

2025

MEMBERSHIP



**BEAUTY & GRACE
SALON & SPA**
located On Second Floor

JUNE 19, 2024
BEAUTY & GRACE
SALON & SPA
CVBA

 **CVBA**
CUMBERLAND VALLEY BUSINESS
ALLIANCE

A partnership between the Greater Chambersburg Chamber of Commerce & Greencastle-Antrim Chamber of Commerce.

TEAM MEMBERS

Stephen Christian

*President of Cumberland Valley Business Alliance
President of Greater Chambersburg Chamber of Commerce
Executive Director of Chambersburg Area Development Corp.
schristian@chambersburg.org*

Debby Cunningham

*Executive Director of Greencastle-Antrim Chamber of Commerce
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*Membership Director
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*Director of Operations & Assistant to the President
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*Executive Director of Greater Chambersburg Chamber Foundation
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Sam Thrush

*President of Downtown Chambersburg Inc.
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Lisa Dishong

*Accounting Assistant
ldishong@chambersburg.org*

PRESIDENT'S MESSAGE



Thank you for your interest in joining the Cumberland Valley Business Alliance (CVBA), a partnership between the Chambersburg and Greencastle-Antrim chambers. For more than 100 years, we have empowered local businesses and championed the community through thousands of business connections. We would not exist without the support of business and community leaders such as yourself, and we hope you will join the CVBA. We are committed to our mission of helping our members prosper and enhancing the quality of life in the Cumberland Valley region.

We offer a wide variety of events and programs so every business can find ways to leverage their membership to best fit their business model. I encourage you to reach out to a member of our team with any questions you may have.

We look forward to the opportunity to support your business. Together, we can help everyone succeed and positively impact our community.

A handwritten signature in blue ink that reads "Stephen Christian". The signature is fluid and cursive.

*Stephen Christian
President
Cumberland Valley Business Alliance
Greater Chambersburg Chamber of Commerce*

OUR MISSION

Serving nearly 900 businesses, CVBA's mission is to help its members prosper and enhance the quality of life in the Cumberland Valley region. We are the largest business advocacy organization in the area.

The Cumberland Valley Business Alliance (CVBA) is a business partnership between the Greater Chambersburg Chamber of Commerce and Greencastle-Antrim Chamber of Commerce.



CORE BENEFITS

Join the CVBA, the Cumberland Valley's largest business advocacy organization, to strengthen your business and community!

SUMMARY

- Networking opportunities year-round with member-pricing for specific programs and signature events
- SEO (Search Engine Optimized) listing in the Online CVBA Business Directory at CVBalliance.org
- Business Listing featured in printed Business Directory distributed throughout the year to member businesses, visitor centers, hotels, banks, etc.
- Receive CVBA membership plaque and download the "Proud Member" online certificate
- Sign up for discounted rates on electricity, business insurance, health insurance and medical
- Exclusive advertisement and sponsorship opportunities
- Subscriptions for all employees to CVBA Weekly E-News and Insider Newsletter; content submissions welcome!
- Participate in the Alliance Card, buy local program
- Access to exclusive member services (view on page 5)
- Invitations to host or attend workshops and networking events
- Post events to Community Calendar: CVBalliance.org/Events
- Free, unlimited job postings on CVBalliance.org/Jobs

**MEMBERSHIP
STARTING AT
\$390/yr**

***Special New Member Package: free radio advertising through VerStandig Media, business featured on 103.7FM Tri-State Business Report and advertising package from The Franklin Shopper. Email mhollar@chambersburg.org for details!**



"Since 2001, I have served in the nonprofit sector as a member of the Chambersburg and Greencastle-Antrim chambers. Both organizationally and personally, CVBA has been of benefit and well worth the member dues. I have found the newsletter and mixers to be a fantastic way to heighten awareness of our work within the community. We get more accomplished as a result of belonging."

