





# CHAMBER

SOUTHWEST LOUISIANA



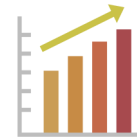
**1. Power.** Your name and your business adds to the power of our work on issues facing every business in Southwest Louisiana. It is critical that every business belongs to show a united front as we represent the drivers of all tax dollars...business. The Chamber SWLA is in the front row representing the interests of business at city, Parish, state and federal meetings when issues impacting business are on the line. Your name and your business multiplies our influence.



**2. Empowerment.** If knowledge is power, the Chamber SWLA empowers every member with data, constant updates of business news including who's who, who's new, who's growing, plus event calendars for marketing, business seminars to improve performance, business articles to continually educate members, and business leadership training for future growth. In reality, most members don't join the chamber as much as they have the chamber join them.



**3. Economic Empowerment.** Over the past seven years, 9,491 new, permanent jobs have been added in our five-parish region as a result of our Chamber's relentless support of job growth which means customer growth for our members. If one new customer pays for membership, every other new customer multiplies the return on investment into perpetuity.



**4. Marketing Empowerment.** Failing businesses don't join chambers of commerce. Businesses that do join are successful, and are looking for more success. Emerging businesses join chambers for access to successful customers. Chamber members have money to spend and are willing to spend it for the best products and services. Dollar for dollar, we are the best marketing strategy for any business looking to connect with progressive businesses with spendable income.



**5. Networking Empowerment:** People do business with people they know. There is no better business vehicle to introduce and connect you and/or your sales team members to our ideal demographic of pre-qualified prospects. Our members utilize their chamber membership as their #1 tool to create these connections.



**6. The First Rule in Business:** You get what you give. Many members volunteer increase their credibility and potential value as someone to do business with. Altruistically, it's the right thing to do when you belong to a business community.