



For Immediate Release
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Cumberland County Business Council Expects Businesses to “Jump Aboard” during its 2006 Membership Drive

In conjunction with CC Consultants of Fort Worth, Texas, the CCBC will officially launch its 2006 Membership Drive, “Jump Aboard the CCBC Train,” on Monday, October 9, 2006. The kickoff luncheon will be held at the Fayetteville Transportation Museum at noon.

Paul Oliver, president of CC Consultants, will speak at the luncheon about what makes a successful membership drive. Oliver is in his 20th year of helping chambers conduct annual membership drives. Since, 1986, he has worked with over 300 chambers in 41 states. The members of CC Consultants, a firm that specializes in membership recruitment, will train then coach CCBC volunteers throughout the drive. Volunteers will work in three-hour shifts calling prospects and recruiting new membership.

The CCBC is optimistic about the success of this campaign due to the dedication of all staff and volunteers involved in the project.

“As a result of our campaign efforts, we hope to grow our membership by one to two hundred members to further diversify our organization,” said Chris Bostock, Vice Chair of Membership. “No matter how big or small your business, we want our members to have equal representation within the organization and the community.”

“People do business with people they know,” said Bill Martin, president of the CCBC. “The Business Council provides numerous opportunities for businesses to get their name out there to grow their customer base.”

Members of the CCBC receive a number of benefits and privileges, including business referrals, advertising and networking opportunities, ribbon cuttings and groundbreaking and educational seminars.

For more information, please contact Stephanie Kennedy, Vice President of Membership Services, at 484-4242, ext. 233.

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