



BLACK CHAMBER OF COMMERCE OF LAKE COUNTY

Black Chamber of Commerce
of Lake County, Inc.

March 24, 2011

Dear Chamber Member

As an advocate for small businesses, the Black Chamber of Commerce is concerned about the success of our members in this challenging economy. As a member of the Chamber, I would like to offer you an opportunity to become part of the BCC Premium Discount Card Program. With this Premium Discount Card Program, we would like to help you and your business by increasing customer flow that will grow your revenue as well as net profits.

When you renew your 2011 Annual Membership you will join the Premium Discount Card Program absolutely free to you and it's active through December 31, 2012. That's right; you get the remainder of 2011 and all of year 2012 to enjoy savings.

As a business owner, you would need to establish an Exclusive Discount Percentage that you would offer to consumers who present the Premium Discount Card at time of purchase. Therefore, the cost to you as a participant in the Program is nominal.

Potential benefits of the Premium Discount Card Program include:

- An increase in your customer base
- All related marketing costs of the Program are absorbed by the BCCLC
- Increased distribution and circulation of your products or services in the local economy
- A discount card for your personal use at other participating businesses

As a business owner, please complete enclosed Discount Card Enrollment Form and return it to the BCCLC no later than April 8, 2011, along with your BCCLC renewal membership. You can then start saving immediately. How you may ask? If you return your enrollment form and renewal invoice before April 8, 2011 deduct 20% off your membership invoice amount!

Within 10 business days of receipt of your completed membership renewal (including payment) and Program enrollment form you will receive the Premium Discount Card along with a list of all participating member businesses. Then you can continue your savings all the way through December 31, 2012.

I am looking forward to your participation in the Program for the growth of not only your business, but also for the entire local economy.

Sincerely,

Arthur J. Gass Sr.
President & CEO

Black Chamber of Commerce of Lake County

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“Good for Business...Good for Community...Good for Everyone...”