**- Mark Story,
Habitat for Humanity of Franklin County**

NETWORKING AND EVENTS

The Cumberland Valley Business Alliance along with the Chambersburg and Greencastle-Antrim chambers, hosts more than 200 events and programs each year that strengthen the business community. As a member, you have the opportunity to participate, attend or sponsor events that align with your business goals.

Signature Events Include:

- CVBA Awards Breakfast (225+ guests)
- CVBA: Annual Meeting (250+ guests)
- Monthly Mixers (75-200 guests)
- Economic Development Breakfast (150+ guests)
- Franklin County Education Summit (100+ guests)
- Young Professionals Conference (50+ guests)
- Women's Conference (125+ guests)
- Young Professionals Awards Night (100+ guests)
- Franklin County Legislative Breakfast (250+ guests)
- Economic Development Tour (50 maximum guests)
- Holiday Mixer (250+ guests)



800+
MEMBERS

200+
EVENTS & PROGRAMS

171K
SOCIAL REACH

1,100+
MEMBER EVENTS



MEMBER SERVICES & SAVINGS

Providing extra savings through partnerships.

- Medical Insurance Options - [My Benefit Advisor](#)
- Mortgage Savings Discount Plan - [CrossCountry Mortgage](#)
- Energy Solutions, Business Insurance, Health Insurance - [ChamberChoice](#)
- ChamberPlus Business Insurance - [Penn National Insurance](#)
- Job Postings - [CVBA Job Board](#)
- Energy Solutions - [World Kinect Energy Services](#)
- Business Resources & Consulting - [Small Business Development Center at ShipU](#)
- Family Entertainment Discount - [Adventure in Fun](#)
- Good Day PA Television Spotlight Discount - [WHTM abc27](#)
- Help Wanted Ad Discount - [The Franklin Shopper](#)
- Advertising Discount - [Chambersburg Neighbors with Best Version Media](#)
- Car Wash Discount - [The Local Car Spot](#)
- Free SEO Service - [LaunchUX](#)
- Advertising Discount - [LocalNews1.org](#)
- Free Retirement Readiness Plan - [Sterling Financial Management](#)
- Free Dynamic QR Code - [Symbiotic Marketing](#)
- Print Supplies Discount - [Staples](#)
- Technology Assessment Discount - [iWAT Solutions LLC](#)

SCAN FOR FULL DETAILS



CVBAAlliance.org/member-services

BUY LOCAL PROGRAM

Providing additional exposure for your business.

The Cumberland Valley Business Alliance's buy local program, known as the Alliance Card, is designed to help promote your business directly to consumers seeking to shop small. The program enables shoppers to easily support local businesses.

Alliance Card

Included in your membership is the opportunity to advertise an Alliance Card deal. The Alliance Card is a free discount key card that consumers present at participating businesses for deals and specials. More than 35,000 cards are in circulation! [Contact Lark Kennedy at 717-264-7101 or lkennedy@chambersburg.org.](mailto:lkennedy@chambersburg.org)

Participating Businesses:

- Adams County Winery
- Bartlett Tree Experts
- Beauty & Grace Salon & Spa
- Belle Jewelers
- Big Oak Cafe
- Bulldog Sales & Repairs
- The Cara Sheaffer Group/
Remax 1st Advantage
- Chambers' Apothecary
- Chambersburg Chiropractic
- Falafel Shack
- First Choice Exteriors LLC
- Floor Trader Outlet of
Chambersburg
- Franklin Clothing Outlet
- Fox's Pizza Den
- Heritage Center Gift Shop
- Hickory Ridge Restaurant
- iWAT LLC
- Kenny's Grill & Ice Cream
- LA Cameras
- Ledo Pizza
- Ludwigs Jewelers Inc
- M.C. Plum, Inc Plumbing,
Heating & A/C
- Meadows Original Frozen
Custard of Chambersburg
- The Orchard's Restaurant
- Printaway
- RE//MAX Realty Agency -
Nicole Scott
- Salvation Army Thrift Store
- Sam's Flooring Inc.
- Scoops on the Square
- Shively Motors
- Solinkit
- Sollenberger Construction, LLC
- St. Thomas Apothecary
- Subway at Chambersburg
Crossing, 947 Norland
Ave. & 965 Wayne Ave.,
Chambersburg
- Tommy's Express Car Wash

