



For Release 3/16/10

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Chamber Selects MAGNET to Enhance Membership Program

Winston-Salem (March 16, 2010) – The Winston-Salem Chamber of Commerce today announced the selection of MAGNET, a collaborative of six Winston-Salem-based marketing, web development, communications and research firms, as its partner in a three-year effort to bolster the Chamber's membership and awareness program.

"The Chamber provides vital services to its members and the community," says Gayle Anderson, president and chief executive officer of the Chamber, "but we have a significant opportunity to increase the awareness and understanding of what we do. We look forward to working with MAGNET and their multi-disciplinary team. They will help us think differently about our organization; how we can bring more value to what we offer and attract new members; how we can collaborate with the community in innovative ways; and how we can refresh our outreach efforts to help all our members do more business."

In December of last year, Anderson contacted Chamber member firms in the marketing and communications industry with an invitation to engage in a discussion on how the Chamber could better communicate with its members and the larger community and grow the Chamber membership to 2,500 organizations. With the wide range of excellent agencies in Winston-Salem, Anderson acknowledged that there were many qualified firms that could assist the Chamber and sought proposals from them.

"We had a variety of approaches suggested and reviewed a number of excellent proposals from our local agency Chamber members, making the selection very difficult," Anderson said. "After much deliberation, we selected MAGNET, consisting of Excalibur Direct Mail & Marketing, DavidsonRoth, Feisty PR, InnerEye Studios, Quest Analysis and Unitec. It will develop a marketing program that incorporates business-to-business lead generation, public relations, event management, market research, direct marketing, website optimization, and marketing strategy and branding to create new ways for prospects and members to engage with the Chamber."

"I applaud Gayle and her team for their decision to enlist the Chamber's members in this vital endeavor," said J.D. Wilson, president of Excalibur Direct Mail & Marketing. "We believe the team we've custom-built for the Chamber is the ideal partner to address its needs at this crucial time in its 125-year history. Not only do we represent a diverse cross-section of the Chamber's membership, including one of its oldest members, some of its newest members, and three women-owned companies, but our group is a testament to Winston-Salem's ability to attract and retain promising young professionals."

About Excalibur Direct Mail & Marketing

Since 1972, Excalibur Direct Mail & Marketing has earned a reputation for innovative, award-winning direct marketing services. Excalibur's diverse client base of non-profit organizations, educational institutions, regional and national businesses, government entities and international FORTUNE 500 corporations counts on Excalibur to deliver effective results, on time, on target and on budget. For more information, please visit www.excaliburmail.com.

About DavidsonRoth

DavidsonRoth is a strategic branding agency that combines intelligence and imagination to create ideas that instill belief in brands and help them become brands people talk about. For more information, please visit www.davidsonroth.com.

About InnerEye Studios

A woman-owned, full-service interactive design and development firm valued by clients for its ability to unite business needs with cutting-edge design and technical capabilities for print, web and mobile devices. For more information, please visit www.innereyestudios.com.

About Feisty PR

Feisty PR is a woman-owned, non-traditional marketing company known for its ability to transform tired brands, catapult the launch of new products, motivate action and inspire loyalty for brands through public relations, social media, influencer development, guerrilla marketing, events, publishing, online and experiential marketing.

About Unitec

Through prospecting and marketing intelligence, Unitec provides the data organizations need to make better decisions. Whether the goal is to increase sales, retain customers or shorten the sales cycle, Unitec's methodologies yield realistic, objective and actionable data that promote growth for organizations of all sizes. For more information, please visit www.gounitec.com.

About Quest Analysis, LLC

Quest Analysis is a woman-owned market research consulting firm that focuses on quantitative research serving a variety of non-profit and corporate clients. Specializing in market research consulting, questionnaire design, data analysis and interpretation for web-based, telephone and in-person surveys, Quest Analysis provides market research with a passion. For more information, please visit www.questanalysis.com.

About the Chamber

The Greater Winston-Salem Chamber of Commerce is a leading business organization in Winston-Salem and Forsyth County, representing nearly 1,600 area businesses that are committed to increased economic development in the region. The Chamber is dedicated to establishing Winston-Salem as a technology-driven economic center, and provides services to strengthen existing businesses, support entrepreneurs, and encourage small business creation. The Chamber supports public school student achievement, workforce, and higher education development.