



Chamber OnLine – October ‘14

News from the Genesee County Chamber of Commerce

Message from the President

So I just got finished reading a research study by The Schapiro Group entitled “The Real Value of Joining a Local Chamber of Commerce”. Wait, I know what you’re thinking – “BORING!!!” I can almost hear your collective yawns as I write this. But stay with me on this.

One of the most frequently asked questions we get from Chamber members or a potential Chamber member is “why should my business spend our hard-earned money to be a Chamber member?”

Now it’s easy to rattle off the many benefits Chamber members receive – networking opportunities, electric and natural gas discounts, Main Street window display advertising, business consulting & counseling, low-interest small business loans, government advocacy and so much more. Taking advantage of any of these benefits can more than offset the cost of your Chamber membership. But what if a business doesn’t take advantage of these benefits? Why should they pay Chamber dues?

There is one benefit that has always been hard to quantify but may be more valuable than any other Chamber benefit –CREDIBILITY. Take a look at these findings from The Schapiro Group’s research:

- When consumers know that a small business is a member of the Chamber of Commerce, they are 49% more likely to think favorably of it and 80% more likely to purchase goods and services from the company in the future.
- When consumers know that a restaurant franchise is a member of the Chamber of Commerce, they are 68% more likely to eat at the franchise in the next few months.
- When consumers know that an insurance company is a member of the Chamber of Commerce, they are 36% more likely to think favorably of the company.
- If a company shows that it is highly involved in its local Chamber (e.g., sits on the Chamber board, sponsors its events), consumers are 10% more likely to think its products stack up better against its competition.

The Schapiro Group’s research seems to show that being a member of the Chamber of Commerce increases its credibility with consumers. How much is that worth to a business? It’s hard to put a price tag on that kind of validation.

Just know that when you display your Genesee County Chamber of Commerce window cling, sponsor or attend one of our events, or just have your business listing in our member directory, your membership is paying for itself even more than you ever realized!

Have a great month!

Sincerely,

Tom Turnbull
President