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Palm Desert Chamber Recognized by Association for Outstanding Website

Collaboration with Thetford Web Development Key

Palm Desert and Cathedral City, CA (February 10, 2009) — The Palm Desert Chamber of Commerce was honored for Website Excellence at the Western Association of Chamber Executives (WACE) annual convention on Thursday, February 4th. “To take 3rd place out of sixty--five entries from Chambers of all sizes is a great distinction” commented Andy Mueller, Vice President of Communications for the Palm Desert Chamber of Commerce. The Palm Desert Chamber website was updated in August 2009. “We needed to provide a better portal for our members and visitors” continued Mueller. “We wanted to be *THE* place where Palm Desert Chamber members and interested individuals come for business and community resources, and make it easy for them to check and register for events”.

Using Chamber member, Thetford Web Development, a well-known web development company in the Coachella Valley, the Chamber looked for a collaborative partner to make their vision a reality. “The Chamber defined their strategy and objectives, and we worked closely with them to deliver a website that ultimately provides more resources for visitors and members, as well as additional functionality for members so that they become engaged with the chamber through the site” commented Stacy Thetford, President.

The Palm Desert Chamber of Commerce website incorporates an introductory video, unique presentation of banner ads, and allows the members to post events and update information directly on the site. The website also incorporates an integrated database which allows tracking and outreach to existing and prospective member visitors. “What’s great about this web initiative is that we were able improve our member service while improving our internal efficiencies in maintaining content on the site.” notes Mueller. “And, we did everything from concept to finished product, utilizing Palm Desert Chamber members. This initiative speaks to our commitment in helping our local business community and demonstrates the value of Chamber membership.” “This recognition also highlights the quality of our local members and the services they provide. There is no doubt about quality, here, in the Coachella Valley.”

“We can’t thank Stacy and her team enough” concludes Mueller. “By being so open to listening to our needs and the needs of our members, the Thetford team helped us create an award winning site that more than meets our expectations and that of our business community.”

About Thetford Web Development

Thetford Web Development, Inc. is a full service website design and development firm located in the Coachella Valley of Southern California. TWD works from concept to delivery, turning visions into websites that create online solutions reflecting each business’s style and operational needs. Thetford provides quality, user-friendly web designs, and is known for outstanding customer service, response, and on-going support. For more information about Thetford Web Development, call (760) 902-2842 or visit www.thetfordwd.com.

About The Palm Desert Chamber of Commerce

The Palm Desert Chamber of Commerce has proudly served as the leading force of the Palm Desert and surrounding business community since 1954. With over 1,000 members strong, The Palm Desert Chamber is the largest and most respected in the Coachella Valley, second largest in the County of Riverside, and recently awarded a 5-Star Accreditation from the U.S. Chamber of Commerce, only the 2nd Chamber in the State and 55th in the Nation with such a distinction. With a reputation for exemplary service and quality programs, Chamber member businesses enjoy benefits such as networking, special events, publicity and promotion opportunities, seminar and personal growth opportunities, government advocacy, regular newsletters containing information on business issues, recognition programs and referrals. Our Chamber is your Chamber. For information on Chamber membership or any of our programs, call (760) 346-6111 or email info@pdcc.org.