



**FOR IMMEDIATE RELEASE**  
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**Contact: Megan Stinton**  
**Marketing & Communications Manager**  
**Colorado Women's Chamber of Commerce**  
**E-mail: [mstinton@cwcc.org](mailto:mstinton@cwcc.org)**  
**Phone: 303-458-0220**

### **New Studies Encourage Chamber Membership**

A recent study conducted by Cortera, on behalf of ACCE (American Chamber of Commerce Executives) shows that Chamber members across the country have better credit ratings than the average company. After learning of the recent study results, Mick Flemming, President and CEO of ACCE stated that chamber members on average are better businesses and, as a result, they have significant advantages in obtaining the funds they need. He added that chamber members have long been seen as responsible and reliable members of their community.

"These findings come as no surprise to the Colorado Women's Chamber of Commerce," said CEO Donna Evans. "Our members play a significant role in the Colorado community," added Evans. With more than 1,200 active members, Colorado Women's Chamber of Commerce is one of the largest women's chambers in the nation.

Being an active member of a chamber has several other advantages. According to a Schapiro Group Study, consumers tend to prefer companies

that are chamber members. In fact, consumers are 63 percent more likely to buy from chamber members. Further results of this study show that when business decision-makers believe that a business is a chamber member they are 58 percent more likely to think positively of its reputation and 59 percent more likely to buy goods and services from it.

With the mission of creating an environment and the resources conducive to members' business success, the CWCC is a premier organization that provides opportunities and visibility for women in business through relationship development, education, mentorship, partnership and alliances. Through the foundation of the mission and values of CWCC, members are always encouraged to do business with other chamber members.

"The best benefit of being a Colorado Women's Chamber of Commerce member is that members do business with other members," said Nancy Walsh, membership services director at CWCC.

The CWCC was one of the nation's first chamber of commerce focused on creating a successful economic community for women in business. Through monthly events, leads groups, committees and councils, there are numerous opportunities available to members to build alliances, help launch successful events, expand their network and demonstrate their talents and commitment to others. Becoming a member of a local chamber of commerce not only offers great opportunities for its members in an educational sense and from a networking perspective but, as seen in the results of the above studies, helps build credibility and trust for business relationships and success.

***About the Colorado Women's Chamber of Commerce:***

*The Colorado Women's Chamber of Commerce is a nonprofit organization started in 1988 with the intention of helping women in business find visibility and success. The Chamber currently holds more than 1,200 representative members. CWCC provides its members with opportunities for networking and to learn more about business strategies and opportunities. For more information about the Colorado Women's Chamber of Commerce please call (303) 458- 0220 or visit [www.cwcc.org](http://www.cwcc.org).*

**About the American Chamber of Commerce Executives:**

*The American Chamber of Commerce Executives is a national association involved in the management of chambers both in the United States and in Canada. ACCE is determined to enhance professional growth, career development and management effectiveness of both chamber executives and professionals. For more information please call (703) 998-0072 or visit <http://www.acce.org>.*

**About Cortera:**

*Cortera aims to help its customers gain better insight into the companies with which they interact. Cortera embraces an innovative way for its customers to break free from the dated and "traditional" data vendors but not be bombarded by the sometimes overwhelming World Wide Web. Cortera helps business analysts, sales and marketing experts, and credit & collections professionals know more about their prospects, customers and partners. For more information please call (857) 403-1351 or visit <http://www.cortera.com>.*

**The Schapiro Group:**

*The Schapiro Group is a strategic partner for corporate, non-profit, public sector and political clients. The Schapiro Group works to change how strategy happens but embracing a new perspective. For more information please call (404) 584-5215 or visit [www.schapirogroup.com](http://www.schapirogroup.com).*

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