



Greater Valley Area Chamber of Commerce
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Greater Valley Area Chamber launches interactive new website

Lanett, Ala., Nov. 25, 2009 – The Greater Valley Area Chamber of Commerce has launched a dynamic new website that is interactive and offers new promotional opportunities to member businesses and organizations.

One prominent feature of the new site, which will continue to have the web address of www.greatervalleyarea.com, is a community calendar to which events may be submitted.

“We want this calendar to become a reflection of the wide variety of things to see and do here in the Greater Valley Area,” said GVACC President Denise Clark, of Chris Clark Grading and Paving/Designs R Us. “We want people to submit events to the calendar and come to rely on it as a valuable source of what’s happening here.”

There’s an opportunity for member companies and organizations to purchase banner advertising on the website for less than one dollar per day on an annual basis. Advertising may also be purchased by the month. “Since people from out of town looking to come here and local people looking for services tend to go to Chamber websites, this really is a great price for advertising and it’s exclusive to members,” Ms. Clark pointed out. Details are available by calling the Chamber, 334.642.1411, or emailing johnson.olivia@knology.net or ecrowder@knology.net.

Under the “coming soon” category are features such as coupon pages offering member exposure and member-to-member discounts and other specials. These programs are currently being finalized.

“While we’re still polishing certain interactive features that the new site offers, there is a wealth of information in place and ready to be used by those looking to come here for business or pleasure and by our area residents as well. We believe this is a website that really does showcase our area,” said Chamber Executive Director Elinor Crowder.

The colorful new site features a wide spread of local scenes photographed by Lanett native Christy Stanfield, who contributes her skill and time to documenting Chamber operations and events.

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There's information on each of the cities – LaFayette, Lanett and Valley in Alabama and West Point, Ga. – served by the Greater Valley Area Chamber; the schools, healthcare resources, economic development and the reasons to stay and play in the area.

Chamber members will be sent an email via the Chamber's QuickBooks system that provides their updated member account number to be used for logging in to the member-only section.

By clicking on any name in the member directory, the website visitor will be sent to a page that's devoted exclusively to that member. The member can upload a photo, logo and any information about the business or organization. The page may be updated as often as the member wishes to do it.

“This is, in effect, providing each of our members with a website. If they already have a website, we can link it to this page and give them more exposure,” said Chamber Tourism and Community Marketing Assistant Olivia Johnson, who has guided the technical development of the site with website developers at Duncan Services, West Point.

The new website will offer members the convenience of registering for Chamber events and paying any registration costs online. It will also be possible to pay dues online.

“This will be a feature of real convenience for our members,” Ms. Johnson said. “You'll be able to purchase reservations for our annual dinner meeting, the women's networking luncheon, even buy tickets for the Great Chattahoochee Duck Race ... all with online ease and convenience.”

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