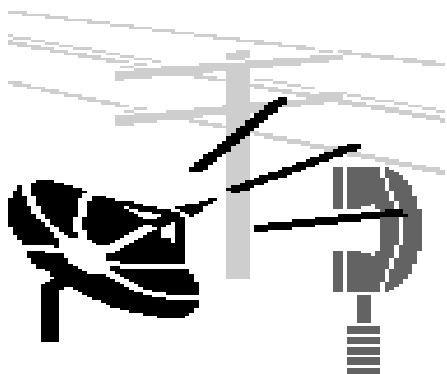


# MERCHANT PROCESSING NEWS

... EDUCATING AND ASSISTING BUSINESS OWNERS ON THE SUBJECT OF  
"PAYMENT SOLUTIONS TECHNOLOGY"



## PURPOSE OF THIS NEWSLETTER

This month's newsletter is about building relationships in and around the communities where your business is located.



## BUILDING COMMITTEE RELATIONSHIPS

Building relationships within your local communities is very important to the success of your business. This additional business exposure will increase opportunities to market and promote the products and / or services you provide. Obviously, I won't be able to discuss them all but I will cover a couple for you to review.

### Chamber of Commerce

A membership at your local Chamber of Commerce is a great way to meet other business owners and get a sense or feel of the business pulse. Smaller locales generally offer several chambers within a 30 mile radius. There are many committees within the chamber of which you can participate - - or just be a member. Usually the various committees meet

May 2009

### What's Inside:

- Purpose of this newsletter
- Building community relationships

once a month for an hour or so therefore the time commitment is minimal. Business exposure can come quickly via the new member ceremonies, where attending chamber members learn about your business; there's normally a free review in their newsletter, etc.; and your business should be listed on their roster and / or website so other members can find out where you are. It has been my experience that Chamber Members have a tendency to shop at other Members' place of business. I belong to 3 separate Chambers. I feel that the membership dues are nothing compared to the name recognition I receive.

### Charitable Donations / Pro-Bono

Charities generally have levels such as bronze, silver, gold, platinum, etc, so there's a level of giving to meet any budget. Most charities list the names of businesses that donate and consumers that receive assistance look at who donates and tend to be loyal to those businesses when possible. Donating to local charities is another great way to help within your community as well as promote your business.

Perhaps you're in a position to donate your time or resources to a good cause "Pro Bono". Placing your business's name to the work in progress can go a long way in the minds of citizens - - and future customers.

Please feel free to contact our friends over at [JG Consulting Group, Inc.](http://www.jgconsulting.com) with any questions.

*As always . . . more to come next month.*

For more information and timely updates visit:  
[www.merchantprocessingnews.com](http://www.merchantprocessingnews.com)