



Saint John Board of Trade

Making It Happen For Business

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Business Association Launches New Mobile App Helping Members Reach the Fastest Growing Business Segment in Economic History

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SAINT JOHN, NB The Saint John Board of Trade announced to its members a new mobile business app for members and the broader community in the Saint John region.

The mobile app, called **MyChamberApp**, allows members and others in the region to quickly and easily find other members, discounts and events, all from their smart phone. Friendly features include one touch calling and driving directions for easily searched professional services, shopping, dining listings and more.

"The mobile app will help propel business in the Saint John region forward," explains David Duplisea, Executive Director of the Saint John Board of Trade. "Now, wherever our members are, they get the benefit of being part of a powerful network. Not only can they easily find other businesses, but other businesses can easily find them. It's the emerging way of doing business, and we're ahead of the curve."

The MyChamberApp download is available now at www.mychamberapp.com/download-2. It is free to download and available for use on multiple operating systems including Android, iPad/iPhone and Blackberry. This is in addition to the Saint John Board of Trade's already mobile-friendly website and business directory.

"The Saint John Board of Trade's new mobile-focused social network fits with the direction that social media is moving toward: private networks of shared interest," says Jeff Roach, owner of Sociallogical. "In the business community of Saint John, there is value for all members to leverage MyChamberApp because it is the best way to access the talent and resources of our local business network. That's powerful for big and small companies and both local and export-focused shops. Make this tool useful by using it."

The app uses GPS technology to instantly find geographically relevant information - all listings have a distance meter - making it a great way to find local discounts and deals. This is a huge advantage for a location-based business like those in retail, hospitality, entertainment and professional services," says Duplisea. "MyChamberApp helps generate increased exposure for our members, and it also helps others in our region to find them quickly and easily."

The mobile app is another great way the Saint John Board of Trade is supporting the Saint John region's business community.

The Saint John Board of Trade is a nationally accredited business organization dedicated to fostering an economic climate that enhances growth, prosperity, and an improved quality of life in the community. With more than 1,000 members, representing 600 small, medium, and large businesses and organizations and therefore, the interests of more than 30,000 citizens, the Board is a dynamic advocate and the principal voice for the business community of Greater Saint John. It offers a variety of programs, activities, services, and networking opportunities designed to enhance the business prospects of members and the overall business climate of the area.

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