



PRESS RELEASE

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Chamber Receives 5-Star Accreditation

The U.S. Chamber of Commerce is pleased to announce that the Rogers-Lowell Area Chamber of Commerce has achieved a 5-Star accreditation, which is the highest-level of accreditation awarded to chambers of commerce nationwide.

The results of the accreditation process recently completed by the Chamber were announced by Win Hallett, chair of the U.S. Chamber's Accreditation Board (president/CEO of the Mobile, Ala., Chamber of Commerce), at a special meeting held July 19 at Embassy Suites in Rogers.

Chambers can be accredited or accredited with 3, 4 or 5 stars and are required to re-accredit every five years. The Rogers-Lowell Area Chamber of Commerce was first accredited in 1991 and is now only one of only 66 chambers of commerce nationwide to be awarded the highest level of accreditation of 5 stars. As a 5-Star Accredited chamber, the Rogers-Lowell Area Chamber of Commerce represents the top one percent of chambers in the country.

Accreditation by the U.S. Chamber of Commerce is the only program of its kind that defines excellence in chamber planning and performance by providing chambers with a rigorous self-analysis tool. Undergoing the Accreditation process shows chambers how to reach and maintain industry standards. In addition, it measures achievement and recognizes members and staff who contribute to the good of their communities. Accreditation with the U.S. Chamber provides a road map to building sound chambers and develops the mechanisms that allow a local or state chamber to effectively fight for business.

During the luncheon, Hallett noted that the Rogers-Lowell Area Chamber of Commerce does an excellent job of recognizing its volunteers for their efforts on behalf of the Chamber and providing a diverse array of products and services to its members.

The Rogers-Lowell Area Chamber of Commerce was also commended for investigating and implementing technology initiatives that will greatly enhance the Chamber's mission and position in the community as well as for its detailed marketing plan that includes strategies for programs and services,

as well as for target audiences. The accreditation team also praised the Rogers-Lowell Area Chamber of Commerce for recognizing the program that its members value most - the government affairs program.

Hallett also noted that the chamber received a perfect score five of the nine sections of the application—the Governance, Human Resources, Technology, Communications, and Facilities sections.

President and CEO of the Rogers-Lowell Area Chamber of Commerce Raymond Burns said, “We are honored to receive the 5-Star accreditation. The NWA Region, our programming, leadership, and staff are all backbones of our organization. It’s important we get it right and that we all pull on the rope in the same direction. The accreditation program has helped us do that. This is a credit and tribute to all of our members.”

For more information, contact Jennifer Haile at 479-619-3180 or Jennifer@RogersLowell.com.

About the Rogers-Lowell Area Chamber of Commerce

The Rogers-Lowell Area Chamber of Commerce is a five-star accredited chamber serving more than 2,014 member businesses across the region. The chamber serves as the voice of business, promoting and initiating responsible economic growth, while addressing community challenges in the Rogers and Lowell area, and the region. The chamber offers a variety of programming designed to grow business and build community. For more information on the Rogers-Lowell Area Chamber of Commerce, visit www.RogersLowell.com, or call 479-636-1240.