

JUNE NEWSLETTER – 2015

PRESIDENT'S MESSAGE

There are such a wide variety of services and benefits available as a member of the Genesee County Chamber of Commerce that it is hard to pinpoint which is the most important. Every business that joins the Chamber has their own individual favorite benefit – networking, business seminars and workshops, member 2 member discounts, gas and electric discounts, political advocacy for the business community, business referrals and so much more.

While there is a wide variety of services and benefits for Chamber members to choose from, there is one benefit that I feel is the most valuable for all Chamber members – the Chamber Business Directory. This beautifully-designed, glossy-covered annual directory contains complete listings of all Chamber members.

The 2015-2016 Genesee County Chamber of Commerce Business Directory is being published this month and will be distributed to all Chamber members. We have purposely decided to publish in June so that we can have the most up-to-date listing of 2015 members.

There are two major reasons why the Chamber Business Directory is such an important benefit. First, the directory is an invaluable business resource. At the tip of your fingers you can access the name, address, phone number, fax number, email address, website and key contact for most Chamber members. All Chamber businesses are listed by business categories and cross-indexed alphabetically, which makes the directory extremely easy to use.

Second, by being listed in the Chamber Business Directory, businesses are recognized as members of an organization whose mission is to lead in the pursuit of creating an environment for business success which will enhance the quality of life for the citizens of Genesee County. A research study by the Schapiro Group found that when consumers know that a business is a member of the local Chamber of Commerce they are 49% more likely to think favorably of that business and 80% more likely to purchase goods or services from that business.

So look for your copy of the 2015-2016 Genesee County Chamber of Commerce Business Directory this month and when it comes, put it to good use. I keep a copy on my desk at all times. It is my bible of local business listings in Genesee County.

Have a great month.

Tom Turnbull

Tom Turnbull
Chamber President