

FOR IMMEDIATE RELEASE

Chamber of Southwest Florida Appoints Executive Director

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FORT MYERS (January 23, 2012): The Chamber of Southwest Florida announced today that, **David K. Miller has been named Executive Director**. David has over 30 years of business experience working in organizations ranging from Fortune 500 firms to start-up enterprises. He is a six-sigma black belt and a lean-certified industrial engineer and management consultant. He will put this experience to use for the Chamber in the coming weeks through a study to increase the Chamber's functionality and business value. As part of this endeavor, he, along with the Chamber Board, will be reaching out to members to solicit their input on existing and proposed value-added services offered by the Chamber.

According to Richard Lewis, Chairman, "With fresh (albeit initial) signs of rejuvenation in our local economy, the Chamber is well positioned to help our members make the connections that they need to be on the forefront of this recovery. Now is a crucial time in the life of Southwest Florida, and the connections, support, and access to information available through the Chamber will be needed by our members in the coming months, with the anticipated economic improvements. It's time to get back out there, and the Chamber is committed to our mission to be the regional entity that builds leadership as a strategic contribution to the community. We pledge to act as strong advocates of our members' interests and we will continue to work to actively encourage the development of regional economic infrastructure."

Contact the Chamber with any questions regarding their ongoing mission at chamberswf@gmail.com or 239-275-2102, or visit them on the web at www.chamber-swflorida.com.

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