

Sussex County Chamber of Commerce Member Handbook **2024**



© 2024 Sussex County Chamber of Commerce. All rights reserved.

The contents of this handbook are intended for member use only. No one in possession of this handbook may distribute it.

Disclaimer: This handbook is informational in nature and the contents herein should not be construed as legally binding. Subject to change without notice. Contact the Sussex County Chamber of Commerce for current policies, practices, program availability and rates.

Table of Contents

Letter from the President	2
Organization & Mission	2
Leadership	2
By-Laws	2
Advocacy Efforts	2
Professional Development Scholarships	2
Higher Education Scholarships	3
Internships & Work-Study.....	3
Additional Entities (Sussex County Economic Development Partnership & Sussex Skylands)	4
Contact Us	5
The Chamber Team.....	5
Membership Basics	6
Membership Benefits	11
Chamber Events	16
Member Marketing Opportunities	19
New Member Checklist	22

Letter From the President

The mission of the Sussex County Chamber of Commerce is underpinned by a commitment to identify local and county needs, to prioritize our organization's work and activities in accordance with those needs, and to deliver an accountable service to area businesses and communities. Each member of the Sussex County Chamber has a vital role to play. The dedication of so many people working together to sustain and enhance our personal and business lives is gratifying and I am sincerely thankful for the support of our members, now and in the future. With sound planning, membership involvement, partnerships, and a strong vision, the future of Sussex County is bright.

Tammie A. Horsfield

Tammie A. Horsfield, President

Organization & Mission

Founded in 1980, the Chamber is a registered not-for-profit 501(c)(6) membership organization. It is financed by its members through annual membership dues, programs, and events.

The Chamber's mission: ***Quality in Business, Quality in Living***. The Chamber puts everything into place to help our members grow their businesses: providing innovative member services and programs, promoting our region for economic development and tourism, and making it an even better place to do business. We're Sussex County, NJ's largest business organization, and we are committed to serving our members and helping them succeed.

Leadership

The Chamber is directed by a Board of Trustees consisting of no more than 15 voting members. Trustees are appointed by the selection committee, elected by majority vote of the Board, and serve a three-year term. Please visit our website for our current Board of Trustees roster.

The Chamber operates under the leadership of its President, by direction of the Board of Trustees.

By-Laws

The Chamber is governed in adherence to its by-laws. You may view a copy of the by-laws at our office.

Advocacy Efforts

The Chamber acts as your representative in county, state, and federal issues. We advocate for the continual improvement of the business environment, in balance with retaining our county's residential charm.

Professional Development Scholarships

The Sussex County Chamber of Commerce understands the importance of professional development opportunities and educational programs to assist members in building and strengthening their businesses.

The Chamber's Professional Development Scholarship program for Sussex County Chamber member businesses and their employees offers scholarship consideration for courses, conferences, webinars, and other educational programs.

The awards will be used to further each recipient's education at a professional, technical, vocational, or business school/program/training or college that will result in enhancing the recipient's education and marketability in the business community.

Scholarships are for tuition and training only. Lodging, food, transportation, and miscellaneous fees are not covered.

Applications are available on the Chamber website and are typically due in February.

Higher Education Scholarships

The Sussex County Chamber of Commerce also provides educational scholarships to area students each year. The scholarships are used to further each recipient's education at a professional, technical, vocational, or business school or college. Funds for the scholarships are raised through various Sussex County Chamber events including our annual Sussex County Day. Donations to the Educational Scholarship Fund are also welcomed.

Scholarship applications are available on the Chamber website and via school guidance departments. Applications are typically due in April.

Internships & Work-Study

The Chamber also assists its members in promoting available internship and work-study positions, and in offering tours of member businesses to students, all of which help students form career plans and encourage them to remain local when pursuing their career goals. Please contact the Chamber for more information about these programs.

Additional Entities

The Sussex County Chamber of Commerce operates alongside two other organizations that are vital to the county: the Sussex County Economic Development Partnership Inc. (SCEDP) and Sussex Skylands Destination Marketing Organization. The functions of these organizations are handled out of the Chamber office and by Chamber staff.

Sussex County Economic Development Partnership

The Sussex County Economic Development Partnership, Inc. (SCEDP) is a non-profit organization dedicated to the creation of sustainable economic opportunity and prosperity to improve the quality of life in Sussex County. The SCEDP proactively facilitates the recruitment, retention, and expansion of businesses that will complement, and be consistent with, the character and environment of Sussex County.

The strength of our economic development efforts lies in the investment and collaboration between our group of investors who provide the guidance and vision toward building a successful, sustainable economy in the Sussex County area. Our investors consist of public and private businesses and organizations representing a wide variety of industries.

Through the SCEDP, we are also pleased to connect organizations with the tools and resources they need to be successful, including those available from county, state and federal agencies. These resources can include site location assistance, financing/funding referrals, assistance with workforce development, etc.

Learn more at SCEDP.com

Sussex Skylands Destination Marketing Organization

Supported by a grant from the New Jersey Department of State, Division of Travel and Tourism, Sussex Skylands is the official Destination Marketing Organization (DMO) for Sussex County. Its sole focus is to promote Sussex County as a tourism destination to domestic and international travelers.

