

New Program Rewards Engaged Members.

by Ruth Heil, Streamline Organizational Services



A Chamber of Commerce is a partnership of its members. Within this partnership exists a strength in numbers.

Diversity, fellowship, shared wisdom, and pooled resources are just a few reasons why the quality, and quantity, of a Chamber's member base directly impacts the experience of all.

Therefore, membership development is a high priority for the staff at the UPV Chamber. But they can't do it alone. They need your engaged help. Cold calls and expensive advertising cannot compare to the effectiveness of your personal, business-to-business invitation.

Do you know of a colleague that should join our Chamber? Is there a particular business you'd like to have join so that you can buy their product or service without guilt? Invite them today. Not only will you create an ally, but you'll earn \$15 in the process. The Chamber's new **Membership Referral Program** is the brainchild of the Ambassador's Council, and it works like this:

Invite a fellow business person to a lunch or other Chamber meeting. Call the Chamber office and register your guest, free of charge. The guest will receive a prospective member packet filled with information and will be wowed by the benefits of membership. **When that business officially joins the Chamber, you will receive a \$15 voucher applicable to any Chamber function or event.**

Now more than ever, we need to band together for strong economical development of the Upper Perkiomen Valley. If a business has an interest in that, they need to become a member today. If you find that business, you'll be rewarded for your efforts. Together we will help shape the future of our Valley.

Act now to take advantage of this offer.

From time to time, the Chamber Advantage will include articles like this one, written by a fellow member. It's just one more example of the increased effectiveness that comes from a strong membership base.