



# CHAMBER INCREASES MEMBERSHIP BY 17% DURING THREE-DAY EVENT

The Salem Area Chamber of Commerce has been helping businesses and people innovate, grow, and make the Salem area a great place to live since 1884. As part of this mission, the Chamber hosted a first-of-its-kind event April 17 – 19, which increased membership by 17% with 188 new members joining the organization.

In partnership with **Your Chamber Connection**, over 150 volunteers competed with one another to bring in the most members through educating their contacts on what the Chamber does, and in doing so, spread deeper awareness of the Chamber's commitment to the Salem community.

"The membership event was an incredible show of dedication our members have to the Chamber," said **Nick Williams**, CEO of the Salem Chamber. "With our volunteers speaking on behalf of the Chamber to their peers in the business community, even more people and businesses were educated in the role the Chamber plays in economic development and advocacy for the success of our local businesses."

**Jennifer Martin**, owner of **Mid-Valley Commercial Real Estate**, was crowned "Godmother" by **Jimmy Cusano** of **Your Chamber Connection** because, as leader of the Red Team, she created dynamic energy for her team and single-handedly brought in countless members.

"Mid-Valley Commercial Real Estate values its Chamber membership because collectively, our membership dollars give the Chamber the bandwidth to ensure Salem remains a great place to live and work," said Martin. "There is tremendous power in that 'one

voice' of the Chamber speaking for over 1,200 members."

During the three-day event, the Chamber was full of brightly colored tables for each competing team, cowbells ringing and joyful shouts as a new member joined the Chamber network. The excitement throughout the week was palpable and the camaraderie of the volunteers recruiting new members was an incredible example of businesses working together to boost the community.

Cusano, the zoot-suit wearing consultant with Your Chamber Connection, specializes in creating a high-energy atmosphere at chambers of commerce all over the country to get volunteers excited to bring in new memberships because more members gives chambers, like the Salem Area Chamber, the ability to advocate for the business community and affect real change.

The Chamber is here to help shape Salem into a city in which you, our members, are proud to own and operate your business.

## The Chamber advocates for you

The Chamber played a key role in defeating the \$5 million payroll tax in 2015. The tax would have deterred job creation and could have been doubled in ten years, without a vote from Oregonians.

With the increase in new membership dollars brought in by the membership event, the Salem Chamber will have the opportunity to focus on efforts to create another bridge across the Willamette River.

## Your Chamber membership invests in the next generation – our students

In partnership with the **Salem-Keizer School District**, the Chamber created the Ready to Learn – Ready to Work program to help students understand that what they learn in school is relevant to their future. Members can get involved by being a guest speaker, providing job shadows, mock interviews and volunteering.

The **Career Technical Education Center (CTEC)** is a joint venture between private industry and public education, with the intent of developing Salem-Keizer students' technical and professional skills. This year, the Chamber will have two employees on-site full time to support connecting industry professionals in with the students and educators. By 2020, CTEC will house ten career and technical education programs and serve approximately 1,000 students.

## Our membership is the driving force behind everything we do

**Employment:** When you invest in the Salem Area Chamber of Commerce by being a member, you invest in the success of the region because the Chamber represents more than 50,000 jobs in the area.

**Business:** You are one of over 1,000 business members who are an integral part of our community.

With this base, we're able to advocate for initiatives which support employment and businesses to innovate, grow, and make the Salem area a great place to live. **503.**



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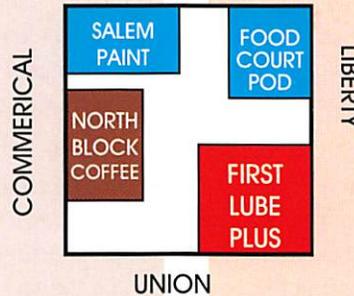
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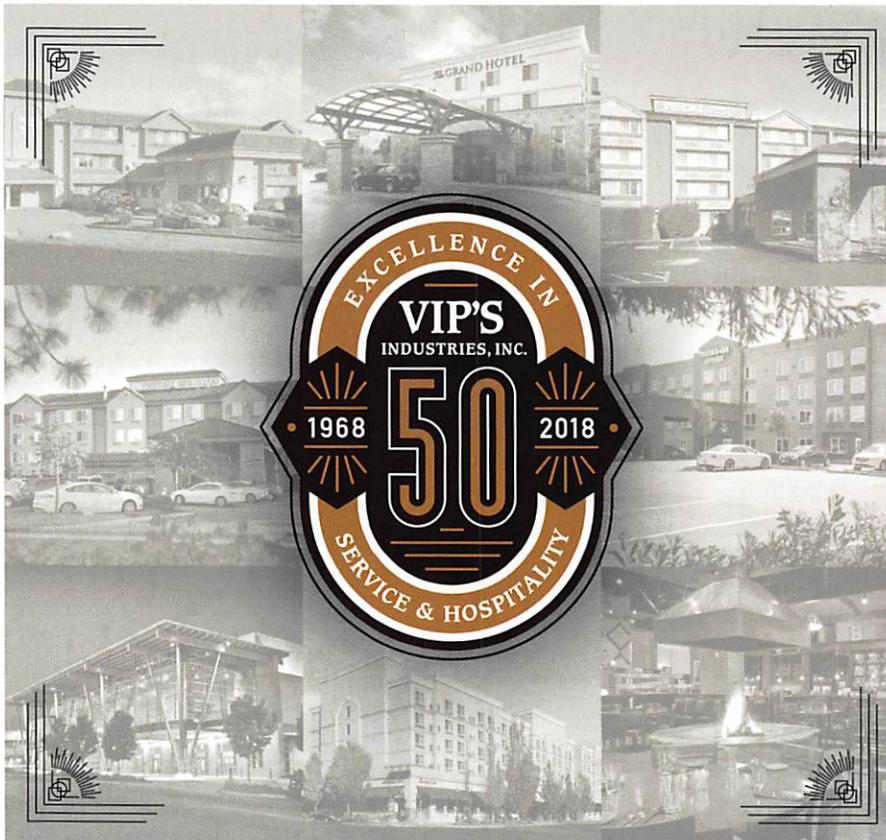


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