**Thanks Penn National
Insurance for sponsoring!**

The graphic features the Penn National Insurance logo in the top left corner. The main text reads "Local Savings!" in large blue font. To the right is a photo of an Alliance Card keychain with a QR code and the CVBA logo. The CVBA logo includes the text "Cumberland Valley Business Alliance Expires 12-31" and the website "CVBALLIANCE.ORG/ALLIANCECARD". At the bottom, a black banner contains the text "FREE @ YOUR LOCAL CHAMBER" in white.

CHAMBER DOLLARS

REGIONAL GIFT CERTIFICATE PROGRAM



Photo courtesy of
The Butcher Shoppe

GIVE THE GIFT OF LOCAL

PARTICIPATING BUSINESSES:

**Redeem
Chamber Dollars
for goods &
services
*just like cash.***

Participating businesses should stamp "for deposit only" on the gift certificate and deposit it in their bank account like any other check.

For queries, contact the Finance Dept. at 717-264-7101. To participate, email info@cvballiance.org.

- Belle Jewelers
- Butcher Shoppe
- Capitol Theatre
- Chambersburg Heritage Center & Gift Shop
- Chambersburg Rental
- Colony House Furniture
- Country Inn of Chambersburg
- Forrester Lincoln
- The Foundry Art Market
- Franklin Clothing Outlet
- Ghost Writer
- Grocery Outlet
- Holiday Inn Express
- J & B Bridals
- Johnnie's
- Kenny's Grill & Ice Cream
- LA Cameras
- Ludwig's Jewelers
- M&S Harley Davidson
- Northwood Books
- Olympia Candy Kitchen
- R E Jewelers Watch & Clock Repair
- Rosenbaum's Landscaping Services
- Sam's Flooring
- Shively Motors
- Squires
- Snavelly's Garden Corner
- Stouffer Mechanical Contractor
- Subway: 965 Wayne Ave., Chambersburg
- Subway: 947 Norland Ave., Chambersburg
- The Orchards



MORE INFO

Available in \$10 and \$25 denominations. Purchase at your local Chamber of Commerce.



CVBA NEWSLETTER PUBLISHED BI-MONTHLY

2,000+
INDIVIDUALS / EDITION

800+
BUSINESSES / EDITION

1,700+
CONTACTS RECEIVE DIGITALLY

4,500
PRINTED COPIES / YEAR

NEWSLETTER EDITIONS:
JAN/FEB, MAR/APR, MAY/JUNE, JULY/AUG, SEPT/OCT, NOV/DEC

CVBA NEWSLETTER ADS AVAILABLE

HALF PAGE AD

\$300 each or 3 for \$850. Size: 7" w x 4" h

BLOCK AD

\$200 each or 3 for \$550. Size: 7" w x 2" h or 3.5" w x 4" h

BIZ CARD AD

\$100 each or 3 for \$275. Size: 3.5" w x 2" h

Submit all ads by the 10th of the month before publication date.

FLYER INSERTS 8.5"x11"

Businesses: \$250/insert and provide 800 copies

Nonprofits: \$150/insert & provide 800 copies. Two free inserts/edition. Limit one free insert per year per organization.

*Digital insert files must be submitted by the 10th of the month prior to publication date. 800 copies due by 20th of month before publication date.

Reserve early, space is limited. All ads linked to advertiser website in digital edition.



