



## FREQUENTLY ASKED QUESTIONS

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### Q. What is the Chamber of Commerce Southern New Jersey's (CCSNJ) **MISSION & VISION**?

#### A. **MISSION**

The Chamber of Commerce Southern New Jersey is a member-driven organization that advocates for economic prosperity by uniting business and community leaders.

#### : **VISION**

: To be the most influential business organization in the region by  
: empowering our members to grow,  
: prosper and build a dynamic community.

### Q. Who are the **CCSNJ AMBASSADORS** and what is their role?

A. The CCSNJ's Ambassador Committee plays an important role in attracting and retaining Chamber members. Ambassadors supplement the Chamber staff's efforts in outreach to new members, ensure that all members feel welcomed at Chamber events, assist in providing introductions between fellow members, and educate members on how to maximize their memberships.

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### Q. What **TYPES OF MEMBERS** does the CCSNJ attract?

A. Approximately 80 percent of our members are small businesses (50 employees or less), but most large employers in the region are also active members. CCSNJ members consist of many industry types - technology, tourism/entertainment, professional services, manufacturing, education, healthcare, nonprofits, utilities, and real estate - just to name a few!

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### Q. How can I use the CCSNJ to **MARKET MY COMPANY**?

#### A. **EVENT SPONSORSHIPS**

Build brand recognition with logo placement at events, on our website, newsletter, and marketing materials. Enjoy VIP seating at events and complimentary tickets!

#### **ADVERTISING OPPORTUNITIES**

Advertise in our bi-monthly eNewsletter, CCSNJ Connection, which reaches approximately 11,000 members and prospective members' inboxes.

#### **ENHANCED COMPANY LISTING**

Make your business stand out in our online Membership Directory with your logo and company description enlarged.

#### **MEMBER ACCESS PROGRAM (MAP) DATABASE**

Purchase our Membership Database to send targeted mailings.  
*Does NOT include email addresses.*

#### **MEMBER DISCOUNT PAGE**

Members can provide special discounts to other CCSNJ members on our website.

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**Q. Why is the CCSNJ's WORK IN TRENTON important to my business?**

**A.** The CCSNJ is proud to be the South Jersey business community's voice in Trenton. We are a nonpartisan organization that obtains input from our members to serve as the basis for our legislative positions. The CCSNJ takes our responsibility to insure that positions we take represent our members' best interests seriously. We urge members to get involved in one of our Public Policy committees and the legislative process - tell us what laws and regulations impact your business either positively or negatively! The more input we receive, the more knowledgeable the CCSNJ has on what impacts your business. While we are a stand-alone business organization, we partner with other area Chambers on certain issues and events.

**Q. What are the CCSNJ's COMMITTEES & COUNCILS?**

**A.** Joining a CCSNJ Committee or Council provides members with an excellent opportunity to take an active role in our organization. While participating in these meetings, you will be networking with other members, increasing the visibility of your company and ultimately enhancing the effectiveness of your membership.

**COMMITTEES**

- Congressional Action Committee
- Energy Insights Committee
- Environment Committee
- Health Issues Committee
- State Affairs Committee
- Transportation & Infrastructure Committee

**COUNCILS**

- Camden Business Council
- Diversity, Equity & Inclusion Council
- Emerging Leaders Council
- Human Resources Council
- Manufacturing Council
- Nonprofit Council
- Small Business Council
- Women's Council

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**Q. What does it mean that the CCSNJ is ISO 9001:2015 CERTIFIED?**

**A.** The CCSNJ is the first and only Chamber of Commerce in the United States to be ISO 9001 certified. ISO is recognized worldwide as the leading quality management system. The certification allows the CCSNJ to deliver consistently excellent service to our members and provides us with formal processes for continual improvement.

**Q. Can a CCSNJ membership really help me GAIN CLIENTS AND NEW BUSINESS?**

**A.** CCSNJ members get out what they put into their membership - and attending events, utilizing CCSNJ staff, CCSNJ Ambassadors and our marketing opportunities certainly help! Since Chamber memberships can be used company-wide, we encourage our member companies to have a variety of their employees participate. In our most recent Annual Membership Survey, CCSNJ members told us that 62 percent have done business with other CCSNJ members in the past year.

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**WANT TO LEARN MORE ABOUT THE CCSNJ?  
VISIT OUR WEBSITE: WWW.CHAMBERSNJ.COM**

