



Chamber Corner – January 2012  
By Marji Graf, CEO

The Chamber Team (Danielle, Andi, Gabrielle, Maria & Marji) would like to wish everyone a *Joyous* Chanukah, *Merry* Christmas and *Happy* New Year.

We still have 4 more seats available for the China trip on March 26<sup>th</sup> for \$2200 pp, all inclusive! Call the Chamber office asap to lock these in. 228-5830. Would make a great holiday gift!!!

We have an exciting line up of mixers and educational programs lined up for 2012. These are free for chamber members and a nominal fee charged for non-members. Hope you can join us.

January 6 is our Legislative Breakfast at the Newsbank Conference Center in Chester from 8:30-9:30am. A continental breakfast will be served. The Vermont Chamber of Commerce will be discussing their upcoming legislative agenda and would like to hear from you as well. Please rsvp the chamber office if you would like to attend. 228-5830.

Chamber Mixers are on the 2nd Wednesday of each month from 5:30-7:30pm

#### 2012 MIXER LINE UP

**January 11** - Outback Pizza, Ludlow

**February 8** - Inn at Weston - Weston

**March 14** - Six Loose Ladies - Proctorsville

**April 11** - Papa Johns Sugar House - Mount Holly

**May 9** - Good Commons - Plymouth

**May 12** - Energy & Business Expo - Jackson Gore Inn (SWCRPC Energy Show combined with OVRCC's 4th Annual Business Expo) Ludlow

**June 13** - WestonVT & VT Country Store, Weston

**July 11** - WaterMusicArt and Hugging Bear Inn-Chester

**August 8** - Stone Hearth Inn - Chester

**September 19** - OVRCC Golf Tournament - Ludlow

**October 10** - The Richards Group - Ludlow

**November 14** - Jackson Gore Inn - Ludlow

**December 12** - Annual Meeting & Holiday Party at Echo Lake Inn - Plymouth

2013 **Mixers** so far:

**July 2013** - Route 103 Auto Repair - Chester

**November 2013** - Jackson Gore Inn - Ludlow

## Upcoming Programs:

**January 24** from 8:30-9:30am- New member orientation and refresher course including how to use the Chambers website and offers and benefits available to members. Hosted at Inn Victoria in Chester (continental breakfast will be served)

February tbd- social media marketing

March tbd- google analytics and google adword campaigns

April tbd- how to use our mobile app and benefits for the end user

May tbd- credit card processing

June tbd- save on postage meters and ink

July tbd- email marketing with Constant Contact

August tbd- how to promote your business in our Okemo Valley Guidebook, Map and Blog

The Chamber welcomed the following new members in December:

Town of Chester - Chester

FOLA - Friends of Ludlow Auditorium - Ludlow

Martel Mechanical Plumbing & Heating - Cavendish

Mountainview Physical Therapy - Ludlow

Sculpted Physiques - Chester

Williams River Cremation - Chester

Our marketing agenda includes the following for 2012:

1. We're investing in search engine optimization (SEO), Search Engine Marketing (SEM) as well as paid search.
2. We're investing in social media marketing to include our [blog](http://discoverokemo.org). discoverokemo.org
3. We'll have downloadable coupons on our event landing pages
4. Mobile app users will be able to access last minute offers.
5. We're going to have an interactive web photo contest of favorite things to do in the Okemo Valley. We encourage the calendar winners from each town to submit their photos. The winners (chosen from our web viewers), will have their photos on our website, 2013 Calendar and post cards.
6. We're continuing our attendance at trade shows:  
February 10-12, Boston Globe Travel Show;  
March 2-4, New York Times Travel Show;  
September, Big E in Agawam MA;  
October, Vermont Wedding Associations bridal show.

Hold on to your seats as we take the Okemo Valley marketing to the next level!!