



DELAWARE STATE  
CHAMBER OF COMMERCE

2020

# MEMBERSHIP PACKET

REPRESENTING DELAWARE'S BUSINESS COMMUNITY SINCE 1837





# CHAMBER VALUE

## WHY IS YOUR SUPPORT SO IMPORTANT?



# MEMBERSHIP IS CRITICAL.

## STRENGTH IN NUMBERS MATTERS WHEN ADVOCATING IN DOVER

The Delaware State Chamber represents nearly 1,000 member businesses — from mom-and-pop stores to Fortune 500 companies — that employ 115,000 private sector employees in Delaware.

**Join the conversation. Make your voice heard. Become a member.**

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.

In partnership with all Delaware chambers of commerce, we developed the following policy priorities for 2019:

- Regulations and Permitting
- Workforce Development
- Health Insurance and Health Care Costs
- Tourism
- Infrastructure and Technology



The majority of laws and regulations affecting Delaware businesses are passed locally, not in Washington.

**YOU CAN'T ALWAYS BE IN DOVER,  
BUT WE CAN.**



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

- Passing **reforms to the Coastal Zone Act**, which prioritizes solutions that will both strengthen the economy and enhance our natural resources.
- **Spearheading the creation of the Delaware Prosperity Partnership**, a public-private partnership dedicated to bringing and retaining jobs in Delaware.
- **Actively shaping legislation and regulations that impact our members** on issues like: taxation, online privacy, health care,

abandoned property, labor/employment law, and economic development.

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.

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# OUR CORE FOCUSES



## ADVOCACY

The State Chamber is your voice in Dover. We keep you informed:

- 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 State Chamber policy campaigns.

“The State Chamber is down in Dover every day during legislative session 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”



- 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 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 an essential tool for any business owner.

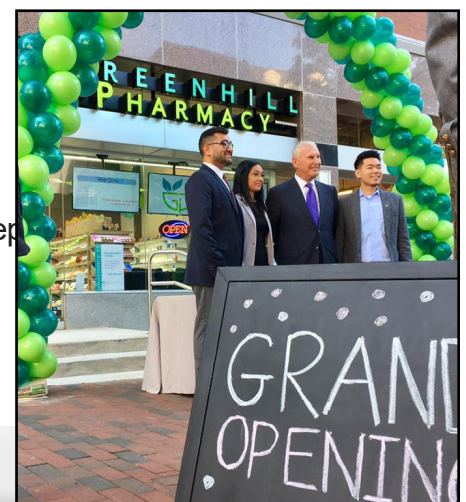
## NETWORKING

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
- 10 signature events



**Call the State Chamber to schedule your ribbon cutting!**

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# TEXT 'DSCC' TO 50457 TO KEEP INFORMED

Whether it's through email or social media, connecting with us in the digital world is the best way to stay informed about policy priorities, events, sharing your news and more!



## ADVOCACY ACTION

Take action! Become an active participant in the shaping of our state's legislation because what happens in Dover affects your business. A great tool to become more involved is our Action Network center, powered by VoterVoice.



Text 'DSCC' to 50457 or go to [www.dscc.com](http://www.dscc.com) > Advocacy > Take Action

- Sign up for email alerts
- Stay up-to-date on the legislative priorities
- Track important legislation statewide
- Contact your elected officials

“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 most important issues on a regular basis so those businesses that are members of the Chamber can be confident their interests are being looked at, reviewed and asserted in Dover. – Bob Perkins, Executive Director, Delaware Business Roundtable”

“It's typically a specific bill or issue that brings small business owners to Legislative Hall and it's intimidating. It's great to have the State Chamber on your side for this. – Kim Gomes, The Byrd Group, LLC”

## JOIN THE CONVERSATION



### FACEBOOK:

Follow us by visiting [www.facebook.com/DelawareStateChamber](http://www.facebook.com/DelawareStateChamber) or searching “[Delaware State Chamber](#)” at [www.facebook.com](http://www.facebook.com) or on the mobile app.

Click ‘Like’ and ‘Follow’ at the top of the page.

Bonus points for clicking ‘Share’ and inviting your friends to follow us, too!



### TWITTER:

Follow us on Twitter by visiting [www.twitter.com/destatechamber](http://www.twitter.com/destatechamber) or searching “[Delaware State Chamber](#)” at [www.twitter.com](http://www.twitter.com) or on the mobile app.

Click ‘Follow’ at the top of the page.

Use hashtags: #ChamberCheckIn, #NetDE, #DEBiz



### LINKEDIN:

Follow us on LinkedIn by visiting [www.linkedin.com/company/delaware-state-chamber-of-commerce](http://www.linkedin.com/company/delaware-state-chamber-of-commerce) or searching “[Delaware State Chamber](#)” at [www.linkedin.com](http://www.linkedin.com) or on the mobile app.

