

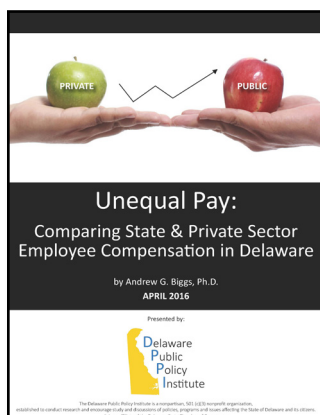


Put simply, we focus our core initiatives to address the concerns of the entire business community.

The Delaware State Chamber of Commerce is the preeminent statewide business organization promoting a strong business climate in Delaware. We strive to create a statewide economic climate that enables all businesses to become more competitive. Our team consistently meets with Delaware's Congressional delegation and plays a leading role when advocating issues before the General Assembly. Our Board of Directors, Board of Governors and committees assist in promulgating rules and regulations stemming from the various federal, state and local agencies that oversee business activity.

We are proud to be leaders on the public policy front. Recent achievements include:

- **Advocating for reform of the Coastal Zone Act** to prioritize solutions that will both strengthen the economy and enhance our natural resources. The conversation must include cleaning up abandoned industrial sites, encouraging reuse of these sites, improving the predictability of the regulatory process, investing in natural defenses to protect our coastal communities and building our Bayshore ecotourism economy.

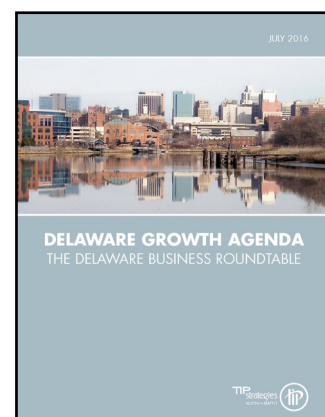


- Releasing the DPPI study, *Unequal Pay: Comparing State & Private Sector Employee Compensation in Delaware*. The study concluded that the average Delaware State Employee is underpaid and over compensated. The impact? Were Delaware to compensate state government employees at market rates, it would save between \$260 million and \$720 million in annual compensation cost.
- Partnering with the Delaware Business Roundtable on the launch of the *Delaware Growth Agenda*, a framework of economic development and growth that includes public policy recommendations centered on three strategic goals to be implemented over the next five years.
- Reducing workers compensation rates by 33% over three years.
- **Actively shaping legislation that impacts our**

members on issues such as: taxation, online privacy, health care policy, abandoned property, labor and employment law, education reform and economic development.

We help our members forge new business relationships through networking and other social events meant to create an environment where businesses thrive in Delaware.

The DSCC is a nonprofit 501(c)(6) organization. We depend on the support of our members to accomplish our mission. We partner with other advocacy groups and serve as the leading voice of the business community. **Our leadership helps create jobs, promote business and improve the quality of life for all Delawareans.**



Your membership dollars and support through programs like the Annual Dinner, Superstars in Education, Superstars in Business and our Legislative Brunches allow the State Chamber to be your dedicated voice in Dover.

DELAWARE STATE CHAMBER OF COMMERCE

1201 N. Orange St. | Ste. 200 | P.O. Box 671 | Wilmington, DE 19899=0671
Phone: (302) 655-7221 | Fax: (302) 654-0691 | www.DSCC.com

WHY THE CHAMBER?

ADVOCACY



The State Chamber is your voice in Dover.

Here are a few resources we offer to keep our members up-to-date during the legislative session:

- The **Chamber Action Network** is a powerful resource to engage our members in advocacy and policy issues. It allows business organizations to easily search and contact their elected officials, look up current legislation and participate in Chamber legislative campaigns.

“The State Chamber is down in Dover every day working on issues on behalf of the business community, and this is included in your membership dues. That is the best value you are going to find for a dedicated lobbyist.” – James DeChene, Senior Vice President, Government Affairs, Delaware State Chamber of Commerce

- The **Legislative Roster** provides the names and addresses of members of the Delaware General Assembly, the Congressional delegation, and state and local government leaders. Also included are introductions to State Chamber lobbyists, listings of Senate and House committees and their members, district maps, and voter registration information. Updated every other year following elections, this popular State Chamber publication is a must for any business owner.

