



February Chamber Corner
By Marji Graf, CEO

The Okemo Valley Regional Chamber of Commerce is working overtime to promote our region. We have invested in google adword campaigns for both Lovin' Ludlow Winter Carnival (2/9-12) and Chester Winter Carnival (2/17-19) to make sure these events are promoted and well attended. Please view the events calendar on the chambers website www.yourplaceinvermont.com. Also, check out our blog at <http://discoverokemo.org>.

We're attending the Boston Globe Travel Show on February 10-12 to represent the businesses in the Okemo Valley. On March 2-4 we'll be at the NY Times Travel Show and we've just been invited by the Mohegan Sun in Connecticut, to participate (for free) in "Northern New England" Month on March 22-25. Other invited participants are Ben & Jerrys, Cabot Cheese, Green Mountain Coffee Roasters, Stowe and the VT Department of Tourism & Marketing! You can see we're in good company and right up there with well-known brands. It would be wonderful if the public would like to come down for that weekend. Please call the Chamber office if you're interested and if we get enough people, we'll try to get a bus.

We have begun a pilot Chamber-to-Chamber exchange program and have invited the Windsor Connecticut Chamber to come to the Okemo Valley on April 12-15 for a history exchange throughout our towns. In exchange, we encourage you to come with us to visit Windsor Connecticut. If this pilot program works well, we will be expanding to other Chambers in our drive market.

On May 12 the Chamber will be co-hosting a Home & Energy Business Expo from 10am-3pm at the Jackson Gore Inn in Ludlow. We are combining the 2nd Annual Southern Windsor County Regional Planning Commission Home and Energy Show with the 4th Annual Chambers Business Expo. We will have the latest in home and energy savings as well as speakers. Please mark your calendars now and watch for more information as it becomes available.

On August 17 & 18, we're participating in the VT Challenge, (www.vtchallenge.com). The Vermont Challenge is the only bicycle Challenge that circumvents Southern and Central Vermont over 3 or 4 days and draws upon the creative energy of local businesses and people of Vermont, key ski resorts, restaurants and farms in each local community that they visit.

These are just some of the projects we're working on. We will know in May if we receive the grant for the Scenic Route 100 Byway, to include road signs and a mobile application.

Our next Chamber mixer is February 8th at the Inn at Weston from 5:30-7:30pm and our next free educational program is on February 2nd at Fletcher Memorial Library in Ludlow from 8:30am-9:30am regarding social media marketing and how a blog can help your business.

I would like to thank the Newsbank Conference Center for hosting our Legislative breakfast on January 6th, Outback Pizza for hosting our Chamber mixer on January 11th, and Inn Victoria for hosting our new member orientation on January 24th.

Feel free to contact the Chamber office (228-5830) for information, marketing and/or media assistance. We welcome comments, suggestions and encourage everyone to share how great it is to live, work and play in the Okemo Valley!