# Table of Contents

1. **WELCOME TO THE CHAMBER**  
   3

2. **CHAMBER OVERVIEW**  
   4

3. **MEMBER PORTAL**  
   5

4. **MEMBER NEWS**  
   7

5. **JOB LISTINGS / MEETING SPACE**  
   8

6. **COMMITTEES**  
   9

7. **MARKETING**  
   10

8. **EVENTS / SIGNATURE EVENTS**  
   12

9. **WARM INTRODUCTIONS**  
   14

10. **ADVOCACY**  
    15

11. **NEW MEMBER CHECKLIST**  
    16

12. **STAY CONNECTED**  
    17
Welcome to the Chamber

Let me be the first to welcome you to the Greater Providence Chamber of Commerce. I am thrilled that you and your organization chose to make an investment in your business' future and become a more involved member in the RI business community.

As someone who grew up surrounded by my family’s business for many years, I know just how focused you and your employees are when it comes to running the day to day operations and making sure your customers are happy. I know the frustrations and challenges you face, and look forward to working together to alleviate those obstacles so you can focus on what's really important: your business.

Sincerely,

Laurie White, President
Chamber Overview

For more than 150 years, the GPCC has been an advocate and resource for RI businesses. We are your connection to thousands of contacts who might be your next customer, supplier, strategic partner, mentor, or advocate.

In an environment dominated by digital communication, GPCC membership guarantees you person-to-person access to the people who can help your business thrive. At the GPCC, you aren't just a member of a business association, you're a part of a community of more than 1,000 organizations from all corners of the state, from startups to nonprofits to Fortune 500 companies.

Our members are dedicated to helping each other succeed and to using our collective voice to shape an economically vibrant and competitive RI. In becoming a member, you've made an investment in the most influential business organization in our state and we are overjoyed to be on this journey with you. Welcome to the community.
Member Portal

The Member Portal is your one-stop shop when it comes to taking full advantage of your chamber investment and enhancing your SEO. To get to this page, go to www.providencechamber.com and click "Member Login" under the "Members" tab. Your credentials will be emailed to you upon your joining. Below is a screenshot of what the Member Portal looks like, and some helpful links:

- **Company Information** is where you can put information about your organization that gets posted under your personalized member listing on our website. An example of a fully-utilized member listing is on page 6.

- **News Releases** is where you can upload news about your organization. News gets featured in our "Member News" section of our website, can be included in an e-newsletter, and if it is an event, featured on our community event calendar. An example of a news release and our e-newsletter is listed on page 7.

- **Job Postings** is where you can post about open positions in your organization. These appear under our dedicated "Jobs Board" page.
Member Listing Example

Member listings include the following:

- Photo header
- Organization name, byline, and logo
- Link to share
- Address
- Directions and link to Google Maps
- Phone and email contact
- Business hours
- Website link
- Social media links

The most attention-grabbing listings include a full "About Us" section, images, videos, and highlight links. Members also get to include unlimited keywords that will identify a search term with their listing.

Members also have the option to include a specific contact at their organization and their contact information. This brings personalization to any referrals that come through our site.

For questions about Member Listings, contact Barbara Laurino at blaurino@provchamber.com.
Member News

Below are examples of our E-Newsletter *Chamber Today* and of a specific press release.

*Chamber Today* is a comprehensive source of information for RI business owners. Articles about members, GPCC initiatives and events, business resources, and important trends are all featured here on a regular basis.

Press Releases are an excellent way to showcase your organization’s latest announcement, event, or milestone. Simply submit information through the Member Portal and it will be displayed on our website, community calendar (for events), and can be submitted for inclusion in *Chamber Today*. Readers will be able to see your logo and contact you to learn more.

For questions about Member News, contact Barbara Laurino at blaurino@provchamber.com.
Job Listings

Our website is an excellent place to let the business community know that your organization is growing. Send any vacant position notices through your Member Portal so that they can be posted in our designated Jobs Board.

Meeting Space

The GPCC has two downtown meeting and event spaces for members to reserve included with membership. The boardroom can seat 50 people and the theater can seat 75. For details about reservations, availability, and policies, please contact Barbara Laurino at the email listed below.

For questions, contact Barbara Laurino at blaurino@provchamber.com.
Committees

Sitting on a committee is an opportunity for a higher level of engagement with the GPCC. Here our members can provide volunteer leadership in five major public sector areas of interest:

- **Transportation and Infrastructure Committee:** Members stay well versed on developments affecting T.F. Green Airport, Amtrak, bike paths, ports, mass transit, and road and bridge improvement projects.

- **Innovation Providence Committee:** Members interact with leaders of the state's universities, colleges, entrepreneurial community, and industry leaders that are working to advance innovations in research and development.

