



## SIERRA MADRE CHAMBER OF COMMERCE

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### **Sierra Madre Chamber Upgrades Website to Improve Service to Members**

The Sierra Madre Chamber website is currently undergoing some changes designed to increase the service and benefits it provides to its members. Two of the first changes made and already online are the addition of a press section and a page for online membership renewals.

The press section includes links to press releases issued not only by the Chamber, but also by Chamber members and the City of Sierra Madre. "We wanted to help our members to get the word out when they have something new or interesting going on," said Bill Coburn, Chamber President. "The economic climate being what it is, it's more important than ever that businesses market themselves to try and draw more customers their way. We thought this was one way that we could help expand awareness of what Sierra Madre businesses are up to. This is actually just the beginning, we will also be adding things such as sample press releases to help businesses that may not be familiar with how to issue press releases and media contact information. And we have begun plans to hold a "Marketing" seminar with guest speakers in the industry to help educate those who want to do a better job of marketing themselves."

In addition to the press section, a new page designed to make it easier for members to renew has been added. Members can now visit the site and use their credit card or Pay Pal to renew their membership without leaving their business. New members will still need to stop by the office with their application, though. "We need to get to know our new members so that we are able to do a better job of promoting them and providing services to them, and that's not going to happen if they sign up online," said Coburn.

In addition to the changes that have already taken place, plans are underway to add a "members only" section to the site, where members will be able to access information beneficial to their business, such as economic forecasts, demographics, marketing tools, financial tips and much more.

The Chamber's web address is [www.SierraMadreChamber.com](http://www.SierraMadreChamber.com).