

Quite frankly, running a business is not for everybody. It takes unique qualities: leadership, responsibility, insight, and more.

The Cary Chamber of Commerce believes your qualities should be rewarded and encouraged.

Our membership makes that possible. We are geared toward your development as a business owner and leader.

I've enclosed a special invitation for you to join the most proven business network in Cary for business owners seeking to grow their businesses, learn best business practices, and increase sales.

The Cary Chamber of Commerce membership network is the perfect example of the old adage, "It's not just what you know, but who you know." I should add one caveat: "it's where you get to know" other business owners and future customers.

You get a truly impressive array of extra privileges, all designed for your businesses' growth, education, support, and profitability:

- **MAKE NEW BUSINESS CONTACTS.**
Networking at Chamber events helps you meet potential customers, clients, and vendors. The "Business After Hours" programs provide great opportunities to get to know new people - and expand your prospect base.
- **MARKET YOUR PRODUCTS AND SERVICES.**
Take advantage of the Chamber's low-cost marketing opportunities such as the annual Western Wake Business Expo. You'll reach thousands of business owners and executives, anxious to learn more about your products and services.
- **ENHANCE YOUR MANAGEMENT SKILLS.**
Increase your company's profitability and competitiveness by taking advantage of Chamber programs that improve your management skills. Low-cost seminars and educational opportunities and free business counseling and support groups such as the Chamber Advisory Committee.
- **INCREASE YOUR ACCESS TO INFORMATION.**
Locate new prospects in our directories of major employers, manufacturers, shopping centers, and RTP businesses. Use our demographic and economic information to plan your marketing strategy.

In a few words, The Cary Chamber of Commerce membership is the most effective way of meeting other Cary business owners, giving you a voice in the community and of generating business-to-business sales.

Why not apply for membership today? All you have to do is fill out and mail me the enclosed application. As soon as we receive your payment, we'll send along your membership packet without delay.

Sincerely,

Delancy Carroll
Cary Chamber Member Services

P.S. Apply today, and enjoy all the benefits of membership. Those listed here are just a handful of what's available. A full listing of benefits and more valuable information is included on our website at www.carychamber.com.