



The Navigator

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Chamber of Commerce Membership—A Great Business Investment

By Aaron Cox, CEO, Texas Chamber of Commerce Executives

The great economic engine that is Texas keeps churning every day and because of the businesses that fuel it we as Texans enjoy great places to live, work and play. One key component in that engine is the local chamber of commerce. While often behind the scenes the work of the chamber helps support and create an environment in which businesses can thrive. Beyond the work of the chamber, however, there are incredible business benefits and a great business case for chamber of commerce membership.

In the past, chambers have been viewed by some as socializing bodies where business people come together to network. Although still a valuable networking venue, today's chamber is much more. In every arena from business advocacy, to economic and community development, to education and workforce development, chamber's fight for business interest to ensure there is an environment in which they can thrive. A little known fact, however, is the impact local chambers have on "the business side of business". Among these positive impacts are increased consumer confidence and patronage both of which are critical to business success.

The Shapiro Group, an Atlanta based research firm surveyed 2,000 Americans and found that chamber membership causes consumers to see a business in a more positive light and increases the likelihood that they will shop or purchase services from chamber member businesses. Although these figures vary slightly amongst size of organization and industry sector,

the fact remains that businesses that are members of their local chamber garner greater consumer credibility, trust, and loyalty than those that are not affiliated with the local chamber of commerce.

Taking this notion a step further, the study found that the greater the level of involvement of the company in the local chamber (i.e. serving on the board, sponsoring events, etc.) the greater the benefits. A company that is highly involved with its local chamber sees that consumers are 10 percent more likely to think that its products stack up better against its competition and 19 percent are more likely to think favorably of the company in general.

The Shapiro study revealed that there is a distinct correlation between chamber membership and a company's bottom line. Whether in the area of patronage frequency, favorability, or purchase intent, consumers tendencies lean heavily toward involved chamber members. Let's look at a snapshot of the results. Relative to working with chamber members, consumers state they are:

- **36 percent more likely to think favorably of insurance companies**
- **49 percent more likely to think favorably of small business and 80 percent more likely to purchase goods or services from the company in the future.**
- **68 percent more likely to eat at a franchise restaurant.**

Small business is the backbone of America and the bulk of chamber memberships. The results for this segment are particularly striking. If a person knows that a small business is a member of the local chamber, the business will see a 49 percent increase in consumer favorability ratings, a 51 percent increase in consumer awareness, and an eighty percent (80%) increase in the likelihood of patronage.

There are two keys to receiving the benefits of local chamber membership. First, a business has to be a member. Second, businesses must work internally and with their local chamber to make customers and potential customers aware of their affiliation. This means be active, be visible and proudly display your membership in the local chamber of commerce.

Businesses large and small are always on the watch to ensure they are investing wisely and engaging in organizations and activities that are both productive and yield a good return. In short, membership in the local chamber of commerce is **not** a luxury item; it is an absolute necessity for all businesses seeking to navigate highly competitive marketplace and sometimes difficult economic waters. Chamber membership gives business a competitive edge in their daily work.

Texas has some of the absolute best chambers of commerce in the nation. **During Chamber of Commerce Week (October 15 – 19), stop in, say hello, and get involved today and ensure your future.**

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NEW MEMBERS

Comfort Suites Channelview

Altaf Khowja – General Manager
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Payroll*HR*Retirement*Insurance

ADVERTISE IN OUR 2019 BUSINESS DIRECTORY

**For information, call 713-450-
3600 or email
blanca@ncachamber.com**

**The North Channel Area Chamber of
Commerce's mission is to promote economic
development and provide real solutions for
business and community prosperity.**

RENEWALS

A special thank you to the following members who have shown their dedicated support of the Chamber and the community by renewing their membership investment.

