

## Media Release



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### Chamber Launches New Website

**Lehigh Valley, PA – May 5, 2008** – The Greater Lehigh Valley Chamber of Commerce has launched its redesigned website with a fresh new look, and a complete overhaul of data organization. The new features of [www.LehighValleyChamber.org](http://www.LehighValleyChamber.org) include:

- Implementation of a new and powerful Customer Management Software (CMS). This includes all the new facilities such as forums, forms development, download of member changes to verification form data and dynamic synchronization with database.
  - **Members can maintain their own information on the site**
- New and enhanced searching capabilities across all aspects of the site.
  - **Much better search engine**
- Members-only landing page and dynamic user experience determined by Chamber membership status.
  - **Members have access to areas that non-members do not**
- Dynamic synchronization between the Chamber's database and the Buy Lehigh Valley member directory.
  - **Company and event listings include expanded descriptions, mapping, and hot links to email and websites**
- Secure pages for capture of credit card data.

"We're very excited about this new website because of its heightened focus on our members and their diverse needs," said Marta Gabriel, Chief Operating Officer for the Chamber. "Many of the site's features, including a more robust search engine and mapping capabilities, are based on feedback we garnered from our membership."

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“We hope the site will help us capture the voice of our membership, and serve as a powerful two-way communication tool so we can continue to improve to better serve our ever-growing member base,” Gabriel added.

Chamber members Keybrick Information Systems, Inc., of Bethlehem, developed the site, and Saraceno Design, Inc., also of Bethlehem, created the design.

**About the GLVCC:** *The Greater Lehigh Valley Chamber of Commerce's mission is to: deliver value to members through superior programs and services; advocate to advance business interests; unify the Lehigh Valley business community to leverage regional resources and strengthen its collective voice; and to create opportunities for businesses to grow. With nearly 5,000 members who employ more than 140,000 individuals, the Chamber is the 2<sup>nd</sup> largest in Pennsylvania, largest in New Jersey, and one of the fastest growing in the nation.*

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