“Some businesses don’t have the capacity to hire a lobbyist or representatives to be in Dover all the time. The State Chamber hits the highest and more important issues on a regular basis so that those member businesses can be confident that their interests are being looked at, reviewed and asserted in Dover.” – Bob Perkins, Executive Director, Delaware Business Roundtable



AWARENESS

“I had a company contact me about helping with a piece of legislation. When I asked how they found my company, they said they found us online and saw we were involved with the Delaware State Chamber. They ultimately chose our company for the job because they have more success when they work with companies who are members of chambers of commerce.” - Bob Byrd, The Byrd Group, LLC



When consumers know that a small business is a member of a chamber of commerce:

68%

INCREASE IN YOUR
LOCAL REPUTATION
WHEN COMPARED TO
THE COMPETITION

73%

INCREASE IN
CONSUMER
AWARENESS

80%

INCREASE IN
LIKELIHOOD THAT
CONSUMERS WILL
PATRONIZE YOUR
BUSINESS

Source: The Schapiro Group: The Real Value of Joining a Local Chamber of Commerce

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NETWORKING, NETWORKING, NETWORKING



When you think of the Delaware State Chamber, we want you to think about networking.

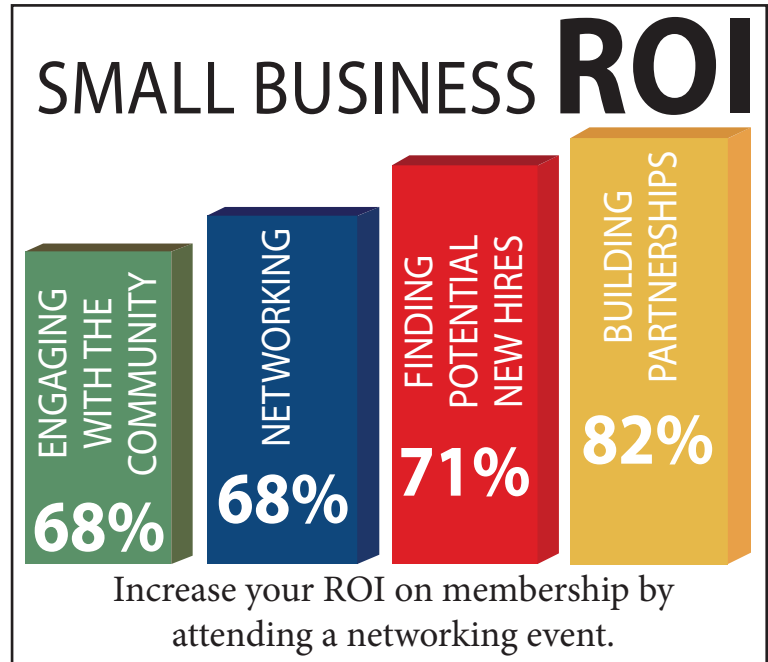
The State Chamber hosts more than 100 events and meetings per year, each designed to put you in the same room with prospective clients and elected officials. **In-person meetings are proven to yield a stronger return on investment.**

Networking events throughout the year:

- Monthly Networking Breakfasts
- Bi-weekly lead groups
- Quarterly Meet the New Members information and networking reception
- Quarterly Chamber Leadership breakfasts
- Evening Mixers

Signature State Chamber events:

- **Annual Dinner** attracts 980 business leaders, elected officials and state dignitaries
- **Spring Legislative Brunch & Manufacturing Conference**
- **Superstars in Education** recognizes outstanding educational programs
- **Small Business Day in Dover** brings small businesses owners to Legislative Hall to learn about the power of their voice when legislation might affect their business
- **End-of-Session Legislative Brunch** recaps the legislative session and highlights major Chamber policy efforts
- **Chamber Chase Golf Tournament** benefits the State Chamber's Political Action Committee
- **Delaware Networking Station** is the largest tabletop networking mixer in the state, attracting more than 600 attendees and 130 exhibitors
- **Delaware Principal for a Day** connects school leaders with the business community whose execs spend the day shadowing a principal
- **Superstars in Business** honors eight outstanding Delaware small businesses and nonprofits
- **Taste of Delaware** is a culinary event in celebration of Delaware Day in Washington, D.C.



The State Chamber also holds ribbon cuttings for members!

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ANNUAL EVENTS AT THE STATE CHAMBER

The State Chamber hosts more than 100 events and meetings each year. Below are our eight signature events. Visit www.DSCC.com to see a full calendar of events.



