



272 E. 8th Street
Holland, MI 49423

616.392.2389
info@westcoastchamber.org
www.westcoastchamber.org

PRESS RELEASE

FOR IMMEDIATE RELEASE
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Contact: Caroline Monahan
616.928.9107
caroline@westcoastchamber.org

WEST COAST CHAMBER WINS COMMUNICATIONS EXCELLENCE AWARD

HOLLAND, MI (May 21, 2019) — The Michigan West Coast Chamber of Commerce has been named an “Award of Excellence” winner in the Communications Excellence awards program presented by the Association of Chamber of Commerce Executives (ACCE). ACCE, an Alexandria, Va.-based association, represents more than 8,000 chamber of commerce professionals, and 1,300 chambers of commerce, around the world.

ACCE’s annual Awards for Communications Excellence is designed to showcase top communications and marketing work of chambers of commerce and similar organizations. Several thousand award entries have been submitted since the launch of the organization’s Awards for Communications Excellence, which is now in its thirty-fifth year.

The West Coast Chamber received an Award of Excellence for its Sales Meets Marketing: Digital New Member Journey campaign. The communications program customizes the integration between the Chamber’s email and CRM systems to assist in onboarding new members, orienting all new business representatives to the benefits of Chamber membership with consistent and customized communication over the first year of membership.

“We exist to help our members stay on top of the best practices to keep them on the leading edge, and in order to do that, we need to be out in front of trends in technology and communications ourselves. The New Member Journey is one example of how we’re embracing technology to deliver remarkable experiences for our members,” said Caroline Monahan, Director of Marketing and Communications. “We want every interaction we have with our members to provide value for their businesses and build their relationship with the Chamber, and we will continue to evolve our communications program to meet their needs throughout the lifetime of their membership.”

A panel of communications and marketing professionals from six U.S.-based chambers of commerce evaluated entries, which were organized by category — based on the chamber’s annual budget — and entry type: advertising and marketing, campaigns, digital and publications. Award of Excellence winners will be recognized at the #ACCEAwards show on July 15 during ACCE’s Annual Convention in Long Beach, California.

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About the Association of Chamber of Commerce Executives:

The Association of Chamber of Commerce Executives, founded in 1914, serves more than 8,000 chamber of commerce professionals, and 1,300 chambers of commerce or similar organizations, around the world. ACCE’s members come from nearly each of the largest 100 metropolitan regions in the United States. Based in Alexandria, Virginia, the mission of ACCE is to support chamber professionals so they can lead their communities. Learn more about us by visiting www.ACCE.org.

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About the West Coast Chamber:

The Michigan West Coast Chamber of Commerce serves over 1,200 member businesses and their 65,000 employees the Holland and Zeeland areas. The Chamber connects people and businesses to the resources they need to grow and succeed and uses their platform as the voice of the business community to help members advocate about issues that impact their growth and sustainability. One of only one percent of Chambers nationally with a Five-Star Accreditation, the West Coast Chamber was named the 2018 Michigan Outstanding Chamber of the Year by the Michigan Association of Chamber Professionals, receiving the highest score ever awarded. Learn more about us by visiting www.westcoastchamber.org.

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