

.Tell Us What YOU Think

We're preparing to change the look, title and content of our *East Valley News* publication, the chamber's primary tool of communication with members and the business community at large. *The East Valley Business* has not had a *new* look for quite some time and *new* always creates excitement.

Tell us what you think. Of the suggested feature columns listed below, which do you feel would be most meaningful to you? Just check the box that most reflects your opinion

- **Bottom Line Ideas for Growing Your Business**

A plethora of ideas germane to growing your business no matter what kind of business you operate. The ideas may include financial management tips, marketing ideas, internet opportunities, ways to cross-market with other businesses, etc. The articles are guaranteed to make you stop and think whether or not this is something you should try for your own business.

Survey response: Most beneficial **Somewhat beneficial** **This wouldn't interest me**

- **Tourism Update**

An up to the minute overview of the latest tourism statistics in the state of California and the Coachella Valley which can have an impact on your business and how you might participate in advertising opportunities provided by the California Office of Tourism to promote your business.

Survey response: Most beneficial **Somewhat beneficial** **This wouldn't interest me**

- **The Place to Be!**

Will highlight the progress and excitement of changes occurring daily in the growth of Indio. This feature will also include tips on doing business with the City and other critical information businesses need to know about their local City government.

Survey response: Most beneficial **Somewhat beneficial** **This wouldn't interest me**

Business Spotlight

Will feature a local Indio business success story and how they made it happen. Learning from example is always the best way and we're sure there are many success stories out there that fellow chamber members can learn from. Submit your article for publication. Not only will you get FREE publicity, you will be helping others to grow their business on your ideas and you will have the benefit from learning the same from other businesses. Talk about a win win!

Survey response: Most beneficial **Somewhat beneficial** **This wouldn't interest me**

- **What's NEW!**

Snippets of what new businesses have opened, changed, grown, etc., etc., just another way for you to benefit from your chamber membership. As long as your information is NEW we will publish it repeatedly. (Of course space may be limited and we want to give everyone a chance to be seen) That's called FREE advertising!

Survey response: Most beneficial **Somewhat beneficial** **This wouldn't interest me**

Those are some of our ideas. What are yours?

We look forward to your ideas. Our objective is to make our chamber publication the one source you look forward to for critical information on the city, government affairs, marketing your business and other important news on the business climate of Indio. With *your* feedback, we can make the chamber publication even more meaningful for you and your business.

Please Fax your completed survey to: (760) 357-6069.

Thank you for your participation. Your feedback will make a difference!