SAN DIEGO REGIONAL CHAMBER LAUNCHES A FIGHT TO MAKE
SAN DIEGO THE MOST BUSINESS-FRIENDLY REGION IN CALIFORNIA

With a New Strategic Direction and Updated Brand, the Chamber is Better Positioned to 'Drive San Diego Forward'

SAN DIEGO – Aug. 28, 2014 – Continuing its commitment to make San Diego a place where businesses can grow and succeed while creating jobs, supporting infrastructure and enriching neighborhoods, the San Diego Regional Chamber of Commerce launches a new initiative: to make San Diego the most business-friendly region in California.

This initiative is a direct result of the new leadership team – led by former San Diego mayor Jerry Sanders – and strategic direction that has been implemented during the past year, along with a recent survey of the regional business community. Commissioned by the Chamber, the No. 1 finding from the survey is that San Diego businesses want the organization to be a strong voice that will stand up and fight for a business-friendly environment, and more specifically pro-business policies and candidates.

"Recently, San Diego and California as a whole have faced significant challenges that have made it a difficult place for businesses to thrive, and the political landscape has been at the center of these challenges," said Sanders, president and CEO of the San Diego Regional Chamber of Commerce. "Armed with the results from the survey and combined with feedback we have heard anecdotally from our members and non-members alike, we vow to take off the gloves and fight to ensure the region remains an ideal place to do business."

To make this goal a reality, the Chamber will rally the formidable clout of the business community and serve as the San Diego region's leading advocate on critical business issues. The Chamber will use its political connections and that of its nearly 3,000 member companies with more than 400,000 employees to fight for policies and candidates that support business growth and the creation of jobs.

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"Whether it's using our political clout to fight for fair policies, collaborating with varied business organizations toward a common goal or creating opportunities for our members to connect with one another, we will continue to evolve to meet the business community's needs," said Jerry Rebel, chairman of the Chamber's board of directors and executive vice president and chief financial officer of Jack in the Box.

A staple in the San Diego business community for nearly 145 years, the Chamber has also updated its brand to better reflect the organization's commitment to driving the San Diego region forward. This new brand reflects an action-oriented organization that is here to support the needs of San Diego's business community, and includes a new logo and tagline that captures the Chamber's commitment to the region: "Driving San Diego Business."

"We are proud to share our plans to help drive San Diego forward, and ask for the entire business community to join us as we fight to ensure the region becomes the best place to do business," said Sanders. "San Diego will regain our title as the finest city in America because when businesses thrive, everyone in our community wins."

About The San Diego Regional Chamber
The San Diego Regional Chamber is the hub for connections and collaboration among the regional business community, and uses that clout to advocate for public policies and candidates that support economic growth and the creation of jobs for all businesses. As the largest Chamber on the West Coast, representing more than 3,000 businesses and 400,000 employees, the San Diego Regional Chamber is fighting to make San Diego the most business-friendly region in California. For more information, please visit SDChamber.org or call 619-544-1300.

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Note to media: Download high-res version of the Chamber's new logo and headshot of Jerry Sanders: http://server.nstpr.com/__sy9Hfyr2DMFsR. Contact Alison Phillips for additional graphic requests.

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