Sussex Skylands produces a Visitor's Guide and a Sussex Skylands Events Calendar rack card, as well as the Sussex County Trail Guide & Map which is produced in collaboration with the Sussex County Trails Partnership Committee (see "Tourism Publications: Visitor's Guide and Trail Guide & Map" later in this guide). These materials are distributed for free at multiple locations throughout the county, region, and state, as well as via the Sussex Skylands website and VisitNJ.org. Sussex Skylands also responds to visitor inquiries, submits press releases to national and international media, manages a county event calendar, hosts media tours of area tourism partner facilities, and participates in trade shows.

Utilizing our grant funding, Sussex Skylands works hard to promote all tourism-related members throughout the year. Tourism-related member organizations receive this additional promotion at no additional cost to their Chamber membership (details provided throughout this handbook).

Learn more at SussexSkylands.com

Contact Us

Sussex County Chamber of Commerce
120 Hampton House Road
Newton, NJ 07860

The Chamber office is located in the Chase Bank building on Route 206 North in Newton.

Hours: Monday through Friday, 8:00 AM – 4:00 PM. Closed holidays and during Chamber events.

Phone: 973-579-1811

Fax: 973-579-3031

Email: mail@sussexcountychamber.org

SussexCountyChamber.org

SussexSkylands.com

SCEDP.com

The Chamber Team

Tammie Horsfield

President

mail@sussexcountychamber.org

Tammy Crimando

Director of Marketing

tcrimando@sussexcountychamber.org

Michele Egan

Director of Member Services

megan@sussexcountychamber.org

Lisa Burghart

Associate Director of Tourism

lburghart@sussexcountychamber.org

Bookkeeper

bookkeeper@sussexcountychamber.org

Membership Basics

Primary Contacts & Representatives

The Primary Contact is considered the Administrator of your organization's membership account. Primary Contacts are the only persons permitted to make changes to the membership on an organizational level. This includes

- adding or deleting employee Representatives;
- updating contact details such as company name, address, phone, website, fax or description;
- adding Representatives to Chamber Councils or Committees (see "Membership Benefits");
- completing membership verification forms and updating employee counts;
- requesting membership lists;
- pledging event sponsorships;
- approving Representative participation in events and activities;
- posting open employment or internship positions;
- viewing and paying invoices;
- setting up dues payment plans; and
- engaging in marketing efforts.

Primary Contacts may assign other employees with permission to handle billing (receiving and paying Chamber invoices) and marketing (pledging sponsorships, requesting ad space, submitting logos and artwork, approving ad copy, etc.) by informing the Chamber of said assignments.

Primary Contacts will receive **two** log-ins to the Chamber website. Their *Administrator* account will allow them to perform tasks only permitted by Primary Contacts. Their *Representative* account will allow them to perform tasks permitted by all Chamber member Representatives. Both of these log-ins are tied to the Primary Contact's email address.

All employees of your organization (i.e. those working at the address[es] provided on your membership application) are considered members of the Chamber, as long as your membership remains in good standing. Primary Contacts are encouraged to enroll employees as Representatives of the organization. Representatives can

- receive Chamber emails,
- register for Chamber events, and
- update their personal contact information.

All registered Representatives will receive log-in credentials for the Chamber's website for these purposes only. Log-ins are tied to each Representative's individual email address.

Multiple Locations

We understand that many of our members operate their organizations from multiple locations—whether local, regional, national, or international. We ask that you name all of your locations when applying for membership. However, not all locations must join as members of the Chamber. See "Membership Dues & Renewal" for details.

Member Representation

Chamber membership is restricted to the organization which applied for membership. All member activities must be done in name of this organization only. If a Representative is involved with multiple

organizations, either professionally or personally, we expect that they will only present themselves as a representative of the Chamber member organization at Chamber events and activities.

If your organization operates multiple companies or brands, you would need to have an active membership for each in order to promote these brands at Chamber events or via Chamber marketing channels. Alternatively, you may apply for membership in the name of your holding company, which restricts your Chamber activities to the named holding company only. Please contact the Chamber to discuss your specific situation.

Membership Organization or Association Membership

If your organization is considered an Association or membership organization, then Chamber membership is limited to only the organization/association, and not extended to its individual members. All Chamber networking, benefits and activities are available to the organization/association and allow the organization/association to promote its activities, events, etc. Members of the organization/association are not members of the Sussex County Chamber by virtue of the organization/association's membership in the Chamber.

If there are no employees of the organization, officers of the organization may attend Chamber events representing the member organization only. Representatives may not market their own businesses unless those businesses are also members of the Chamber. If they receive the opportunity to speak at an event, officers may only speak about the member organization/association. In addition, business cards presented and/or name tags worn by representatives must represent the member organization and not the individual's business, unless the individual's business is also a Chamber member.

The Business After Hours, a social networking event, is open to all members of the organization/association but they must be there to network as representatives of the organization/association and not as representatives of their own non-member businesses.

