



**VISIT PRINCETON-MERCER**

[www.VisitPrinceton.org](http://www.VisitPrinceton.org)

A map of New Jersey is shown on the left side of the page. The Princeton-Mercer region is highlighted in a darker blue, and a circular inset provides a closer look at this area. A diagonal line with blue, green, and grey segments runs across the middle of the page.

# Impact Update

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[PrincetonMercerChamber.org](http://PrincetonMercerChamber.org)

# Creating A Network Of Opportunity

*The Champions of the Region's Business Community.*

## JOIN US!

### Welcome to the **Princeton Mercer Regional Chamber**

As the first regional chamber in the State of New Jersey, the Princeton Mercer Regional Chamber serves as a leading driver of economic growth in Central New Jersey. Building a healthy business climate is our mission, and by partnering with leading business, civic and nonprofit organizations like yours we can bring our vision into reality.

The Chamber supports the business community by providing opportunities for connection and partnership among our members, by being a trusted source of relevant information on the latest business topics and trends, and by acting as your voice on critical issues in our State legislature.

In 2023, CNBC's Top States for Doing Business announced New Jersey rose in the ranks from 42nd to 19th "best state in the nation for business." One reason for the State's dramatic improvement is the sunset of the State's corporate business tax surcharge...a change brought about through effective, coordinated advocacy from your Chamber and our Statewide partners. We will always continue our pro-business agenda to ensure companies want to move to New Jersey, stay in New Jersey, and grow in New Jersey.

We remain committed to supporting our members and, in turn, look for your support of our Chamber as we work together to keep the region's business community vibrant!

**Chamber Strong.**

*Hal English*

Hal English  
President & CEO  
Princeton Mercer Regional Chamber



## MEMBERSHIP HIGHLIGHTS

Access to the region's business leaders and decision makers

Strategic networking opportunities through targeted business programs

Opportunities to build your profile as an event or program Sponsor

Educational events on the latest trends and most relevant topics

Opportunities to advertise your business through the Chamber's digital and social media channels

Participation on Chamber event and program committees

Enhanced tools to promote your organization through Member News, Featured Blogs, and a Community Calendar

Additional membership with the Princeton-Mercer Convention and Visitors Bureau for our hospitality and retail members, which includes a listing on the Visit Princeton Mercer website, as well as a listing in the Visitors Guide at no extra cost

Membership Listing on the Chamber's Website and Member Plus Mobile App

Sustaining Sponsors have the ability to upload free 1 to 3 minute videos to the Buy Local Connection program on YourTownTube.

Individual mentorship opportunities through Client Strategy Sessions

Complimentary promotional tables in the reception area at the Monthly Luncheon for our non-profit member organizations

Opportunity for Non-Profit Members to participate in the Chamber's Non-Profit Benefit Exchange Program

As Vice President of Membership and Business Development of the Princeton Mercer Regional Chamber, I am often asked why one should join the Chamber, and it is an easy question to answer.

I describe how the Chamber initiates business-to-business contacts that result in new business opportunities for members every day. I mention that we provide over 2 million visitors with access to information on businesses in our region through our Princeton Mercer Convention & Visitors Bureau. I remind them that the Chamber's mission is to generate more business activity for the community, the county, and the region; and I remind them of the importance of doing business locally to keep our region strong.

We are the region's Champion for Business. We accomplish our mission of serving our members by speaking for businesses and promoting an environment for business growth every day. I personally invite you to join and partner with the Princeton Mercer Regional Chamber to get connected, build your business, and keep our business community strong.

**We are stronger together!**

*Christine Curnan*

Christine Curnan  
Vice President  
Membership & Business Development



For more information and full list of member benefits, please call  
Christine Curnan, Vice President of Membership and Business  
Development at 609-924-1776 ext. 102 or email  
Christine@princetonmercer.org.

# Our Values, Mission, and Vision

## OUR Values

- We value our **Clients**, earn the respect of our members, and meet their needs.
- We value our **Staff**, our most important resource. We encourage, reward, and motivate them every day.
- We value **Integrity**. We adhere to the highest of ethical standards.
- We value **Diversity**. We respect the variety of people, businesses, and ideals in our community and consider this diversity to be an advantage.
- We value both **Innovation** and **Tradition**. As a proactive and forward-thinking organization, we create meaningful programs that add value and meet the needs of an ever-changing world. We embrace the possibilities of the future while preserving our region's rich history.
- We value our **Board of Directors**. They lead us with their integrity, their knowledge, and their excellence.

