



Chamber Corner
by Marji Graf, Executive Director

This is my first article for the new monthly Chamber Corner. Great things are happening in our Okemo Valley! Our Regional Chamber serves the towns of Andover, Cavendish, Chester, Ludlow, Mt. Holly, Plymouth and Weston. It's been a great four months getting to know the businesses and wonderful people in our community. We really do have something for everyone.

Our mission is to market the region as a four season sustainable destination. We will achieve this by advertising and marketing ourselves with a single brand. To that end we have bought the inside front and back covers of the official State of Vermont magazine, the *Vermont Vacation Guide* – Summer/Fall 2009. On October 1st we launched our new website www.yourplaceinvermont.com. Our ad in the winter *Okemo Magazine* will direct people to our new site. The Chamber will be looking at all co-op marketing opportunities that meet the needs of our seven communities as a whole. In addition, we promoted our Region at the Big E in Agawam, MA and in November we will be at the Boston Snowsports Show.

To better serve our members and guests, the Chamber office is open M-SAT 8:30am-4:30pm in Ludlow and on a volunteer basis in Chester. The newly refurbished Vermont Information Board outside the Chamber office in Ludlow allows guests to see where they can stay, eat and find needed services.

The Chamber is growing averaging 11 new members a month. A quarterly Educational Series is offered free to members and \$10 for guests. Stone Hearth Inn in Chester hosts the next in this series on Nov 12 at 9am. Phenix Title Services will discuss current market topics: short sales, foreclosures and the mortgage crunch.

A great mixer in October was hosted by new member, the Weston Business Community. We began with a guided tour of the Farrar-Mansur House Museum, then walked to the Weston Playhouse, met with the managing director, Stuart Duke, and ended at the Village Green Gallery with refreshments courtesy of The Inn at Weston and the Vermont Country Store. Our next Chamber mixer is November 19th at Jackson Gore. The Chamber's Annual Meeting will be December 10th, 5:00 pm at the Hawk Inn and Mountain Resort.

We are also introducing a Member to Member Benefit Program for all Chamber businesses and their full time, year-round employees. The goal of the program is to do business with each other and save money at the same time.

We're looking forward to advertising and marketing our Okemo Valley Region for ways to add value for our members. New members are welcomed – we can't do it alone!
Until next month,

Marji Graf, Executive Director
Okemo Valley Regional Chamber of Commerce