



Mary Ellen Dombrowski, CAE
President



The Glastonbury Chamber of Commerce is an energetic, highly-active association consisting of nearly 600 member businesses, organizations and individuals.

“As an association leader in Connecticut, I have found *Word On The Street* media monitoring to be an invaluable leadership, management and communications resource.”

The Challenge

Like most not-for-profits, the Glastonbury Chamber of Commerce doesn't have a large budget for paid advertising. Their communications manager works diligently and tirelessly to maximize "free" press coverage. However, the Chamber does not have the financial, HR or technological capacity to effectively track, capture and archive this press coverage in-house.



The Solution

Instead, the Chamber relies upon the professionals at *Word On The Street* to monitor press coverage. "I am impressed with, and confident in, the depth and accuracy of their monitoring," says Dombrowski; "Plus, our ability to view current and archived clips online 24/7, then download and print selected clips for various Staff, Committee, Board, Sponsor, Member and Community meetings to see first-hand our exposure in the local papers."



The Experience

"Based on my personal real-world experience," she adds, "I highly recommend *Word On The Street* to any association executive, business leader, or communications manager. The firm is based in Connecticut, employs 100% State residents, has a solid record of integrity and superior customer service, and is very giving to the community. There are a lot of reasons to do business with this award-winning firm."



A service provided by



30 Lafayette Square, Suite 118, Vernon, CT 06066

Voice: 860.871.6500 Fax: 860.872.3468

info@Word-On-The-Street.com

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