- **Government Affairs Committee:** Members have a voice in shaping the GPCC’s response to local issues being debated at the State House.

- **Federal Affairs Committee:** Members deliver the local perspective to RI's Congressional Delegation on federal issues and their impact on business.

- **Education Council:** Members help inform the GPCC about education and workforce development matters so we can be effective advocates for policies to grow the talent pipeline in Rhode Island.

Find out if there are open seats on a committee by calling (401) 521-5000 or emailing chamber@provchamber.com.
Marketing

The GPCC has numerous included and paid opportunities to help amplify your message to our members and beyond. Below is a short list of included ways we can help to get the word out:

**Included with Membership:**

- **Press Releases:** When members have announcements they want to share, we help them spread the word. Members can send us press releases for inclusion in our newsletter, *Chamber Today*, which is sent to our 6,500+ email list multiple times per week.

- **Member News:** Our website has dedicated space for member news. When chamber members have a grand opening, make a major change to their business, or achieve a big milestone, we quickly make it available for all to see in this section.

- **Community Calendar:** Having a grand opening, fundraiser, golf tournament, or other big event? Our community calendar is the perfect place to capture the attention of local business owners to attract to your event.

- **Member Listing:** Every one of our members gets a personalized listing on our website, in order to feature branding, give direction, and spread contact information. Our website gets about 7,000 visits and 13,000 page views per month.

- **Networking Events:** Who better to describe your organization than you? Meet your next client, employee, or partner at a local networking event. Take the opportunity to describe your unique approach over drinks and appetizers at some of Providence’s most exclusive locales.

**Paid Opportunities:**

- **Social Media Campaign:** The GPCC currently has over 14,000 combined social contacts on our digital platforms, and growing every day. New members are entitled to one social media shout-out and have the opportunity to purchase more social media campaigns. Our in-house team will work with you on developing copy, sourcing photos and making sure your campaign is a success.

- **Direct Email Blast:** Chamber members can purchase a direct email blast to our membership list of over 6,500 contacts. Members and GPCC staff work collaboratively to build your email from copy to creative and will send you email analytics after the email is sent.
Marketing

- **Event Sponsorship**: Event sponsorship offers members opportunities to heighten their presence in front of business leaders, attendees and the community-at-large at our Signature Events. Yearlong opportunities are available.

- **Enhanced Member Listing**: Members can purchase additional classifications for their listing for better exposure on our website and to enhance SEO. For example, a credit union could add a 'credit union' classification, but for additional exposure may want to add 'financial advisors' or 'commercial lending.'

- **Homepage Article**: Members can submit short articles for placement on our homepage. Articles populate directly below the fold to captivate visitors and are often featured in the e-newsletter.

- **GPCC Generated Sponsored Content**: Staff at the GPCC can create a promotional article about your organization in the form of native advertising. A staff member will visit your event or place of work to capture and showcase exactly what you're trying to display. This content will be distributed across our email, website, and social media channels.

- **Website Banner Ad**: Member banner ads can be featured on high-traffic areas of our website for a duration of one month. Multiple month features are available.

- **Custom Explainer Video**: The GPCC can produce 60 - 90 second promotional videos to highlight your company, event or campaign. No GPCC branding is included on the final product, giving the member full ownership to put on their website or social platforms.

For marketing questions, contact Alex Rakip at arakip@provchamber.com.
Events

Events are at the heart of our work at the GPCC. We understand that meeting new people is paramount to establishing and cultivating life-long professional relationships. We host about 40 events per year, each with a feel that caters to different types of members.

Regular Monthly Event Series:

- **P2P60s**: P2P60s are our morning networking series, and are geared towards members who benefit from a structured, intentional networking environment. We meet monthly from 7:30 AM until 9 AM and do our best to ensure that everyone has a moment to speak with all attendees in a casual and fun atmosphere. We encourage participation from all levels of organizations and the full diversity of industry sectors GPCC members represent.

- **Off the Clock Connections**: Off the Clock Connections is our traditional after-hours networking event, often featuring a cash bar and hors d'oeuvres. We like to show-off members in their new, exciting, and engaging spaces around the city. If you think your venue could be our next networking destination, please let us know!

- **Bold Voices and Brews**: This conversation series showcases business owners and personalities from around the state leading discussions on topics they are passionate about. After the conversation, attendees are invited to sample local beers and network with one another.

For more information about upcoming events and to register, visit provchamber.com/events.
Signature Events

Our Signature Events give members unparalleled access to a who's who of RI's business and civic leaders. These unique opportunities bring together between 450 and 800 executives as well as elected and community leaders four times a year to connect, discuss timely issues, and hear from nationally and internationally acclaimed speakers and presenters. For dates and to register, check our website: provchamber.com/events.