Most Chamber activities/events have member and non-member rates. The organization/association is entitled to receive the member rate. All members of the organization/association will receive the non-member rate for their participation unless they are also Sussex County Chamber members which entitles them to the member rate.

All marketing/advertising opportunities will be extended to the organization/association with the understanding that the promotion is limited to the organization/association name only. All members associated with the organization/association cannot be listed in or advertise in the promotional materials unless they are also members of the Chamber or there is a non-member rate offered.

The Sussex County Chamber of Commerce does not permit other chambers of commerce to become members. We are happy to partner with other chambers on events and activities.

Minors Attending Events

We expect that all member Representatives attending Chamber- or member-hosted events will be legal adults. Should any Representatives from your organization be under the legal age (18 years old for events that do not serve alcohol, or 21 years old for events that serve alcohol), they must be accompanied by a parent or legal guardian. Unaccompanied minors will be refused entry to Chamber events. Children under age 16 are not permitted in any case, except to public events such as Sussex County Day.

The Chamber Website

The Chamber website is your portal to your Chamber membership. As a Representative of your organization, you have convenient 24/7 access to update your personal information and register for upcoming events. The Chamber Member Video Playlist contains tutorial videos for help working in your online account; you may access that here: <http://tinyurl.com/38v7r5nk>

Other features of the website include:

- Member directory
- Chamber events calendar
- Community events calendar
- Job postings
- Member promotions
- Payment portal

These features will be discussed in later sections of this handbook.

Chamber staff are unable to see or reset your website password(s). Please utilize the “Forgot Your Password?” link on the Member Log-in webpage to obtain or change your account password.

Communication from the Chamber

The Chamber strives to keep you informed of news and events related to your membership. Most communication is done via email. To that end, please be sure we have correct email addresses for the Primary Contact and all Representatives. *Privacy Notice:* By providing your or your organization’s Representatives’ email addresses to the Sussex County Chamber of Commerce, you have given implicit consent for the Chamber to send email messages to those addresses. You may opt out of our emails at any time by contacting the Chamber.

The Chamber sends periodic emails from the Chamber office as well as via Constant Contact. Please add these addresses to your Safe Senders List so our communications come to your inbox and not the junk folder:

- tcrimando@sussexcountychamber.ccsend.com
- mail@sussexcountychamber.org
- thorsfield@sussexcountychamber.org
- bookkeeper@sussexcountychamber.org
- reception@sussexcountychamber.org

We also post event notices and information on social media. Please follow these accounts:

- *Facebook:*
 - Sussex County Chamber of Commerce: [facebook.com/SussexCountyChamberOfCommerceNJ](https://www.facebook.com/SussexCountyChamberOfCommerceNJ)
 - NJ Sussex Skylands: [facebook.com/profile.php?id=100057064345734](https://www.facebook.com/profile.php?id=100057064345734)
- *Instagram:* [instagram.com/sussexskylandsnj/](https://www.instagram.com/sussexskylandsnj/)
- *Twitter:* <https://twitter.com/SussexCoChamber>
- *LinkedIn:* [linkedin.com/company/sussex-county-chamber-of-commerce/](https://www.linkedin.com/company/sussex-county-chamber-of-commerce/)

In addition, the Chamber hosts a Facebook group where our members can post their offers, sales, and promotions to the local community. Please visit “Sussex County Chamber Community Offers” on Facebook and click “Join Group” to get started.

Membership Dues & Renewal

Your membership renews annually on your anniversary date. Membership dues are billed via email and prompt payment is appreciated.

Membership dues paid in full within 90 days of your anniversary date retains your membership with its original anniversary date and all benefits are available to your organization. However, membership dues not paid within 90 days of your anniversary date will cause your membership to lapse with all membership benefits revoked as of your anniversary date. Any membership benefits utilized during this grace period will require payment at the non-member rate or equivalent market rate. Once a membership is lapsed, you may re-apply for membership as a new member. The new membership will take effect upon approval of our Board of Trustees for a period of one year.

Sussex County Chamber of Commerce membership utilizes a “fair-share” model, ensuring each organization contributes in proportion to their anticipated benefit usage. Therefore, membership dues are calculated on a sliding scale based upon the number of full-time employee equivalents employed by your organization. Two part-time employees equate to one full-time equivalent.

If your organization operates from multiple locations, you must apply for membership utilizing an employee count that includes all locations which will be Chamber members and name these locations on your membership application. Only employees based in these locations may participate as Chamber members. You may add additional locations to your membership at any time at a pro-rated dues rate.

We appreciate your assistance in keeping us up-to-date as your employee counts change by completing our annual Membership Verification form. This allows us to extend member benefits to all employees of your organization.

For organizations who do not retain employees (such as volunteer groups), we recognize the number of Officers, Board or Advisory members that you have, in place of an employee count.

Payments may be made by check or credit/debit card. Payments made by credit/debit card will incur an additional processing fee (typically 3.75% of the transaction amount).

Payment plans are available which allow members to remit membership dues on a quarterly or semi-annual basis; please contact the Chamber to set up a payment plan. Members who request a payment plan are required to pay their annual dues in full by their membership anniversary date, the end of their membership term, or upon membership termination, whichever is sooner.

