



December Chamber Corner
by Marji Graf, Executive Director

We're just back from the Boston Snow Sports Show where we marketed and promoted our Chamber member businesses in the Okemo Valley Region for four days. We distributed over 1,100 Winter/Spring Regional Guides, bumper stickers that said "yourplaceinvermont.com" along with 'hot off the press' Ludlow maps with all of our regions events throughout 2009.

We were in the Vermont pavilion next to Okemo Mountain Resort where they were handing out their Winter Okemo Magazine. We had a half page brand ad in there as well telling people to come to our new website.

I can't begin to tell you how excited I am to be a part of this awesome community. Our Chamber mixers are full of energy and enthusiasm. It's important that we all stay together as a strong marketing consortium.

We have begun to send out our Member to Member benefit program cards that will allow us to do business amongst each other at a discount. In a tight economy it's important to 'keep it local' and help out one another.

At our Ludlow pizza party for the downtown businesses, we rallied help for Joe Karl with his Winter Carnival which is January 30 – February 1st. The theme this year is Village Vikings – Conquerors of Snow! It's suggested that the downtown businesses offer retail and restaurant specials throughout town. On Saturday, January 31st there will be snow sculptures all day. The parade down Main Street begins at 6:30pm. Must Pre-Register for \$10 or \$20 at the door. Meet at Black River High School. Bonfires, Marshmallow roasting, hot cocoa and more @ Dorsey Park.

Our Chamber's annual meeting is coming up December 10 from 5-7p at Hawk Inn and Mountain Resort. Great things are happening in our Chamber. Please join us for an informative event. Our guest speaker is Christiane Skinner, Tourism Specialist for the State of Vermont, Department of Marketing & Tourism.

Until next month,

Marji Graf, Executive Director
Okemo Valley Regional Chamber of Commerce