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STUDY REVEALS CHAMBER MEMBERS HAVE A GREATER POSITIVE PERCEPTION AMONG PUBLIC

Southlake, Texas –

A recent national study surveying 2000 U.S. adults has been released regarding the advantages of Chamber of Commerce memberships.

A press release from the ACCE (American Chamber of Commerce Executives) states “that when respondents were told that a particular small business was a member of its local chamber, they were 44 percent more likely to rate it favorable” than those businesses that were not members. Not to mention, the study also revealed that “63 percent more likely to want to purchase goods or service from a small business that is a chamber member.”

Previous research has been done on this subject and has found similar results. This study seemed to reinforce the finding that businesses who are members of Chambers of Commerce tend to have a more positive perception, favorable reputation and a greater overall customer awareness.

Mike Powell, Area Developer for Noble Roman’s Pizza and Tuscano Subs and member of the Southlake Chamber of Commerce, comments on the article and the Chamber by saying, “The article is very interesting. Though I am a new member, I have found the Southlake Chamber to be exceptionally friendly, involved and interactive. I am pleased to be an active member and look forward to being a contributor to its success and rewarded by my involvement. I would highly recommend to any business owner, the importance and benefit of belonging to the Chamber. The new found relationships are especially encouraging.”

The Southlake Chamber of Commerce staff and Board of Directors are pleased to find out this study discloses “82 percent of respondents indicated that a local chamber of commerce ‘creates jobs and promotes economic development.’”

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