## OUR Vision

The **Princeton Mercer Regional Chamber** aims to provide our members with indispensable business and networking resources vital to their growth and success. Our vision is to be an effective catalyst for improving the quality of life and business for those who visit, work and live in the greater Central New Jersey Region. This is put into action through our exceptional business programs, working with our civic leaders and promoting diversity in our region to facilitate the difference we aspire to.

## OUR Mission

*"Serve our members with opportunities to meet and do business with other members and to provide resources that will enhance their success."*

**Speak for Business:** with a collective voice on public policy issues affecting business and our communities.

**Promote environment for business growth:** by encouraging economic development efforts that strengthen the Region's reputation and by enhancing the quality of life in over 18 communities and five counties we serve in New Jersey.

**Display excellence in all aspects of our operations:** led by the Chamber's Board of community leaders, with support from a full-time professional staff, we will ensure that the skills, talents, and interests of our members are effectively utilized and supported and everyone's experience with the Chamber is positive and productive.

### Uncomfortable Conversations

#### The New Way to Lead in Diversity

The Princeton Mercer Regional Chamber is galvanized toward our mission to champion Diversity, Equity & Inclusion through education, involvement and the facilitation of uncomfortable conversations around systematic racism, sexism, and inequality. As business leaders, we recognize our responsibility to stand against injustice and provide resources for our members and the community that promote anti-racism, equality, and bring positive meaningful change.

The Chamber has been an influential leader and continues to forge the path for companies to improve their DE&I initiatives. In the words of Gary Burnison, CEO of Korn Ferry, "Leaders communicate why it is important to go beyond diversity alone to reach conscious inclusion - where curiosity about differences is encouraged and where inclusions the mutual responsibility of all people."

We have always believed in creating a space where differences are welcome, valued and celebrated and will continue our work to realize this outcome.

# Chamber Programs



## **WOMEN IN BUSINESS ALLIANCE**

The Women in Business Alliance (WIBA) is a group of professional women who provide an environment for women to connect and build professional relationships.



## **REAL ESTATE BUSINESS ALLIANCE**

The Real Estate Business Alliance (REBA) is comprised of individuals from a variety of fields that come together to address the issues relevant in today's real estate market.



## **PRINCETON-MERCER REGIONAL CONVENTION AND VISITORS BUREAU**

The official Convention and Visitors Bureau for the Princeton-Mercer Region.



## **PRINCETON MERCER YOUNG PROFESSIONALS**

Young Professionals are a group of emerging leaders who join to network and create professional relationships enhancing their career development and community service initiatives.



## **MILITARY AND VETERANS AFFAIRS COMMITTEE**

The Military & Veterans Affairs Committee was created to support active-duty military, their families, and veterans in our region and act as a liaison between the business community and Joint Base McGuire-Dix-Lakehurst.



## **REGIONAL BUSINESS PARTNERSHIPS**

The Trenton Economic Development Program is comprised of professionals, nonprofit organizations, and community leaders dedicated to promoting and serving the business needs of the Capital City.



## **EMPLOYER LEGISLATIVE COMMITTEE**

The Mercer ELC - a program of NJBIA - brings business leaders together with legislative leaders for important conversations on public policy issues that affects business owners in our region.



## **INNOVATION & ENTREPRENEURSHIP**

I&E focuses on the creation, development, and expansion of innovative companies and assists entrepreneurs with programs regarding capital formation.



## **CENTRAL NJ NONPROFIT COUNCIL**

The Central NJ Nonprofit Council (CNJNC) fosters a vibrant community by strengthening the important connections among the arts, nonprofits, cultural, and business sectors.



## **DIVERSITY, EQUITY & INCLUSION FORUM**

The Chamber's Diversity, Equity & Inclusion program strives to bring education and resources to help companies improve performance and be better corporate citizens by advancing diversity, equity, and inclusion in the workplace.



# New Jersey Conferences

The Princeton Mercer Regional Chamber is proud to bring six statewide conferences to our members and the region's business community, each providing educational opportunities, the ability to promote their business, network, and gain visibility statewide and beyond.



NJ Conference  
for Women

Albert Einstein  
Memorial Lecture

*Dedicated to Scientific  
Inquiry and Growth*



# Board of Directors



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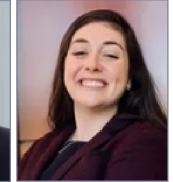
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/ Merrill Lynch



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Director*  
Mercer County  
Park Commission

As one of the largest regional Chambers in New Jersey, the Princeton Mercer Regional Chamber is primarily focused in five Central New Jersey counties. Membership stretches as far as New York, Pennsylvania, Washington DC, and Canada.

The Princeton Mercer Regional Chamber is committed to supporting our businesses, our community, and our members, and we will continue to do so each day with your support.

Join us, and be a **Champion for Business!**  
**Together we will succeed!**



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