LARK KENNEDY



717 - 264 - 7101 EXT. 206



LKENNEDY@CHAMBERSBURG.ORG



PAST ADVERTISERS



CVBA DIGITAL ADVERTISING

BAILEY CASSADA | BCASSADA@CHAMBERSBURG.ORG | 717-264-7101 EXT. 201

STANDARD E-BLAST \$150/EACH

NONPROFIT RATE \$100/EACH

- Promote an event or program digitally to CVBA membership
- Increase business exposure and reach 1,700+ contacts
- 24% avg. open rate (industry average 10%)
- Sent daily Tuesdays, Thursdays and Fridays; Reserve early, limited space available
- Content must be under 200 words and less than 4 images including logos
- Any ad size available, 8.5"x11" preferred; Ad and URL due 3 business days prior to date for review.
- 5% discount offered for five or more eblasts reserved and paid in full at time of reservation

PREMIER E-BLAST \$200/EACH

NONPROFIT RATE \$150/EACH

- Same parameters as listed for the standard eblast but may contain more than 200 words and 4+ images including logos.

E-NEWS AD \$45/EACH

BUY 4 ADS FOR \$150

- Gain exposure through the CVBA's Weekly E-news, sent each Monday
- Reach 1,700+ individuals and 800+ businesses
- Ad size is 800 x 200 pixels and due by 5pm the Thursday before delivery date
- Ads must be secured at least one week prior to delivery date

WEBSITE ADVERTISING \$25 - \$99/MO.

ADVERTISE ON OUR HIGH-TRAFFIC, MOBILE RESPONSIVE WEBSITE AT CVBALLIANCE.ORG AND CHAMBERSBURG.ORG WEBSITES REACH 24,000 PAGEVIEWS/MO. AND UP TO 200,000 AD IMPRESSIONS/YR.

Gold Level - \$99/mo. Includes banner ads (728x90 pixels) on all available pages including business category, business directory search; plus Enhanced benefits

Enhanced Level—\$25/mo. Includes priority placement in Business Directory Listing and upgraded category features such as logo, map, photos, description, etc.



PLEASE NOTE ALL ADVERTISING IS SUBJECT TO THE CVBA ADVERTISING GUIDELINES.

JOIN TODAY!

Representing 850+ Members

We are the business community at work; the enthusiastic business, industrial and professional people of the Cumberland Valley bonded together to promote the expansion and civic welfare of the community in which we live.

Connect with CVBA!

Let's talk about how we can help your business thrive!

Email mhollar@chambersburg.org.



MEMBERSHIP APPLICATION

Business Contact Information

Business/Organization Name: _____

Business Address/City/State/Zip: _____

Website: _____ Phone: _____ Fax: _____

of Full Time Employees: _____ # of Part Time Employees: _____ Business Category: _____

Primary Contact Name: _____ Primary Contact Email: _____

Billing Contact Name: _____ Billing Contact Email: _____

Please list additional employees who would like to receive e-mail communications from CVBA.

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Would you like your business to receive a printed copy of The Insider newsletter monthly? Please Circle: Yes No

Business Description

Please provide a brief description of your business, products, services and any other pertinent information. Up to **200 characters permitted**, free of charge in online and printed business directory.

Additional Information

How did you hear about the CVBA? Circle all that apply:

Local Business Friend CVBA Website Google Attended Event Social Media Radio Billboard Other

Buy Local/Biz Alliance Card Participation

Please list your special offer to be marketed to 30,000+ community members

Authorized Signature: _____ Date: _____

Questions? Email Mark Hollar at mhollar@chambersburg.org.

MEET THE CHAMBERS

Learn more at CVBAAlliance.org/About or call 717-264-7101.

GREENCASTLE-ANTRIM

The Greencastle-Antrim Chamber of Commerce (G-ACC) exists to help its members thrive by promoting economic prosperity and community vitality. It has been a resource for building a vibrant and prosperous community through business leadership and networking since 1955. The G-ACC is governed by a Board of Directors composed of twelve business associates and four individuals in the Greencastle-Antrim area.