JANUARY ANNUAL DINNER  <p>The premiere networking event in Delaware, attracting more than 900 attendees</p>	FEBRUARY 	MARCH SPRING LEGISLATIVE BRUNCH & MANUFACTURING CONFERENCE 
APRIL 	MAY  <p>An awards reception that recognizes outstanding educational programs</p>	JUNE END-OF-SESSION LEGISLATIVE BRUNCH 
JULY 	AUGUST 	SEPTEMBER CHAMBER CHASE GOLF TOURNAMENT DELAWARE NETWORKING STATION <p>The state's largest tabletop networking event of the year</p>
OCTOBER DELAWARE Principal FOR A DAY  <p>Connects school leaders with the business community whose execs spend the day shadowing a principal</p>	NOVEMBER  <p>An annual luncheon that honors eight outstanding Delaware small businesses and nonprofits</p>	DECEMBER  <p>A culinary event in celebration of Delaware Day in Washington, D.C.</p>

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MEMBER BENEFITS

State Chamber members save money!



Dental & Vision Care

Dominion Services provides dental and vision benefits on a group and individual basis with competitive, member-exclusive rates. Dental care coverage for most diagnostic and preventive services is 100 percent with up to 80% coverage for restorative care including fillings, root canals, crown and bridge work, periodontal treatment, oral surgery and more.

Prescription Drug Discount Card

The Delaware Drug Card will provide savings of up to 75% on prescription drugs at more than 50,000 pharmacy locations across the country. The Card has no restrictions on membership income or age, and you are not required to fill out an application. This program is designed to help all Delaware residents afford their prescription medications.

LegalShield

All Delaware State Chamber members and member companies now have the opportunity to access affordable legal services. Member companies can join the more than 34,000 companies currently offering LegalShield's personal legal plans as a voluntary benefit to their employees. In addition to the personal plans, member companies can join more than 47,000 small businesses nationwide and enroll in the Small Business Plan, which provides member companies with legal advice and counsel on any business legal issue, contract and document review, debt collection, trial defense and more. Lastly, Members receive identity theft protection for the entire family for the cost most competitors charge to cover a single individual.

University of Delaware Online MBA Scholarship

The State Chamber is an Affiliate Partner with the Lerner College of Business & Economics. Through this partnership, Chamber members, and member employees, will receive a 10% discount off of their tuition for the University of Delaware Online MBA Degree Program.

UPS Shipping Discounts

Take advantage of some of the most competitive rates available on UPS shipping services. Save up to 34% on a broad portfolio of shipping services.

Notary Service

Notary public services are free for Chamber members!

Certificate of Origin

Certificate of Origin documents are \$20 for Chamber members and \$100 for nonmembers.

Discounted Constant Contact Email Marketing Services

State Chamber members are eligible to up to 25%!

Continuing Education Certificate Discounts

The University of Delaware offers a 10% discount to State Chamber members when they choose to sign up for continuing education certificate programs.

Airport Parking Discounts

Colonial Airport Parking offers members a rewards program that includes discounted services and a free day of parking upon enrollment.

Member-to-Member Discount Directory

State Chamber members offer substantial savings on products and services to fellow members.

Lead Group Membership

Members have access to exclusive, member-only lead groups dedicated to business referrals and contact generation.

Member Event Calendar Listing

Post your organizations upcoming events to the State Chamber's Member Events Calendar on www.DSCC.com.

Delaware Business Newsbites

Get your company news published in the bi-monthly Delaware Business magazine by submitting a news-worthy press release or article.

Listing in DSCC Online Business Directory

Members are listed on the State Chamber's Online Business Directory. On average, members receive more than 8,700 interactions per year when listed on the directory.

Tax Deductible

Your membership is 65% tax deductible!

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GET INVOLVED

State Chamber members play a visible, active role in the business community by serving on our boards, committees and participating in lead groups.



AFFILIATES



DELAWARE MANUFACTURING ASSOCIATION

Founded in 1856, the Delaware Manufacturing Association (DMA) is the local arm of the National Association of Manufacturers. All manufacturers who are members of the State Chamber are automatically members of the DMA.



DELAWARE PUBLIC POLICY INSTITUTE

The Delaware Public Policy Institute is a nonpartisan, 501 (c)(3) nonprofit organization, established to conduct research and encourage study and discussions of policies, programs and issues affecting the State of Delaware and its citizens.



DELAWARE RETAIL COUNCIL

The Delaware Retail Council (DRC) is the largest statewide organization dedicated solely to the interest and progress of the retail industry. The DRC is a member of the National Retail Federation. Any DRC member with annual sales of less than \$1 million that operates solely in Delaware is eligible for free membership in the National Retail Federation.