We reserve the right to adjust dues on an annual basis to reflect current market conditions. Chamber of Commerce membership dues are typically tax-deductible as a normal business expense; please consult your tax professional for guidance.

Membership Decals

Members will receive a complimentary window decal each year to proudly display their membership.

All members in good standing are also welcome to use the Sussex County Chamber of Commerce Member logo on their website and in their publications. To request this high-resolution logo, contact the Chamber.

Event Refund & Cancellation Policy

Submission of an event sponsorship, ticket order, or reservation—via printed or digital channels—is your commitment to participate as stated and full payment is required without exception. No refunds will be issued for event sponsorships, tickets, or reservations.

Privacy Notice

By providing your information to the Sussex County Chamber of Commerce, you implicitly agree to be contacted by the Chamber via telephone, fax, email, or postal mail. You may opt out of these communications by contacting the Chamber.

The Chamber does not share, sell, or trade email addresses. Rest assured that your email address will be used only for Chamber communication purposes. This could include email introductions to a fellow Chamber member. The Chamber will publicly share your business's telephone number, address, website, and social media links in our online and printed membership directories, unless otherwise requested by the member.

Membership Benefits

As a member of the Chamber, you receive many benefits including the opportunity to meet other members, promote your organization, and develop relationships and partnerships that will ensure your success.

Chamber Councils

There are six area Chamber Councils that are part of the Sussex County Chamber of Commerce. The Chamber Council meetings focus on hyper-local issues relevant to the organizations within the various towns/regions of Sussex County. Chamber Councils meet monthly. Council meetings are closed to Council members only; guests are not permitted.

- *Branchville-Frankford-Lafayette Area Chamber Council* (Branchville, Frankford, Lafayette, Montague, and Sandyston area)
- *Central Sussex County Chamber Council* (Fredon, Green, Hampton, Newton, and Stillwater area)
- *Franklin-Hardyston Area Chamber Council* (Franklin, Hamburg, Hardyston, Ogdensburg, and Vernon area)
- *Southern Sussex County Chamber Council* (Andover, Byram, Hopatcong, and Stanhope area)
- *Sparta Chamber Council* (Sparta only)
- *Sussex-Wantage Chamber Council* (Sussex and Wantage area)

Chamber Council members receive monthly municipal updates on town issues, participate in community networking activities and events, receive educational opportunities provided by guest speakers, and enjoy opportunities to form business contacts within the community and share company information with a captive audience. Council members realize a sense of pride and personal satisfaction from working within their community to make it a better place to live and do business.

One Representative per organization may join the local Chamber Council for free. Your local Council is determined by your organization's business address (as indicated on your membership application). Additional Representatives may join your local Council, or any of the other Councils, for a small annual fee. The Primary Contact for your organization may request these assignments. If your business is located outside of Sussex County, you will not automatically be assigned one, but may join any Chamber Council for a small annual fee.

Chamber Committees

Chamber Committees offer an opportunity to work with other members of the business community to create a better Sussex County for everyone. Most Committees meet once a month, either virtually or at the Chamber office. Meetings are closed to Committee members only; guests are not permitted.

- The *Education Committee* develops and sustains short and long-range programs in support of high quality elementary, secondary, and higher education. Examples of programs include educational internships, work study, job shadowing opportunities, college/business partnerships, scholarship support, and cooperative education programs.

- The *Human Resources Development Committee* is a committee for human resource professionals only who meet to share “best practice” ideas and programs which will enhance local businesses’ ability to attract and retain qualified employees. The Committee organizes educational programming for the membership to enhance and support business development.
- The *Non-Profit Committee* helps educate, fosters relationships, and provides opportunities to network, share ideas and explore partnerships and services among non-profit Chamber members, and works to form collaborative relationships with for-profit Chamber members for the benefit of both.
- The *Sussex County Trails Partnership* is committed to improving a network of parks, trails and recreational areas to maximize public benefits and responsible use of resources while investing in health and economic vitality.
- The *Technology Committee* provides information about developments in technology and their applications to the Chamber at-large. The Committee focuses on what businesses need to know to use this technology to enhance business growth. The Committee also monitors technology-related issues.
- The *Tourism Committee* is comprised of Chamber of Commerce Board members and area tourism businesses. The committee works to promote and encourage collaborative marketing efforts through information-sharing sessions. Committee members share individual destination marketing materials and assist in planning tours for media and tour operators.
- The *Wellness Committee* is for wellness-related businesses interested in promoting the physical, emotional, and social wellness and well-being of our business community through education. Wellness is defined by the Committee as the balanced interaction of the physical, mental, and social well-being of the individual.
- The *Women in Business Committee* is committed to bringing together business women from a variety of fields and business environments to provide opportunities for personal and professional growth through networking, leadership, and educational programming.
- The *Young Professionals Committee* is committed to developing young/junior professionals (forty years of age and under) through business meetings, mentoring opportunities, and educational programs, creating networking opportunities for young professionals to build relationships and reach their full potential.

