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FOR IMMEDIATE RELEASE

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HIGHLAND GRIFFITH CHAMBER ANNOUNCES SHOP SMALL COMMITTEE AND ASSOCIATE MEMBERS

As part of celebrating National Small Business Week, the Highland Griffith Chamber of Commerce is highlighting the work of the Chamber's new "Shop Small" Committee. According to Executive Director Lance Ryskamp, the committee's vision and objective is to promote "Shop Small"/ "Shop Local" year-round.

"The original purpose of the committee was to organize an event to celebrate Small Business Saturday," Ryskamp said. "However, we have decided to greatly expand its scope and instead promote and celebrate Small Business Saturday every day."

The committee's stated purpose is "To advocate "Shop Small"/ "Shop Local" year-round through promotions, recruitment of new members, and activities/events that raise awareness in the community at large, as well as within our Chamber membership."

One of the committee's action items was to recruit a network of Associate Members for the Highland Griffith Chamber that can serve as resources for its current membership as well as a recruitment tool for attracting new small businesses, start-ups, and entrepreneurs to the Chamber. Ryskamp announced that SCORE Mentors/ Northwest Indiana, Northwest Indiana Small Business Development Center, NWI BizHub, Hammond Development Corporation, Innovation Hub of Valparaiso University, and the Department of Managerial Studies at Purdue University Northwest have already agreed to become Associate Members.

"I am so excited at the great response I have received from the Associate Members," Ryskamp said. "I believe they all will serve as a great network of resources to our Chamber members and small business owners who wish to join our organization. The bulk of our membership is businesses with one to five employees. I want our Chamber to help local small businesses, which are the economic backbone of our communities, grow and thrive. I think this is a great next step in fulfilling that mission."

Other action items of the committee include such things as creating and implementing a sustained social media campaign promoting the value and the need to Shop Small/ Shop Local, joint sports tourism and other promotions with Highland and Griffith town organizations and promoting Small Business Saturday/Small Business Season during the holidays.

For further information about the Highland Griffith Chamber of Commerce, contact the Chamber office at 219.923.3666 or info@hgchamber.org.

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