



January '09 Chamber Corner
by Marji Graf, Executive Director

A Year In Review

The Okemo Valley Regional Chamber of Commerce, serving the Towns of Andover, Cavendish, Chester, Ludlow, Mount Holly, Plymouth and Weston has accomplished so much this past year and reached our 2008 goals:

- 1) I was hired as the OVRCC Executive Director on July 1st.
- 2) We developed and initiated an advertising and marketing plan and
- 3) We rolled out our new redesigned website on October 1st www.YourPlaceInVermont.com Be sure to check out our extensive list of events!

We began communicating with our membership via monthly newsletters; began a quarterly education series and have grown our membership to 300 businesses.

We participated with some member companies at the Big E in Agawam, MA and the Boston Snowsports Show.

We took a half page ad in the Okemo Magazine telling people about our new website; an ad in the Ludlow map with our 2009 list of events for the entire Okemo Valley region, and bought the inside front and inside back covers of the 2009 Vermont Vacation Guide!!!

We have our events schedule posted at the Guilford State Information Center and have booked 2 showcases to highlight the diversity of our region: September, 2009 and July, 2010.

We have also booked the months of February and May, 2009 at the Fair Haven State Information Center to showcase our region and our member companies.

We have our www.YourPlaceInVermont.com banner, Ludlow area maps and our Regional Guides at the Southern Vermont Rutland Airport as well as the Ludlow maps and our Regional Guides at the train station in Bellows Falls, just in time for the holiday traffic.

We welcomed 6 new Board of Directors at our annual meeting and look forward to developing a 3-5 year strategic marketing plan along with policies and procedures going forward.

We welcomed travel writers from across the country and gave an Okemo Valley tour to Christiane Skinner, Tourism Specialist of the North American Market for the State of Vermont. She was impressed with our seven communities and now she can talk about us to her tour operators. She was our speaker at the annual meeting and shared with us how we can use the VermontVacation.com website.

Guests are welcome to our monthly Chamber mixers. Our next mixer is January 14, 2009 at the Newsbank Conference Center in Chester from 5:30-7:30pm. We are combining this months mixer with our education series. Vermont Community Media's Rob Mitchell will speak on Successful Multimedia Advertising Strategies. Learn how to use the many new options in today's advertising world with out-of-the mainstream platforms and strategies. Not just another print/radio/tv presentation, we'll show you how a little creativity and some research can go a long way. Please RSVP to Barb Westine 802-875-2397.

Wishing you a healthy and prosperous 2009!

Marji Graf

Executive Director

Okemo Valley Regional Chamber of Commerce

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