Members may join Committees by applying with the Chamber office. There is no cost to join a Committee. Applications are reviewed and approved on a case-by-case basis.

Membership Directory

Each member organization receives a public listing with company name, phone number, business categories, website, and social media links in the searchable Sussex County Chamber of Commerce digital member directory at SussexCountyChamber.org. Primary Contacts may log in to the Chamber website using their Administrator account to update this listing at any time.

Upgraded directory options are also available to make your directory listing more visible. See “Member Marketing Opportunities” for details.

Sussex County Magazine

All Chamber members in good standing are included in the Chamber's annual printed publication, *Sussex County* magazine, which is distributed to Chamber members and throughout the Sussex County community, as well as New Jersey State Visitor Centers.

You may purchase discounted advertising in the magazine. Details will be provided to members during the magazine production process.

See "Member Marketing Opportunities" for additional information.

Tourism Publications: Visitor's Guide and Trail Guide & Map

Members in good standing belonging to tourism-related categories are also provided a free listing in the Sussex Skylands Visitor's Guide. You may purchase discounted advertising in the Visitor's Guide as well as our Trail Guide & Map. Details will be provided to members during the production process.

See "Member Marketing Opportunities" for additional information.

Membership Lists & Mailing Labels

Members in good standing can receive copies of the Chamber's full member list containing member organization's name, address, phone number, and Primary Contact name. Lists are updated each month to ensure accuracy. One printed list per year is provided complimentary with your membership. Additional printed lists may be ordered at \$25 each. You may also purchase the full member list formatted on adhesive mailing labels for \$95. Contact the Chamber to order these lists. Lists are not available in any digital format.

Member Promotions

Members may advertise their short-term sales, discounts, promotional offers, etc. on the Chamber website for public view. You can submit a promotion to be posted on the website at any time by logging in to your Administrator or Representative account. Promotions should include the start and end dates, offer details, and contact information.

You can view available sales and offers by visiting the Chamber website and clicking the link marked "Member Promotions".

Job Postings

Members may post available local employment and internship opportunities at no cost on the Chamber's website for view by the general public. Listings are searchable by job type, category, location, etc.

You may log-in to your Administrator account to post job listings. Listings will be reviewed and approved by Chamber staff prior to publication. Listings expire after 30 days but are renewable.

Referral Service

The Chamber acts as a referral service for its members and will refer member organizations first and foremost in any public inquiry.

The Chamber also provides free distribution of member materials (brochures, leaflets, flyers, etc.) at the Chamber office, which is in the highly-trafficked Chase Bank building in Newton. Members in good standing may drop off promotional material for display during our normal business hours.

Sussex County Visitor Center

Sussex Skylands hosts a Visitor Center at the Shoppes at Lafayette Village. The Visitor Center is open to the public and stocked with literature from our tourism-related members, as well as copies of our Visitor's Guide, Events Calendar rack card, and *Sussex County* magazine.

Community Calendar

The Chamber provides information on member's events through its online Community Calendar. This calendar is available to the general public. Many media outlets also turn to our calendar to find events for their own social media and publications. To request a free posting of your event to the calendar, email the event information in a copy-paste format to mail@sussexcountychamber.org. Be sure to include the event date, time, location, description and event registration instructions, if needed.

Charitable Giving Guide

For our non-profit members, the Chamber produces a charitable giving guide each holiday season. The annual Giving Guide compiles all holiday giving requests from Chamber non-profits in order to direct businesses and the community toward these organizations for their holiday donations, be they monetary, physical goods, or acts of service. This guide is made available to the general public via the Chamber website and social media channels. Non-profit members are requested to send their holiday giving requests to the Chamber by October 31st in order to be published in the guide.

Non-Profit Wish Lists

In addition to the Giving Guide, the Chamber publishes a year-round Wish List for our non-profit members to request financial, physical, and volunteer support from fellow members and the public. The lists are available on our website under Committees > Non-Profit Committee. Non-profit members may submit updates to their wish lists at any time by contacting the Chamber.

Seminars & Workshops

We make learning opportunities available to our members throughout the year, from online seminars to in-person workshops. These are typically hosted by members of our Chamber's committees. Details will be announced as opportunities arise.

Scholarships

See "Professional Development Scholarships" and "Higher Education Scholarships" for details.

Ribbon Cuttings

We are pleased to welcome new businesses to Sussex County! Please invite us to your ribbon cutting events. We are happy to provide guidance on hosting a successful ribbon cutting. We will do our best to send a Chamber representative to attend and bring our large scissors--which look great in your photos.

Ask HR

Do you have a question regarding employment policies, regulations, or a specific employment concern? Send your question confidentially to ASKHR@sussexcountychamber.org. We will get an answer to your question without revealing your identity.

Ask IT

If you have a question regarding information technology for your business or organization, you may send your question to ASKIT@sussexcountychamber.org. Our Technology Committee will be happy to respond with their professional advice.

Certificates of Origin

If your international export business requires you to obtain a Certificate of Origin, the Sussex County Chamber of Commerce will notarize your Certificate to attest that your goods have been wholly produced, manufactured, or processed in Sussex County. This benefit is reserved for Chamber members only. To obtain a Certificate of Origin, please contact the Chamber to schedule a site inspection and review your documentation at least two weeks prior to your deadline.