Signature Events Include:

- Golf Tournament (125+ players)
- Sidewalk Days in downtown Greencastle (1,500+)
- Craft Beer & Wine Fest (1,000+ guests)
- Greencastle Grub & Pub Festival (500+ guests)
- Heritage Christmas (2,000+)



CHAMBERSBURG CHAMBER

The Greater Chambersburg Chamber of Commerce was founded in 1911 and serves its members and community through a variety of organizations and committees. Directed by a 23-person Board of Directors and staffed by 10 employees, the Chambersburg Chamber fosters business, economic and community growth through proactive leadership in the greater Chambersburg area.

Signature Events Include:

- ChambersFest & Restaurant Week (Thousands reached)
- Golf Tournament (125+ players)
- Pickleball Tournament (100+ players)
- Tim & Susan Cook Memorial Race (150+ runners)
- Fountain Fest (3,000+ guests)
- Leadership Franklin County
- Scoop-a-Palooza (1,400+ guests)



CBURG CHAMBER AFFILIATES

Learn more at Chambersburg.org/Affiliates or call 717-264-7101.



Chambersburg Area Development Corp.

Stephen Christian, Executive Director
717-264-7101 ext. 207

Since 1960, CADC has successfully invested in real estate throughout the community as well as the development of four business and commercial parks. In all, the businesses and industries provide more than 3,000 jobs. Funding from these investments is used to advance CADC's mission to enhance the economic health of the area.



Cumberland Valley Regional Development Corp.

Stephen Christian, Executive Director
717-264-7101 ext. 207

In 2002, the Chambersburg Area Development Corporation and the Shippensburg Area Development Corporation joined forces to form the Cumberland Valley Regional Development Corporation (CVRDC). CVRDC developed the 363-acre United Business Park, located just off of Exit 24 on I-81.



Greater Chambersburg Chamber Foundation

Virginia Harriger, Executive Director
717-264-7101 ext. 205

Founded in 1990, the Foundation was organized as a 501c(3) to support the greater Franklin County business community by promoting leadership, citizenship and workforce development. Programs include Leadership Franklin County Community, Leadership Franklin County Youth and various workforce development initiatives.



Downtown Chambersburg Inc.

Sam Thrush, President
717-264-7101 ext. 204

Downtown Chambersburg Inc. is a nonprofit 501c(3) focused on downtown revitalization through implementing the four points of the Main Street Approach: Design, Economic Vitality, Promotion and Organization. Events supporting its mission include Fountain Fest, Sip & Stroll, New Years Eve Drop and others.

SERVICE. DEDICATION. COMMITMENT.

Are you interested in learning more about local businesses and your community? Consider serving on a committee! We have amazing volunteers that are actively engaged in helping to support various CVBA events and programs, as listed below. For more details, email mhollar@chambersburg.org.

Chambersburg Golf Committee

Works closely with our membership director to plan and implement the Chamber Golf Tournament, assisting with on-course activities, venue, sponsorships and other activities.

Craft Beer, Wine & Spirits Fest Committee

Works with the Greencastle-Antrim executive director to plan and implement the Craft Beer & Wine Fest held in Greencastle.

CVBA Ambassador Committee

Actively supports CVBA by reaching out and engaging with members to ensure the most effective way to enhance CVBA and serve the community. Ambassadors are essential to many events and outreach including welcoming new members, attending ribbon cuttings, etc.

Government Affairs Committee

County-wide committee consisting of members from all five county chambers that works to review, recommend and promote positions through the local chambers on topics of interest that will impact the business community.

Greencastle Heritage Christmas

Endeavors to create, coordinate and execute the many festivities that happen throughout the month of November and December in Greencastle.

Greencastle-Antrim Golf Committee

Engages with the Greencastle-Antrim executive director in planning, coordinating and executing the Greencastle-Antrim Golf Tournament. This includes assisting with on-course activities, venue, sponsorship needs, etc.



"With a variety of events and opportunities available to meet and get to know other members, the benefits of being a part of CVBA are both personally and professionally immeasurable. CVBA helps build your brand awareness while developing a terrific understanding about the opportunities for partnership within our community."

*- Jessica Brindle, CVBA Ambassador,
Boys & Girls Club of Chambersburg/Shippensburg*