

PRESS RELEASE



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Lauderhill Chamber of Commerce

Introducing the newly re-organized Lauderhill Chamber of Commerce doing business as **The Lauderhill Regional Chamber of Commerce (LRCC)**.

Lauderhill, Florida, July, 14, 2009 - The Lauderhill, Regional Chamber of Commerce under the direction of the new Board of Directors and under the leadership of the recently appointed Executive Director Al Otero, is taking on a whole new direction. According to Al "We are re-engineering the Chambers to equip the businesses in the community to survive in these challenging times, and to help them reach local and global markets."

Al has over 14 years experience in the development and operations of Chambers of Commerce and serves on the Executive Board of the Florida State Hispanic Chamber of Commerce, as Vice Chair of the International Business Council of Florida and several other organizations. Al has over 20 years experience in sales, marketing, business development, management and ownership of small businesses.

The Lauderhill Regional Chamber of Commerce is focused on serving the needs of our struggling businesses in and around the City of Lauderhill and the surrounding communities. We are developing an extensive program of modules to provide businesses with the training and tools necessary to maintain a business or start and grow a successful business.

The Chamber; in partnership with the City of Lauderhill, is putting together a comprehensive economic development program to stimulate business growth and minimize the failure rates of the businesses in the area. Another immediate goal of the LRCC is to implement a "Business Hotline" available to **all** the businesses in the City, not only the Chamber members, that they can access 24/7 to answer general business related questions and well as information on business licenses and doing business with the City. "We have positioned the Chamber as the regional business advocate", says Al Otero, Executive Director.

The LRCC is also creating opportunities to network and connect the multi-cultural business community in South Florida, and with companies worldwide. This will be accomplished through our affiliations with bi-national Chambers of Commerce, foreign trade organizations, international business organizations, foreign Chambers of Commerce, State and Federal agencies and Trade Commissioners.

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