Chamber Events

Business-to-Business Breakfasts

Meet other Chamber members, build relationships, promote your organization, and learn about Chamber initiatives at the monthly Business-to-Business Breakfast. Breakfasts are held on the second Tuesday of each month (except in January, July, and August) in various locations throughout the county.

These Breakfasts are free to attend but you must register in advance. Representatives who do not register in advance may be asked to exit the event due to capacity limits. You may register on the Chamber website using your Representative account. If you make a reservation and cannot attend, please contact the Chamber immediately to cancel or to provide the name of an alternate. If you do not contact the Chamber and do not attend, you may be billed a \$15 per person “no-show” fee. As a courtesy to our sponsors, we appreciate your adherence to this policy.

Prospective members may attend one Breakfast as the guest of a member in good standing. Members are required to register their guests by contacting the Chamber in advance of the event. Guest seating is limited and confirmed on a first-come, first-served basis.

Members are welcome to bring a door prize (\$25 value, please) clearly marked with the contents and donor’s name to be raffled to attendees at the end of the event. You may also bring company brochures/promotional flyers to put on the Chamber information table for browsing by attendees after the breakfast.

Breakfast sponsorships are available. See “Member Marketing Opportunities” for details.

Breakfast Reservation Policy:

Please review the guidelines below when making reservations for a Business-to-Business Breakfast for your organization. Additional company Representatives may be allowed *if space is available*, but that determination will be made on a case-by-case basis dependent upon the cap set by the event sponsor. A wait list is maintained for this purpose and wait-listed Representatives will be notified on the day prior to the event if they will be permitted to attend. Representatives who do not register in advance may be asked to exit the event due to capacity limits.

Total Number of Organization Employees	Maximum # of Representatives That May Attend Each Breakfast
100-1000	Up to 5
50-99	Up to 4
25-49	Up to 3
0-24	Up to 2
Charitable Non-profit Organizations	Up to 2

Business After Hours

Network with fellow members after the work day has ended at Business After Hours events. Enjoy complimentary hors d'oeuvres, door prizes, and cash bar. Business After Hours are scheduled quarterly at various locations throughout the county.

There is no cost to attend, but registration is required. You can register on the Chamber website using your Representative account. If you make a reservation and cannot attend, please contact the Chamber immediately to cancel or provide the name of an alternate. As a courtesy to our sponsors, we appreciate your adherence to this policy.

Members are welcome to bring a door prize (\$25 value, please) clearly marked with the contents and donor's name to be raffled to attendees at the end of the event.

Business After Hours sponsorships are available. See "Member Marketing Opportunities" for details.

Annual Dinner

The Annual Dinner celebrates our accomplishments during the previous year and sets the stage for a successful year to come. Highlights include remarks from outgoing Board of Trustees Chairperson and the incoming Chairperson, as well as a cocktail hour, multi-course dinner, dessert bar, candy buffet, and silent auction.

This is an elegant event that allows you ample time to meet and get to know your fellow members. Non-members are also welcome to attend. Tickets are available on the Chamber website.

Sponsorship and advertising opportunities are available. See "Member Marketing Opportunities" for details.

Annual Awards Ceremony

The Annual Awards Ceremony honors the members who have contributed to the Chamber's mission in a notable and outstanding way during the previous year. This luncheon event is not to be missed! Members and non-members are welcome to attend. Tickets are available on the Chamber website.

Sponsorship and advertising opportunities are available. See "Member Marketing Opportunities" for details.

Sussex County Day

Celebrate everything there is to love about Sussex County! Sussex County Day provides a family-friendly day of fun – and an opportunity to meet tens of thousands of new customers! This annual event is open to the public with no admission fee. Members and non-members may participate by hosting exhibitor or vendor booths to display or sell your goods and services.

Visitors enjoy interactive booths and displays that highlight all the county has to offer as well as activities for everyone! Highlights include live music, a classic car show, magic show, talent performances, a helicopter landing, a children's scavenger hunt, and much more... plus, the famed "Sussex CHOPPED Challenge" cooking competition!

Sponsorship opportunities are available. See "Member Marketing Opportunities" for details.

We rely on the assistance of volunteers to make this event successful each year; contact the Chamber for volunteerism opportunities for yourself and your organization. Volunteering (in your company-branded apparel) is a wonderful way to connect with local residents.

Sussex County Economic Development Symposium & Mayors Reception

Join the business community in honoring Sussex County Mayors including the announcement of the Mayor of the Year award. Other highlights of the evening include:

- Guest speakers addressing topics relevant to federal, state, and local economic development efforts;
- Economic development updates on available programs, grants, and loans to business and government;
- Introduction of town council representatives; and
- SCEDP Strategic Plan updates.

This is a cocktail-hour event produced by the Sussex County Economic Development Partnership Inc. (SCEDP) that allows for networking with local government officials and businesses. Open to members, SCEDP investors and guests. Tickets are available on the SCEDP website.