Click ‘Follow’ at the top of the page.



### EMAILS:

State Chamber news delivered right to your inbox!

We send Mike Quaranta's President's Message early each week, a Chamber roundup called Weekly Report every Friday, and advocacy and event specific emails throughout the year. Sign up for one or all by emailing Kelly Basile at [kbasile@dscc.com](mailto:kbasile@dscc.com).

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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 ten signature events. Visit [www.DSCC.com](http://www.DSCC.com) to see a full calendar of events.



JANUARY		MARCH
<div></div> <div><b>ANNUAL DINNER</b></div> <div>The premiere networking event in Delaware, attracting more than 1,000 attendees</div>		<div><b>SPRING LEGISLATIVE BRUNCH &amp; MANUFACTURING CONFERENCE</b></div> <div></div>
MAY	JUNE	SEPTEMBER
<div></div> <div>An awards reception that recognizes outstanding educational programs</div>	<div></div> <div><b>END-OF-SESSION LEGISLATIVE BRUNCH</b></div>	<div></div> <div><b>CHAMBER CHASE GOLF TOURNAMENT</b></div>
SEPTEMBER	OCTOBER	
<div></div> <div>The state's largest tabletop networking event of the year</div>	<div></div> <div><b>CONVERSATION • COLLABORATION • INNOVATION</b></div> <div>Brings together business leaders from around the state to participate in an engaging discussion on economic development</div> <div></div>	
OCTOBER	NOVEMBER	DECEMBER
<div></div> <div>Connects school leaders with the business community whose execs spend the day shadowing a principal</div>	<div></div> <div>An annual luncheon that honors eight outstanding Delaware small businesses and nonprofits</div>	<div></div> <div>A culinary event in celebration of Delaware Day in Washington, D.C.</div>

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# MEMBER BENEFITS

## State Chamber members save money!



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

**Certificates of Origin** \$20 for members and \$100 for nonmembers.

**Complimentary U.S. Chamber Membership** As a qualifying small business member of the State Chamber, you will also enjoy membership with the U.S. Chamber of Commerce at no additional cost.

**Constant Contact Email Marketing Services** Up to 25% in discounts!

**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.

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

**Delmarva Broadcasting Company** 15% in bonus air-time on commercial orders placed by new advertisers on any DBC radio station.

**Dental & Vision Care** Dominion Services provides benefits on a group and individual basis with competitive, member-exclusive rates.

**Lead Group Membership** Access to exclusive lead groups dedicated to business referrals and contact generation.

**LegalShield** Members and member companies can access affordable legal services.

**Listing in DSCC Online Business Directory** Members are listed on our online directory where member listings see an average of 8,700 interactions/year.

**Member Event Calendar Listing** Post your organization's upcoming events to our member events calendar on [www.DSCC.com](http://www.DSCC.com).

**Member-to-Member Discount Directory** State Chamber members offer substantial savings on products and services to fellow members.

**Notary Services** Free for members!

**Prescription Drug Discount Card** The Delaware Drug Card provides to 75% savings on prescription drugs at more than 50,000 pharmacy locations across the US.

**Tax Deductible** Your membership is 65% tax deductible!

**UPS Shipping Discounts** Save up to 34% on a broad portfolio of shipping services.



## EXPOSURE

Chamber members gain more exposure in your community.

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

“ 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 ”

“ We have a goal to purchase from Delaware companies. I always go online to the Chamber's business directory and check to see if that company is a member of the Delaware State Chamber of Commerce.  
- Donna Masley, Masley Enterprises, Inc. ”

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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 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.

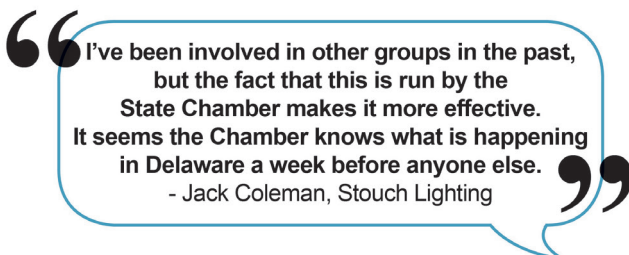


### THE PARTNERSHIP, INC.

The Partnership, Inc., the 501(c)(3) education affiliate of the State Chamber. It was created to promote charitable and educational activities by developing and fostering programs that encourage private sector involvement in workforce development and education. Superstars in Education and Delaware Principal for a Day are the organization's flagship programs.

