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## **New Chamber of Commerce Opens in Gwinnett**

### **Benefits available to both local businesses and consumers**

The National Business Chamber announced today that its newest chapter is now open in Gwinnett County. With its opening, TNBC of Greater Gwinnett brings the innovative TNBC business model to one of the Southeast's premiere counties for business. "We're excited about the many opportunities the Greater Gwinnett chapter brings to both businesses and consumers," commented Rob Hartman, president of The National Business Chamber. "Our program has been tested and proven successful in different areas of the United States. I'm confident that it will succeed in Gwinnett county as well."

TNBC of Greater Gwinnett is headed by its president, Michael Gifford, an entrepreneur with over 25 years of experience. During this time, he has created and developed his own companies and assisted other companies in their startup and development. "I love to talk to business owners about their passion for their companies," says Mr. Gifford. "All businesses began with an idea and were built on a dream, but everyone knows that ideas and dreams take work to make them prosperous. My role as president of TNBC of Greater Gwinnett is to help our members utilize the many TNBC resources so that they can achieve their goals."

When asked what sets The National Business Chamber apart from other Chambers of Commerce, Mr. Gifford replied, "All chambers have a function and can play a pivotal role in the development of local businesses. Our particular niche is our Business To Consumer (B2C) model as opposed to the traditional Business to Business (B2B) model. We help our member businesses reward their customers. When a customer sees immediate benefits from doing business with a TNBC member, he or she will come back to that member's business again and again. Beyond the local customer base, our relationship with the other TNBC chapters opens up doors to our members for national exposure."

For more information about The National Business Chamber of Greater Gwinnett, interested individuals can call Michael Gifford at 678-884-7661 or email him at mgifford@nbchamber.org. TNBC of Greater Gwinnett is located at 1000 Laval Blvd., Suite 100, Lawrenceville, GA 30043. Additional information can be found at [www.tnbcgwinnett.org](http://www.tnbcgwinnett.org).

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#### About The National Business Chamber

The National Business Chamber (TNBC) is a non-traditional chamber that focuses on helping members grow their businesses rapidly and more profitably via a structure that supports shared interests and community building programs. More information is available by calling 678-992-4800 or visiting the website at [www.nationalbusinesschamber.org](http://www.nationalbusinesschamber.org).

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