



## Perris News

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### Now Hiring: Perris Valley Chamber of Commerce Ambassador

**Wanted:** Motivated Perris residents who love their community and want to see its business climate prosper.

**Qualifications:** Work for a Chamber of Commerce member, take interest in business and industry and don't be shy about Perris' many great attributes—its wonderful history, great climate, available land and ready, willing and able work force.

**Job title:** Perris Valley Chamber of Commerce Ambassador.

**Apply:** 5:30 p.m. on July 8, at an orientation meeting at the Chamber office, 227 North D Street.

**Compensation:** No salary but the benefits are incalculable. "We've got to make the Chamber strong and self-reliant so it can give maximum support to our business community," said Councilman Al Landers, a former president of the Perris Chamber. "We've got a lot of great things to offer in Perris. We need people to help tell that story."

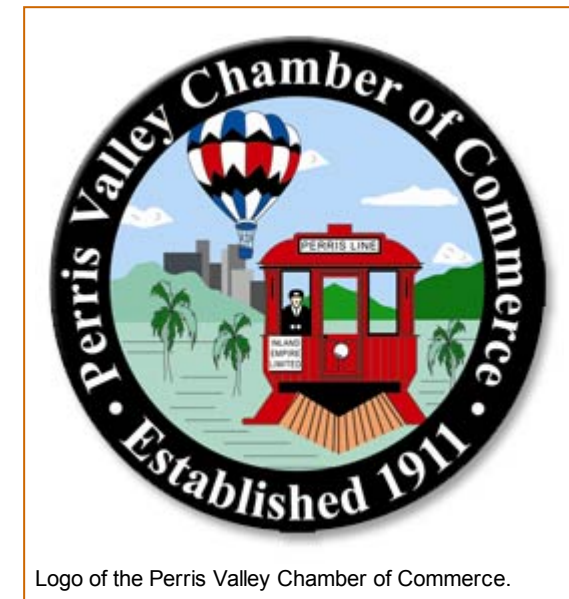
Landers said the Perris Chamber sponsored an Ambassador program in the early 1990s when he was chairman. He credits the initiative with raising membership from 125 to about 500 in just two years. The program also put thousands in the Chamber's coffers as its membership with dues-paying members and highly successful fund-raisers.

Chamber CEO Shelly Yarbrough said Ambassadors would serve as liaisons between the Chamber of Commerce and businesses. Since they already work for Chamber members, they would be already familiar with upcoming Chamber events as well as with new regulations and laws passed in Sacramento. They could apprise their business colleagues of important developments, take concerns to the Chamber which in turn could pass them on the elected representatives.

Ambassadors also would provide information about the Chamber to other businesses and encourage them to join. That in turn would boost attendance at monthly mixers and Wake-Up Perris events, Yarbrough said. Yarbrough said the Chamber is in the process of developing its website and will also work on producing a member newsletter. The latter would include comments from the Mayor and police chief about City efforts to work with business.

"The Chamber of Commerce needs to be the source where businesses learn about matters that matter to them," she said. "We really want to engage the business community."

More information about becoming a Perris Valley Chamber of Commerce Ambassador is available by calling the Chamber at 951-657-3555.



Logo of the Perris Valley Chamber of Commerce.