

## **FEBRUARY NEWSLETTER - 2015**

### **PRESIDENT'S MESSAGE**

One of the things I've learned in my short time as Chamber President is how much Chambers of Commerce have in common when it comes to conveying to their local business communities the value of joining their local Chambers. One of the major challenges we all face is that while there is really no one, definitive reason to join our Chambers, there are many, many good solid reasons to become a member.

Betsy Demitropoulos of the American Business Magazine compiled a top 10 list of reasons why you should join your local chamber of commerce as supplied by 10 local chambers across the United States. Not surprisingly, Betsy's top 10 list matches up pretty closely with the top 10 reasons for being a member of the Genesee County Chamber of Commerce. Here's the national list along with how your Genesee County Chamber of Commerce fulfills these benefits:

1. Membership brings credibility to your business. Studies have shown that being a Chamber member gives people a positive perception of a business and consumers are more likely to buy from a Chamber member.
2. Increase your visibility in the community. As a new member of the Chamber, you are listed in our newsletter. Members are also listed in our annual Business Directory and our website.
3. Create networking opportunities. Any of our many events, workshops and seminars offer the chance from members to network within the business community. Serving on a Chamber committee is another networking opportunity.
4. Gain a voice in government. The Chamber offers "strength in numbers" when we take a stand on important business issues and opposes new regulations, taxes and other burdens to local businesses.
5. Make business contacts. There are more opportunities for networking and business-to-business commerce through the Chamber than through almost any other organization.
6. Receive chamber newsletters. Every month, chamber members electronically receive interesting and timely information about the local business community.
7. Acquire customer referrals. Your local Chamber receives inquiries on a regular basis from individuals and businesses looking for local goods and services. Typically, Chamber members recommend other Chamber members.
8. Chamber events and programs. Chamber events such as the Annual Awards Night, the Home Show, the golf outing and Business After Hours offer innovative and fun ways to meet potential customers, clients and vendors.
9. Promotion and publicity. Our front window display, e-blasts to members, our annual Business Directory and our Home Show are just some of the services our chamber offers to promote our member businesses.

10. Access to members-only discounts and services. The Chamber Member to Member Discount program entitles our members many valuable discounts at participating member businesses. The Program is a great way to attract customers, build relationships with customers, save money and strengthen our local economy.

While these are all great reasons for joining a local Chamber of commerce, it should be emphasized that what you get out of your Chamber member is directly related to what you put in. Paying your dues just isn't enough. To gain maximum value from your Chamber membership, you must be an active participant in the Chamber.

I want to take this opportunity to thank all of you who are active members of the Genesee County Chamber of Commerce. You are what makes this great organization work!

*Tom Turnbull*

Tom Turnbull  
Chamber President