



## NEWS RELEASE

Contact: Liz Bogut

Phone: 651-265-2772

Email: [liz@saintpaulchamber.com](mailto:liz@saintpaulchamber.com)  
[saintpaulchamber.com](http://saintpaulchamber.com)

### SAINT PAUL AREA CHAMBER OF COMMERCE UNVEILS NEW BRAND AND DESIGN IDENTITY

*New Logo, Website and Programs Reflect Member Priorities, Celebrate Chamber's History*

(SAINT PAUL, MINN., January 29, 2009) – As part of an ongoing effort to reach out to its members, the Saint Paul Area Chamber of Commerce today launched new programming and a major re-branding campaign for the 154 year-old organization. The changes are the result of focus groups and surveys that looked for ways to help the Chamber support nearly 2,000 members grow and expand their organizations.

“The Chamber has been a critically important resource for the business community for more than a century but we are constantly looking for ways to better meet our members’ current needs and interest,” said Dan Scott, the Chamber’s 2009 Board Chair. “Over the past year, we asked hundreds of members to share their feedback, thoughts, and concerns. We learned that while members share a strong belief in the organization’s tradition of success, they each view the benefits of membership very differently. The Chamber took this feedback and created new programs, tools and resources to deliver benefits on members’ terms.”

As technology has changed how businesses communicate and compete, the Chamber is looking for ways to create channels for businesses of all sizes to strengthen existing relationship and create new connections. The east metro has a diverse business community that includes companies of all sizes who compete in hundreds of different marketplaces with different needs. The goal

for the new programming and branding will be to create a variety of resources and networking opportunities that will allow each business to customize their connection to the Chamber.

The branding campaign, for example, features a new logo designed to represent the connectivity and diversity of the Chamber's membership. An entirely re-designed website now facilitates member feedback, social networking and access to business resources. New programs in 2009 include additional networking events, visits with best-selling business authors and education on the latest business trends.

The new brand identity, developed in conjunction with Foote & Co., Goff & Howard and Azul7, builds upon the Chamber's rich community history and utilizes on-going member feedback, cutting-edge technology and innovative partnerships to position members for success in the new economy.

(MORE)

"The Chamber's 150+ year-old legacy of effective business leadership has enormous equity in the Twin Cities community," said Kris Johnson, president of the Chamber. "But we acknowledge that the Chamber's brand and design needed modernization to stay relevant in an increasingly competitive environment. Our updated look and new member resources represent the Chamber's commitment to quality, and I'm confident they will attract and serve not only today's business leaders but the entrepreneurs of tomorrow."

To view the Chamber's new website and blog, visit [www.saintpaulchamber.com](http://www.saintpaulchamber.com)

### **About the Saint Paul Area Chamber of Commerce**

The SPACC is a vital, dynamic force serving the business community through the collective strength of its members. For more than 150 years, the Chamber has provided vibrant programs, powerful advocacy and results that foster member growth. With nearly 2,000 members, the SPACC is the largest local chamber in Minnesota.

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