



The Elizabeth City Area Chamber of Commerce  
Kelly A. Thorsby  
502 E. Ehringhaus St.  
Elizabeth City, NC 27909

To Whom It May Concern:

We at *The Elizabeth City Area Chamber Of Commerce* are thrilled to be active members of the Professional Association of Businesses (PAOB). This organization has become more than a membership, it is a *partnership*.

At the chamber, we are continuously holding events and spreading the word on the needs of our non-profit members and for profit members. One of the problems we face is finding the best venues to market them. The active members are forever present at nearly 100 events per year, but the inactive members are not even aware of our many events at times.

PAOB has helped to fill the void of spreading our message by passing the message on even further. After holding our 2013 Business Expo, we noticed how much further the word spread on our event with PAOB implementing the support of their media relations program.

I was thrilled with the outcome and the way the news was developed that grew more attention. One of the key elements to being a success in today's world is to make sure your message is heard and that your branding is prominent. We have also benefited as PAOB members by utilizing their professional profile services that have increased our research capability and by using their business educational programs for our members. By becoming a member of the PAOB, we have accomplished these goals and much more.

I would advise any organizations, both for and non-profit, individuals or professionals to become a member of this organization.

With Kindest Regards,

Kelly A. Thorsby  
President