Sponsorship opportunities are also available. See “Member Marketing Opportunities” for details.

Sussex County Economic Development Partnership Annual Awards

Held at a luncheon event each year, this awards program was established by the Sussex County Economic Development Partnership Inc. (SCEDP) to recognize businesses, projects, and organizations making significant contributions to Sussex County's economy. Awards are presented acknowledging and celebrating the recent economic development ‘wins’ in Sussex County.

Open to members, SCEDP investors and guests. Tickets are available on the SCEDP website.

Sponsorship and advertising opportunities are available. See “Member Marketing Opportunities” for details.

New Jersey State Fair

The Sussex County Chamber of Commerce and Sussex Skylands DMO host a booth at the New Jersey State Fair (Sussex County Farm & Horse Show) each year. Tourism-related members can be highlighted in our booth by providing materials in advance. Please contact the Chamber for details.

Tourism Events

The Sussex County Chamber of Commerce participates in many events throughout the year to promote Sussex Skylands tourism. These may include, but are not limited to:

- International Travel Show, New York
- Travel & Adventure Shows, various locations
- U.S. Travel Association’s IPW, various locations
- Philadelphia Flower Show, Philadelphia
- American Bus Association Marketplace, various locations
- New Jersey State Fair, Augusta

Our tourism-related members are welcome to participate with us in many of these shows. Contact the Chamber for details.

Member Marketing Opportunities

At the Sussex County Chamber of Commerce, we know you have a message, and we want to help you tell it. Our members appreciate the great value they receive from marketing through the Chamber's resources.

Our reputation for being central to our business community means you get to cut through the noise of traditional marketing and get your message straight to your target audience: your next client, partner, or supplier. Our localized, strategic messaging arrives through a variety of channels, from our monthly e-blasts, to *Sussex County* magazine, to piggyback mailings, sponsor opportunities, website sponsorship, and more. It's your community: make yourself known!

Please contact the Chamber to inquire about any of these exciting marketing opportunities:

Event Sponsorship

Showcase your business at one or more Chamber events! Sponsors receive promotional benefits before, during, and after these events. There's a sponsorship level to fit every budget.

Sponsorship opportunities are available for:

- Annual Dinner
- Awards Luncheon
- Sussex County Day
- Business-to-Business Breakfasts
- Business After Hours
- SCEDP Symposium & Mayors Reception
- SCEDP Awards Luncheon
- Committee Events
- Young Professionals Socials and Lunch & Learns
- Women in Business Events
- Chamber Council Events

...and more!

Event sponsorship is exclusive to Chamber members and SCEDP investors; contact us for details.

Event Programs/Publications

Many Chamber events provide event programs or related publications where our members can place advertising for added visibility. Opportunities are announced as each event arises. Take advantage of this premier placement for your ads! Details will be provided to members prior to each event.

Piggyback Mailings

Reach a business-oriented readership through the Chamber's direct mail program. Simply provide 550 folded flyers or one-page brochures to be included in an upcoming Chamber mailing to all our members. A piggyback mailing is perfect for a special event, promotion or sale! Available exclusively to Chamber members, these mailings encourage member-to-member business and save you time and money spent on labels and mail preparation. Please inquire for rates and details.

Sussex County Magazine

If you wish to connect with the Chamber and the community at-large, the Chamber's *Sussex County* magazine is the best way to highlight your business in Sussex County. It's a full-color glossy publication featuring editorial content focused on Chamber member companies, things to do in Sussex County, and the people in our community who are making a difference.

Sussex County magazine appears both in print and online on the Chamber's website. Over 10,000 magazines are published and distributed throughout Sussex County and at New Jersey Visitor Centers. The online version can be found on the Chamber's website as well as on the coordinating Sussex Skylands website which promotes the attractions and events offered in and around Sussex County.

All members in good standing receive a free listing in the magazine, and affordably-priced enhanced listings and ad spaces are also available. Details will be provided to members during the production process.

Lifestyle & Business Resource Guide

Shop Local. Play Local. Eat Local. Think Local. The Lifestyle & Business Resource Guide directs county residents and businesses to community resources, local businesses, and organizations for their everyday goods and services. Over 10,000 copies are printed and distributed to Chamber members and to residents at locations around Sussex County. It is also available digitally on the Chamber website.

All members in good standing receive a free listing in the guide, and ad space is also available. Advertising is priced to fit every budget. Details will be provided to members during the production process.

Tourism Publications: Visitor's Guide and Trail Guide & Map

Members in good standing belonging to tourism-related categories are also provided a free listing in the Sussex Skylands Visitor's Guide. Some tourism-related categories include:

- Arts/Crafts
- Banquets/Weddings
- Campground
- Entertainment
- Event/Attraction
- Farms
- Food & Drink
- Golf
- Lodging
- Museums
- Recreation
- Retail
- Spa & Massage
- Theatre & Music

Tourism-related members are also provided the opportunity to be advertised in the Sussex County Trail Guide & Map, produced in collaboration with the Sussex County Trails Partnership Committee.

