



GREATER VERNON CHAMBER OF COMMERCE

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PRESS RELEASE

HEADLINE:

Vernon Chamber seeks input from Chamber members!

DATE: January 22, 2010

FOR IMMEDIATE RELEASE

Making sure the Greater Vernon Chamber of Commerce is on the right course for our membership is one of the priorities for 2010 and we are pleased to present a brand new initiative for our membership. The “12@12” membership feedback programme is designed to solicit information from our membership that will connect business and promote discussions for continued success.

On a monthly basis, the Vernon Chamber will invite nine members to join one representative from our Executive Board of Directors and two staff members to discuss the issues that most affect their business today. Two questions will be posed to the participants that will provide information about the current situation and challenges our members face for their business and what the Chamber can do to better assist. We have divided our membership into categories or sectors that best fit the business type. Each month a different sector will be invited to participate and the questions will be modified to suite each business category. Information provided will be documented and monitored for trends. Items that are immediately actionable for the Vernon Chamber will be discussed between the Board of Directors and Staff for further direction.

“Feedback from our members is a key to our organization being able to contribute to the business success in this community” says President, Jonathan Jones. “Understanding the primary issues that are affecting specific business sectors promotes discussion and offers us opportunity to contribute to solutions. The Greater Vernon Chamber of Commerce works for its membership and we want to stay current with our members’ issues and continue to find ways to better support our businesses”, he continues.

The first sector that the “12@12” programme will focus on is the Retail Industry. Nine non-competing businesses have already committed to attending the pilot session. This programme will continue monthly through to June 2010 at which time it will be evaluated for its effectiveness and success. General Manager, Val Trevis says, “We are very confident our membership will find value in this initiative and we are looking forward to hearing our member’s voices”.

If you are a member of the Greater Vernon Chamber of Commerce and are interested in participating in a future “12@12” session, please contact the Chamber at 250-545-0771 or email info@vernonchamber.ca

For more information contact:

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