21-40 Years

Blasingame Insurance	37 Years
Mc's Electric Service, Inc.	33 Years
Mr. Gatti's, No. 412	21 Years

10-20 YEARS

Stanley Parts & Equipment	19 Years
Dr. Carmen Wong	16 Years
North Shore Rotary	16 Years
Awards & Engraving	15 Years
RNA Mechanical	15 Years
A-I Fire Equipment	14 Years
JDH Association Management Co.	14 Years
Sterling Wood Church	14 Years
Jerry Fallin	13 Years
Harris County FWSD #6	11 Years
Wallisville Dental Associates, PA	11 Years

1-9 YEARS

Candlewood Suites Houston East	9 Years
Wells Allergy Associates	9 Years
Debbie Palko	8 Years
Ennis Insurance Agency	8 Years
Allstate Insurance – Joe Simien	7 Yreas
JW Communications	7 Years
Division One Construction, LLC.	7 Years
Walgreens Uvalde	6 Years
South Texas Maintenance Solutions	4 Years
Harris County ESD #50	3 Years
LAIG Lucky Annuity & Ins. Grp., LLC	3 Years.
Solid Construction Solutions, LLC	2 Years
Rice & Gardner Consultants Inc.	2 Years
Houston Cheap Fireworks/Spookers Halloween	1 Year
Weekare Pediatrics	1 Year
Score Houston	1 Year



PORT HOUSTON
THE INTERNATIONAL PORT OF TEXAS

PORT BRIEFS

Port Houston Jumps to Top 5 U.S. Container Ports

Due to continued strong growth in loaded containerized cargo, Port Houston has surged higher in the rankings of the top container ports in the United States.

Port Houston, which has been expanding rapidly in recent years, has climbed to become the fifth largest container port in the U.S., according to JOC Piers data covering the second quarter of 2018. Port Houston handled 1,057,964 twenty-foot-equivalent units (TEUs) during that period and catapulted up from the sixth spot.

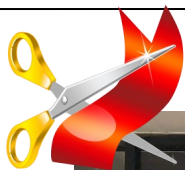
Port Houston is outpacing trade for the U.S. as a whole this year, led by strong imports, the data also shows. For example, during the first six months of 2018, Port Houston imports from the Trans-Pacific region jumped by 24 percent, a significant hike compared to overall U.S. Trans-Pacific imports, which increased by 5 percent.

Port Houston is the largest container port in the U.S. Gulf of Mexico, handling about two-thirds of all the containers that move through the Gulf.

Port Houston is No.1 in the U.S. in foreign tonnage and now is in the Top 5 for containers with Los Angeles, New York, Savannah and Long Beach. Houston continues to close the gap.

Port Houston, an operating port, has invested hundreds of millions of dollars on new infrastructure and technology at its two container terminals in recent years. As part of an aggressive strategy to leverage new technology and capacity to continuously improve the customer experience, that investment includes three new ship-to-shore cranes that were delivered to the Bayport Container Terminal earlier this month.

(Taken from www.portofhouston.com)



RIBBON CUTTING



A ribbon cutting was held for Sign Pros located at 1240 East Freeway, 77015 on August 15. John Dutt is shown cutting the ribbon.

CALENDAR OF EVENTS



Friday, October 5

Monthly Luncheon *

11:30 am @ San Jacinto College N., 5800 Uvalde Rd., 77049. Program: State of The Schools
Dr. Angi Williams, Galena Park ISD; Greg Ollis, Channelview ISD; and King Davis, Sheldon ISD.

Monday, October 8

Columbus Day, Chamber office closed

Tuesday, October 9

Ambassador Meeting—11:30 am @ the Chamber

October 15-19

Texas Chamber of Commerce Week

Thursday, November 1

North Channel Salutes/Expo & Health Fair *

10 am—2 pm. Lunch @ 11:30 am. Program @ Noon
Where: Armenta's Banquet Hall, 823 Sheldon Road, 77530. Silver Sponsorships are \$1,000.

Corporate sponsorships are \$500.

Booths for members are \$250.

Lunch tickets are \$20 each and purchased in advance. (First Responders, Veterans & Active Military can come by the Chamber for a free lunch ticket).

For up-to-date ribbon cuttings & events, go to the website: www.northchannelarea.com

*Please RSVP to: blanca@ncachamber.com