

**OAK RIDGE CHAMBER OF COMMERCE
FIVE STRATEGIC PROGRAM AREAS**

**RETAIL, COMMERCIAL AND
RESIDENTIAL GROWTH**

Vice Chairman 2012 – Chris Johnson
ORNL Federal Credit Union

CHAMBER GROWTH

Vice Chairman 2012 – Allan Parker
Energy Solutions

PRO-GROWTH ADVOCACY

Vice Chairman 2012 - Melinda Hillman
Roane State Community College

LEADERSHIP GROWTH - Eric Ablequist
Oak Ridge Associated Universities

**NEW CAPITAL INVESTMENT AND
QUALITY JOB GROWTH** -

Vice Chairman 2012 & Chairman of the
Oak Ridge Economic Partnership –
Sherry Browder - SAIC

*We invite and challenge you to join
us in strengthening our community.
Let's work together to make it the
best we can! Membership in the
Chamber is an investment in the
future of Oak Ridge that's sure to
grow many times over your
initial investment.*

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OAK RIDGE
Chamber of Commerce

**THE OAK RIDGE
CHAMBER of COMMERCE
IS
GOOD for BUSINESS!**

The mission of the Oak Ridge Chamber of Commerce enhances the economic vitality of the greater Oak Ridge community and provides exceptional business and leadership opportunities for our members.

BENEFITS of MEMBERSHIP

A national study reveals that membership in a local chamber of commerce can significantly boost a business's image among consumers and other businesses.

The study of 2000 U.S. adults by The Shapiro Group, an Atlanta-based market research firm, shows that when consumers know that a business is a member of a local chamber, they are 44% more likely to rate it favorably.

The study reveals good news for all chamber members:

Consumers who are told that a business is a chamber member are 51% more likely to be aware of it and 57% more likely to think positively of its local reputation.

Consumers are 63% more likely to buy goods and services from a company that is a member of the local chamber of commerce.

When decision-makers believe that a business is a chamber member, they are 59% more likely to buy goods and services from that business.

When consumers believe that a restaurant is a chamber member, they are 40% more likely to eat at that restaurant.

82% of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development.

If your company is a member, everyone in your organization who contributes to the success of your business also belongs to the Oak Ridge Chamber of Commerce. Encourage staff involvement in Chamber activities, and when the invitation arrives for one of our networking events, bring members of your staff with you so that the whole team benefits from your Chamber investment.

NEW MEMBER LUNCHEON - Once a quarter the Chamber hosts a Luncheon for new members. You will meet other new members, Chamber staff and Board of Directors and learn how to get involved in the Chamber.

NETWORKING OPPORTUNITIES - The Chamber holds two high profile networking events annually and supports those members wishing to conduct their own networking event.

MAILING LABELS - If you are planning a special celebration or event and want to share the news with the business community, our labels save your staff time spent compiling and typing a list.

CHAMBER E-NEWSLETTER - Distributed weekly via e-mail to keep you informed and up-to-date on the latest Chamber news and events.

IN THE NEWS - Announce your company's accomplishments, promotions and new hires to the business community through the "Members at Work" section of *Acorn*, the Chamber's monthly newsletter.

BUYERS GUIDE - Receive two listings in the Chamber's Buyers Guide and a direct link to your company's web site at www.oakridgechamber.org.

REFERRAL SERVICES - The Chamber is a source the public relies on for business referrals, and our *Buyers Guide* is often the first exposure people have to Oak Ridge.

NATIONJOB™ - Find qualified candidates with a minimum investment of time and effort through the number one community based job network in the nation.

SMALL BUSINESS COUNSELING - Free counseling is available at the Small Business Development Center. Get practical advice on how to solve small business problems or get your business or marketing plan analyzed.

WINDOW DECAL - Our window decal signifies your commitment to continuing the tradition of fair and honest business dealings in Oak Ridge. Display it proudly.

GET INVOLVED! - Everyone has a special interest in one or more aspects of the quality of life here, contributing to the increase of housing and residents or expanding membership services. If you have a concern and the time to be involved, you can bet we have a strategic program area task force to positively direct your energies so sign up and get involved today.



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