



Membership Matters!

Here at the Cheyenne County Chamber of Commerce we value our members and are thrilled that you are part of a network that encourages business to grow here in the towns where we live, work, and play. This past year has been a time of uncertainty and change for our community. It has been very heartwarming to watch businesses and individuals band together and show support for one another through attending ribbon cuttings, networking events, and customer referrals. Cheyenne County businesses rock!

What is the real value of joining your local Chamber of Commerce? What can the Chamber do for my business? Do consumers really support businesses *because* they are chamber members?" These questions are asked by businesses and organizations who may not know what a Chamber of Commerce is and does not understand the value of Chamber membership. The Shapiro Group was commissioned to conduct a study among 2,000 adults nationwide asking these very questions. Here are their powerful results:

- **Most consumers (59%) think that being active in the local chamber of commerce is an effective business strategy overall.**
- **If a company shows that it is highly involved in its local chamber (e.g., sits on the chamber board), consumers are 12% more likely to think that its products stack up better against its competition.**
- **When a consumer thinks that a company's products stack up better against the competition because the company is highly involved in its local chamber of commerce, it is because he or she infers that the company is trustworthy, involved in the community, and is an industry leader.**
- **When consumers know that a restaurant franchise is a member of the chamber of commerce, they are 40% 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 43% more likely to consider buying insurance from it.**
- **When consumers know that a small business is a member of the chamber of commerce, they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future.**

In addition to consumer outcomes, other reasons chamber membership is valuable include networking and community, learning opportunities and training, visibility and exposure, and we work to inform, educate and advocate on your behalf in partnering with the State Chamber of Commerce.

Please be on the lookout for your Cheyenne County Chamber Investment Renewal Letter. We hope you have found value in your membership investment. Stop by our office, say "hello," and let us know how we can help you. We are always looking for ways to improve our service to you and appreciate your allowing us to serve you in the future. Here's looking forward to sharing a year of opportunities here in Cheyenne County!

Wishing you a year of opportunities in 2018,

Sandy Goble
Membership Director