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Elliot Lake & District Chamber of Commerce

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**WHAT'S HAPPENING AT THE CHAMBER?**


We are presently working on our Chamber Membership Drive, which needs to be completed by March 1st before our Annual General Meeting. Only those members in good standing will have voting rights at the Annual General Meeting.

**NEW BENEFITS IN BECOMING A MEMBER**

 <p>THE CANADIAN CHAMBER OF COMMERCE LA CHAMBRE DE COMMERCE DU CANADA</p>	<p>The Elliot Lake &amp; District Chamber of Commerce is now a member of the Canadian Chamber of Commerce</p>
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 <p><b>Growth Advisors eLearning Centres</b></p>	<p>The Elliot Lake &amp; District Chamber of Commerce, in partnership with the Chamber eLearning Centre, offers affordable &amp; effective employee training programs</p>
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 <p><b>Esso Imperial Oil</b></p>	<p>ESSO Direct Driver Billing Program, a fuel discount program which offers a 3 cents per liter fuel discount of the pump price</p>
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 <p><b>Personal Touch Fitness Inc.</b></p>	<p>The Elliot Lake &amp; District Chamber of Commerce Members can take advantage of a new Member to Member discount offered by Personal Touch Fitness</p>
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**DID YOU KNOW IT PAYS TO BE A CHAMBER MEMBER?**

A national study conducted by the Shapiro Group, an Atlanta based market research firm, confirmed the positive perception that consumers have of businesses that hold a chamber membership. The study of 2000 adults found that informing a potential customer of the company's affiliation, through membership with its local chamber, generates a substantial increase in the perceived reputation of that particular organization.

Alex Trouteaud, Ph.D, Senior Strategist for the Shapiro Group, observed that: "There clearly is a feeling by our respondents that chamber membership is synonymous with quality and desirability". The study discloses impressive support for these findings: when consumers are aware that an organization holds a chamber membership they are 44% more likely to think of it, 57% more likely to think positively of its local reputation and 63% more likely to buy goods and services in the future from such organizations. The study also found that 82% of respondents consider the chamber's impact on the local economy to be positive; respondents believe their local chamber of commerce creates jobs and promotes local economic development.

Local businesses who are members of the chamber can rest assured their affiliation with their local chamber is paying off in more ways than they may have previously considered. A recommendation to those who are not currently members would be to join to take advantage of the many networking opportunities it affords them, but also to make sure their consumers and other businesses are aware of it.



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Watch for updates in the bi-weekly chamber letter in **the Standard**

For more information regarding Elliot Lake closed mine sites visit our website.