

Wellsville Area Chamber of Commerce, Inc.

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Dear Prospective Member,

The greater Wellsville community and the Wellsville Area Chamber of Commerce, Inc. (WACOC) have experienced significant change in the last year. Changes in leadership, severe challenges to the local economy, a declining membership base, new ideas about the Chamber's role, and modifications in the way the Chamber must do business... *Need we say more?* All this change has sparked meaningful conversation between our members, community leaders, and Chamber Directors about what WACOC as an organization must become in the future.

WACOC has long advocated for a strong Wellsville-area business community. That advocacy must refocus itself on our members. WACOC needs to ensure you are the reason for its existence. WACOC must take the point on ensuring you have the connections, knowledge, and information you need to succeed. Some were upset by some of the changes to benefits made last year. **We recognize that!** Those conversations quickly evolved into a mantra of, "*New Era, New Chamber*"; one based in service to our members, greater value-added, and a return to the prominence that has been our hallmark for 110 years. To meet that end, WACOC has implemented a re-examined five-tier membership menu. Choose the level that's right for you and your business and is right for our community. Changes are highlighted in the enclosed brochure.

As a leader in the Wellsville area, your renewed or continued membership is integral to our community's success. For WACOC to do its job we need the lights on and the doors open. WACOC is a membership-driven organization with the majority of its budget derived from membership fees. In the absence of membership dollars, programming revenue must take its place. Allow WACOC to focus on you. The Greater Wellsville Area needs your support at this critical point in our future. WACOC membership will support the good work that we have done and the better work that we will do in the future!

The 2019-20 Membership Drive begins March 11th. Please complete the enclosed application and forward it with your payment, ASAP. In closing, the Board is ready to make things better, make things right; ensuring that your hard earned dollars are carefully spent to ensure your return on investment. Together, we will build a stronger community. Thank you for your continued membership.

Neil F. Benedict
Officer-in-Charge
Wellsville Area Chamber of Commerce, Inc.
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