## COMMITTEES

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



## 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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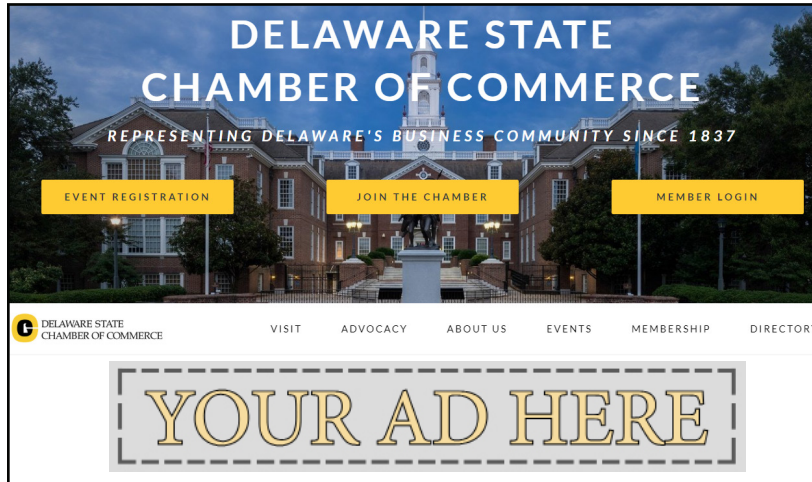


# DIGITAL OPPORTUNITIES

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



[www.DSCC.com](http://www.DSCC.com)



Our [website](http://www.DSCC.com) is our lifeline. It is a one-stop shop to keep up with the happenings of the State Chamber and its members.

**ADVERTISE ON [WWW.DSCC.COM](http://www.DSCC.com)**

**1,450**  
unique views/day

Your message will gain enormous exposure!

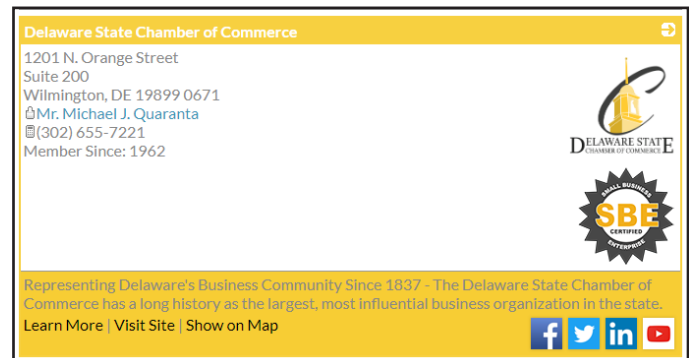
Contact Kelly Basile at  
[kbasile@dsc.com](mailto:kbasile@dsc.com) or (302) 576-6564  
to learn more about [banner ads](#).

## MEMBER PORTAL

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

- Pay Your Bills
- Update Contact Information
- 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 page is customizable and allows you to include things like your social media handles and a logo.



## DIGITAL PROMOTION

### OUR VISIBILITY IS YOUR VISIBILITY:



**27%**  
open rate



**3,100**  
page likes



**7,500**  
followers



**3,520**  
followers

Your message will reach a greater audience when you engage with us through our emails and social media.

Promote your event in the [Member Events](#) monthly email.  
Contact Kelly Basile at [kbasile@dsc.com](mailto:kbasile@dsc.com).

### THE WEEKLY REPORT EMAIL

**14%**  
Click Rate

Industry Average is 8%

Advertise in [The Weekly Report](#), the State Chamber's policy email that is distributed to more than 2,800 subscribers. Contact Kelly Basile at [kbasile@dsc.com](mailto:kbasile@dsc.com).

**GOT NEWS?** Submit your press release to [press@dsc.com](mailto:press@dsc.com).

It will be posted on our website, social media pages and considered for publication in *Delaware Business* magazine.

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# DELAWARE BUSINESS MAGAZINE



**Delaware Business is mailed to more than 3,200 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 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
- Guide to Workforce Development

## MAY/JUNE

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

## 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 Innovation
- Guide to Banking

**Editor:** Kelly Basile, [kbasile@dsc.com](mailto:kbasile@dsc.com), (302) 576-6564

**Advertising Opportunities:** Fred Miller, [fmiller2@dsc.com](mailto:fmiller2@dsc.com), (302) 576-6579

**Delaware Business is also available online!**



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# GET TO KNOW THE PEOPLE BEHIND THE STATE CHAMBER



## LEADERSHIP



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**CHUCK JAMES**

Senior Vice President,  
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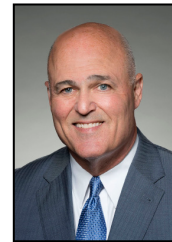
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