



MAJOR CORPORATE MEMBERS



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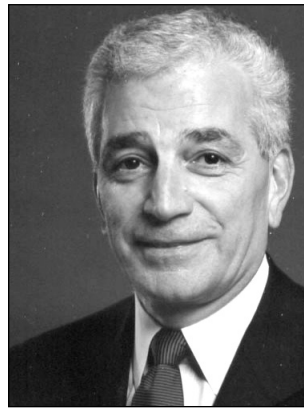
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Giving Back Is Good For Business And Borough



From The QCC President
Albert F. Pennisi

We've all received solicitations in the mail from a worthy cause or charity. Often we just throw them away. Other times we put them to the side with intentions of buying that ticket or placing that ad later. It's not that we don't care, it's just that we seem to be inundated by these expressions of need and don't know how to handle them.

This month's cover story and a recent event we held at St. Mary's Hospital for Children in Bayside will hopefully give you some insight to how corporate giving can be incorporated into a businesses' advertising and marketing budget. Many of you already do this, but for those who may not, let me tell you why it makes sense.

In addition to doing the right thing, corporate giving allows an organization to make a smart business decision as well. Think about how you promote your business now. Perhaps you take an ad in a local newspaper or newsletter. Maybe you host or attend a community event.

While these are good and important ways to add visibility to your business, let me suggest another scenario. Imagine your business name and logo prominently displayed at a press conference or on a video promoted by the Ronald McDonald House of Long Island. Picture your name and logo on the backs of youth playing on a YMCA basketball team. You cannot get better publicity than associating yourself with organizations that help children, seniors or veterans. Including these types of activities in your advertising and marketing budgets makes good sense.

When times are tough, experts tell you the worst thing you can do is to stop advertising. In fact, marketing and advertising become increasingly important. The value of associating your business name with organizations that do exemplary and selfless work cannot be overstated. Other business organizations and the public will look favorably on your organization as you help 501 C-3 and charitable organizations continue to offer their services to our borough's neediest despite cuts from city and state government.

So the next time you get a solicitation call or letter, do not disregard it. Instead, look at it as an opportunity to maximize your promotion efforts and be socially responsible as well.

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We hope you are enjoying the newly designed, expanded Queensborough, the monthly publication of the Queens Chamber of Commerce. We, the Chamber, direct and approve all content - deciding what stories are covered in each issue, editing all copy and forwarding information that is contained in the publication. Schneps Communications produces it for the Chamber.

We look forward to continuing to highlight the outstanding business persons, services and activities that make our borough unique. We welcome your letters, manuscripts, etc. Please send materials to the Queens Chamber of Commerce at 75-20 Astoria Boulevard, Suite 140, Jackson Heights, NY 11370 or call (718) 898-8500 for more information. We reserve the right to edit for space limitations.

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