

Members like the **valuable** benefit.



You'll like the **impact** on **membership.**

BUSINESS
INTELLIGENCE
REPORT



A meta-study of chamber survey respondents across the country showed that an average of 79.4% said the Business Intelligence Report was a valuable part of their membership.

Does this sound familiar to you?

Your members are demanding more benefits to justify their chamber membership dues at the same time your budget is getting smaller. You provide networking events, seminars, workshops, discounts and expos to meet their needs. In the end, most don't use these benefits, and some will quit, claiming that the chamber didn't offer enough.

These were the challenges presented to us when we talked with chambers of commerce across the country. Our company, DBH Communications, met these challenges by creating the *Business Intelligence Report*, a publication that provides business owners and managers with key information on business trends and strategies for operating their businesses more successfully. A publication developed using member feedback.

What is the Business Intelligence Report?

The *Business Intelligence Report* is a nationally distributed, quick-read resource that provides business professionals with the latest strategies, news, trends and tips for today's business. Each issue contains:

- Business strategies to help your members run their businesses more effectively
- News and research from today's best business sources
- Cutting-edge trends and legislation information to keep them aware of the changing business climate
- The best ideas from business experts — ideas members can apply to their own businesses

We base the content of this report on what business owners say they want in a business publication, and we regularly conduct surveys to ensure that the report continues to meet their needs. This makes the *Business Intelligence Report* more than just another business publication — it makes it a primary reading source for business success.

The reason members appreciate our publication.

One of the challenges common to business people today is that they are besieged with information and don't have enough time to read. Each month, the *Business Intelligence Report* staff does the reading for them. We analyze current information from over 150 different sources to create a concise, three-page report that keeps your members abreast of some of the most important business information available.

Provide a benefit that no other chamber can offer.

Our exclusive agreement assures that no other chamber within 15 miles of your area can offer the *Business Intelligence Report*. This means your chamber will be able to offer a benefit no other chamber can touch.

Attract new members.

Use the *Business Intelligence Report* to help recruit new members. We allow an over-run of 150 copies each month for you to distribute to potential members.

How does the Chamber Program work?

When you join our Chamber Program, we'll provide your chamber with a personalized master copy of the *Business Intelligence Report* to distribute to your members each month. You can broadcast-fax the publication, e-mail it, print it, or offer it on a password-protected area of a Web site to your paid members. Depending on the size of your chamber, you will be able to provide the *Business Intelligence Report* as one of your chamber benefits for between 10 to 50 cents per member per month — an investment that should more than pay for itself in retained member dues and goodwill. We do allow corporate sponsors.

We'll guarantee your satisfaction.

We back our offer with a money-back guarantee. If for any reason you aren't satisfied with the *Business Intelligence Report*, we will cancel your agreement and refund your money for any undelivered issues.

About our company...

Since 1991, DBH Communications, Inc. has provided business owners and managers with cutting-edge business information, including: the *Kansas City Small Business Monthly* magazine; the annual *Entrepreneur's Guide*; the hardcover book, *Entrepreneurs: You Can't Afford the School of Hard Knocks*; and the *Business Intelligence Report*. In 1995, we were named the Small Business Media Advocate of the Year by our local district of the U.S. Small Business Administration.

Want to know more?

Call us today at 1-800-997-6743. We'll give you a free price quote and answer any questions you may have.

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“The Business Intelligence Report has been one of the best benefits we have offered our members.”

Fort Worth Chamber of Commerce

“We consistently receive positive feedback on the publication. It’s definitely one of our most popular benefits.”

St. Joseph Area Chamber of Commerce

“I believe this report by itself is worth the price of our lowest annual dues.”

Union Township Chamber of Commerce

“This will ultimately reflect in retention and new member recruiting.”

North Phoenix Chamber of Commerce

“Every month, whether it is a phone call, a return email, a board meeting or a conversation in passing at an event, our members are enthused by the bountiful amount of useful information in the report.”

Castle Rock Chamber of Commerce

“Our members are loving it!”

Bixby Chamber of Business

“Excellent member benefit! Thank you so much for arranging for us to receive it.”

Member of the Longboat Key Chamber of Commerce

“I have heard nothing but positive feedback from members.”

Overland Park Chamber of Commerce

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