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FOR IMMEDIATE RELEASE

ChamberMaster Reports on Recent Chamber Industry Trends

NISSWA, Minnesota – Minnesota-based MicroNet, Inc., providers of MemberZone and ChamberMaster, the market leader of member management software and services, recently released their [2017 Chamber of Commerce Industry Survey Results](#).

The results showcase industry trends and projections from hundreds of Chamber of Commerce professionals across the U.S. and Canada.

Participants were surveyed about everything from Chamber member retention methods to operational challenges.

The survey results include details about non-dues revenue and member benefits, among other statistics. The majority of respondents indicated annual dinners/awards/auctions as top non-dues revenue generators, while some of the most utilized member benefits include the Chambers' online directory as well as group insurance options.

"We're seeing similar challenges facing Chambers of all sizes. Additionally, the results indicate successful techniques for addressing these issues. Overall, this year's survey proved to be very eye-opening for the Chambers we serve," shared John Cook, Vice President of Marketing.

Since its inception, the Chamber survey results have been one of ChamberMaster's most downloaded pieces of content. The easy-to-read infographic can be accessed on ChamberMaster.com.

About MicroNet

With headquarters in Nisswa, Minnesota, MicroNet, Inc., develops membership management software like ChamberMaster and MemberZone for over 2,600 member-based organizations nationwide. Its products help organizations generate revenue and streamline operations with membership management tools for recruiting and retention. For more information, visit <http://www.micronetonline.com/>.

Media Contact:

John Cook
VP of Marketing
MicroNet
218.825.9200 ext. 230
john.cook@micronetonline.com