THE PARTNERSHIP, INC.

The Partnership, Inc., a 501(c)(3) nonprofit, is the State Chamber's education arm.

COMMITTEES

- Ambassador
- Delaware Young Professionals Network
- Small Business Alliance
- Employer Advocacy & Education
- Infrastructure & Transportation
- Economic Development
- Environmental
- Health Care
- Joint Military Affairs
- Tax



"I've been involved in other groups in the past, but the fact that this is run by the State Chamber makes it more effective. It seems the Chamber knows what is happening in Delaware a week before anyone else." - Jack Coleman, Stouch Lighting

LEAD GROUPS

The State Chamber's lead groups help companies grow through networking and referrals – the most productive form of business prospecting. They meet twice a month to share business news, warm leads and personal referrals. Each group is limited to one representative of any given industry, which means you will have no competitors.

Contact your membership representative to get more information about these opportunities.

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DIGITAL OPPORTUNITIES

Being a member of the Delaware State Chamber of Commerce means that we work for you. One of the many ways we do that is through digital communications and our online presence. Here are a few ways you can maximize your membership through digital communications:



www.DSCC.com

Our [website](http://www.DSCC.com) is our lifeline. It is a one-stop shop for anything you need to know about the State Chamber, whether that is the latest on legislation we are following, upcoming events, opportunities to get more involved, State Chamber and member news, or even who are our members.

**www.DSCC.com is viewed more than 187,000 times per year.
That is more than 500 views per day.**

DID YOU KNOW?

In 2016, our members averaged more than 8,700 interactions by being listed on the Member Directory of www.DSCC.com.

ONLINE MEMBER PORTAL

Log in to your member portal and take advantage of the tools we provide to engage us as a member. You can:

- Pay Your Bills
- Update Your Contact Information
- Export a Referral Report
- Submit an Event
- Add a Coupon
- And More!

Become more visible online by adding a company description to your [Member Directory](#) listing. Your organization's listing page is customizable, and allows you to include things like your social media handles and logo.

MEMBER NEWS AND EVENTS

Do you have news you want to share with us? Submit your press releases to press@dsc.com and it will be posted to our Member News section on the website as well as on:

- Monthly Member E-News email
- Twitter
- LinkedIn
- Delaware Business magazine
- Facebook

Do you have an upcoming event that you want us to promote? Post your organization's events to our [Member Events Calendar](#) on the website. Log in to your member portal and submit your event for approval. One week before your event, we share it on our Facebook and Twitter pages.



More than 91,000 users reached in 2016



Share news with more than 6,000 followers

AD OPPORTUNITITES

THE WEEKLY REPORT

21%
Click Rate

Industry Average
is 8 %

- Purchase a [banner ad](#) on www.DSCC.com. Contact Al Forys at alf@cgicomunications.com or (800) 398-3029 ext. 237
- Advertise in [The Weekly Report](#), the State Chamber's policy email that is distributed to more than 2,500 subscribers. Contact Kelly Wetzel at kwetzel@dsc.com or (302) 576-6564.

The Weekly Report averages a 30% open rate. Industry average is 24.5%.

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DELAWARE BUSINESS MAGAZINE



***Delaware Business* reaches business leaders and decision makers across the state and beyond!**

The Delaware State Chamber of Commerce's award-winning *Delaware Business* magazine is published six times a year, featuring a wide range of editorial content of interest to the business community.

JANUARY/FEBRUARY

- State Chamber Annual Report
- The State Chamber's Year in Review, and a look at Delaware's economic development

MARCH/APRIL

- Guide to Real Estate & Construction
- Guide to Health Care & Insurance
- Guide to Taxes

MAY/JUNE

- Superstars in Education features
- Guide to Education
- Guide to Legal Services, Government Affairs and Incorporating Services
- Guide to Beaches

JULY/AUGUST

- Restaurant, Meeting & Banquet Guide
- Guide to High Learning
- Insurance & Financial Services

SEPTEMBER/OCTOBER

- Guide to Health & Fitness
- Back to School Guide
- Guide to Election Issues

NOVEMBER/DECEMBER

- Superstars in Business features
- Guide to Construction & Real Estate
- Guide to Technology
- Guide to Banking

Editor: Denee Crumrine, dcrumrine@dsc.com, (302) 576-6566

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***Delaware Business* is also available online!**



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GET TO KNOW THE PEOPLE BEHIND THE STATE CHAMBER



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