Signature Events:

- Legislative Luncheon: Leaders from both the RI House and Senate participate in this interactive forum focused on the key legislative issues facing the state's business community. Upwards of 700 of the region's most prominent business leaders attend this annual event to understand the progress that our legislative body is making in creating laws and addressing the concerns of both small and large business.

- Congressional Breakfast: Over 500 of the region's most prominent business leaders attend to hear from RI's congressional delegation about the many critical issues facing the business community on a national level. Each Congressman and Senator is given time to brief guests on their priorities in Washington and answer questions that address GPCC member concerns.

- Economic Outlook Luncheon: The Economic Outlook Luncheon brings together more than 600 members and guests to listen to top RI business and civic leaders share their knowledge insights. Speakers have included Joe Gebbia, Co-Founder of Airbnb; Abigail Johnson, President & CEO of Fidelity Investments; and Janet Yellen, Former Chair of the Board of Governors of the Federal Reserve System.

- Annual Meeting: One of the Chamber's largest annual events, the Annual Meeting attracts upwards of 800 members and guests to hear about the Chamber's advocacy initiatives and partnership efforts regarding economic development, job creation and effective public policies and government. Nationally recognized keynote speakers have included Chris Coburn, Chief Innovation Officer of Partners Healthcare; David Osborne, CEO of Virgin Pulse; and Brian Goldner, CEO of Hasbro.
Warm Introductions

Another of the chamber's noteworthy services is our ability to connect businesses with each other. If you're looking for your next big contract or find your next strategic partner, allow our staff to assist in making a warm introduction. We can connect you to private sector contacts, civic leaders, as well as other potential partners such as higher education institutions or hiring agencies.

Our staff will work with you to craft the perfect message regarding your product or promotion before considering which contact at a member organization of your choice is best to receive your message. Staff can also assist with scheduling a meeting at our office at 30 Exchange Terrace.

For questions about Warm Introductions, contact Bradly VanDerStad at bvanderstad@provchamber.com.
As the advocate for growing and protecting the business community, the GPCC has a ready hand in every significant public policy issue of interest to businesses today. This can be challenging work, but be assured that the GPCC has your back.

- **Being your voice**: Our experienced policy team serves as a liaison between our members and elected officials to ensure the business perspective is represented at local, state, and federal levels. We are fighting for:

  - a competitive tax code
  - commonsense regulations
  - performance-based business incentives
  - high-achieving schools
  - workforce flexibility
  - small business success

- **Economic Development**: The GPCC fosters the development of a positive and productive business climate to make RI a better place to live, work and do business. We are also focused on telling RI's story to business leaders and influencers across the country and working with our public and private partners to attract and retain companies in the state.

The GPCC has played a community leadership role in several recent projects, including:

- Development of the Wexford Innovation Center in downtown Providence
- Transportation infrastructure improvements including T.F. Green airport, bridges, and roads
- Investments in higher education, including creation of the innovation hub at URI
New Member Checklist

- **Fill out your company profile through the member portal.** Get the most out of your free member listing by adding your name, logo, pictures, information, and media to your company listing.

- **Register for the next networking event.** Don't forget to put this on your calendar, our members can't wait to welcome you to the community.

- **Connect with the Chamber on social media.** Follow us on our Facebook, Instagram, Twitter, LinkedIn, and Flickr profiles. Remember, our new members are entitled to one free social media shout-out, so send over images and information that you would like to share.

- **Put together a news release for us to send to the membership.** This is excellent visibility that will be featured on our website, featured on our community calendar (for events), and can be sent to our 6,500+ email recipients.
Stay Connected

Our staff is eager to help you and your business succeed. Please contact us with any questions.

Laurie White  
President  
lwhite@provchamber.com  
401-521-5000

Janet Raymond  
Senior Vice President, Economic Development  
jraymond@provchamber.com  
401-521-5000

Val Murray  
Senior Vice President, Finance & Administration  
vmurray@provchamber.com  
401-521-5000

Mike Blazek  
Vice President, Communications  
mblazek@provchamber.com  
401-621-6103

Alexandra Rakip  
Manager, Marketing and Events  
kcairo@provchamber.com  
401-621-6107

Bradly J. VanDerStad  
Coordinator, Member Experience  
bvanderstad@provchamber.com  
401-621-6117

Kelly Cairo  
Coordinator, Data Operations  
kcairo@provchamber.com  
401-621-6119

Barbara Laurino  
Coordinator, Member Outreach  
blaurino@provchamber.com  
401-521-5000

Follow us on Social Media:

facebook.com/GreaterProvChamber  
@provchamber  
flickr.com/people/gpcc  
@provchamber  
linkedin.com/company/greater-providence-chamber-of-commerce/