These materials are distributed for free at multiple locations throughout the county, region, and state, as well as via the Sussex Skylands website and VisitNJ.org, and of course, our own office and Visitor's Center.

You may purchase discounted advertising in the Visitor's Guide and Trail Guide & Map. Details will be provided to members during the production process.

E-blasts

Get in front of thousands of business professionals through Sussex County Chamber of Commerce's e-blasts. We will include your advertisement or message and link on a Chamber email to our full email list—either a regular Monthly Events email or a special email for a specific Chamber event or news item. This is a fantastic way to direct traffic to your own website, event page, or social media account. Inquire for details.

Website Sponsorship

The Chamber website is visited tens of thousands of times each year by our members, media outlets, domestic and international tourists, as well as the general public – people looking for information about local services, events, and news. The website is sponsored by Chamber members whose logos are displayed at the bottom of every page of our site, with live links to their own websites. Sponsorship provides a full year of brand visibility and leverages the Chamber's outstanding reputation in support of your company. Ask us about this exclusive opportunity!

Enhanced Membership Directory Listing

Upgrade to a Premium Weblink to stand out in your business category! All Chamber Members receive a complimentary weblink in the Chamber's online member directory at www.sussexcounty-chamber.org as a benefit of membership. The link includes company name, phone number, and website with link.

You can upgrade your weblink for added visibility in the directory:

- Weblink Plus Email: Standard weblink including company name, phone number, and website with link, plus email address with link. COST: \$75 first year and \$50/year thereafter*
- Color Weblink Plus Email: Standard weblink including company name, phone number, website with link, plus email address with link and color background (choose from white, yellow or blue). COST: \$100 first year and \$75/year thereafter*
- LogoLink: Standard weblink including company name, phone number, website with link, plus email address with link, color background, address, company logo and/or picture. COST: \$175 first year and \$150/year thereafter*
- LogoLink Deluxe: Standard weblink including company name, phone number, website with link, plus email address with link, color background, address company logo and/or picture, and narrative description (up to 200 characters including spaces). COST: \$200 first year and \$175/year thereafter*

*Member must provide a reciprocal link to www.sussexcounty-chamber.org in order to obtain the \$25 discount in the second and subsequent years.

Weblinks can be upgraded by contacting the Chamber at any time.

Brochure Distribution at Chamber Office

Our office, located in the heavily-trafficked Chase Bank building in Newton, is happy to display and distribute members' brochures or rack cards. Be sure to drop off a supply and keep our inventory current so that we may provide the best information to your potential customers!

Brochure Distribution at Tourism Events & Visitor Center

Tourism-related member businesses and organizations are invited to provide brochures for distribution at the many travel events we participate in each year. In addition, we stock the Sussex County Visitor Center (located at the Shoppes at Lafayette Village) with members' literature. Please contact us for details.

NEW MEMBER CHECKLIST

Welcome to the Sussex County Chamber of Commerce!

As a new member of the Chamber, you have joined hundreds of businesses and organizations working to promote the economic vitality and quality of life in Sussex County. The Chamber's mission is to enhance our members' success through advocacy, member benefits, and services. Here are some things you can do to start making your membership work for you today!

- ❑ **Set Up Your Online Accounts.** Use the email you received from the Chamber to create an Administrator log-in as well as a Representative log-in for your online account (*see "Primary Contacts & Representatives" for details*).
- ❑ **Add the Chamber Email Addresses to Your Safe Senders List & Contacts List.** The Chamber sends emails from several email addresses and through Constant Contact (*see "Communication from the Chamber" for details*). Please add these addresses to your Safe Senders List so our communications go to your inbox and not the junk folder. If you would like others in your company to receive Chamber emails, add them as Representatives in your online Administrator account or by contacting the Chamber.
- ❑ **Check Your New Listing.** Your membership includes an online listing at sussexcounty-chamber.org containing your basic company information and a link to your website. Please check that your listing details are correct.
- ❑ **Explore the Online Member Portal.** Once you've received your log-in credentials, check out the member portal. Designed to allow our members to make the most of their membership, the portal allows you to control and update your company profile information, register for Chamber events and activities, pay invoices, post member-to-member offers, and more.
- ❑ **Attend the Chamber Business-to-Business Breakfasts.** Meet other Chamber members, build relationships, and learn about Chamber programs events and initiatives at the monthly Business to Business Breakfast. There's no charge to attend but you must RSVP.
- ❑ **Get Involved.** Consider joining one of the many Chamber committees, participate in your local Chamber Council, sponsor and attend our events and programs, and connect with your fellow members. Remember, the more you put into it, the more you will get out of your membership!
- ❑ **Add Our Logo to Your Website.** All members are welcome to use the approved Sussex County Chamber of Commerce Member logo on their website and in their publications. To request this high-resolution logo, email us at mail@sussexcounty-chamber.org.
- ❑ **Like us on Facebook.** You'll get timely notifications of upcoming events, Chamber news, member activities, and more!
- ❑ **Drop Us a Line.** Your input matters to us. The Chamber welcomes your emails and phone calls. Let us know how we can help you meet challenges and grow your business in Sussex County.

Welcome to the Chamber!