

Okemo Valley Regional Chamber of Commerce
January 2011 Chamber Corner by Marji Graf, Executive Director

What a great start to the year!! We launched our FREE Okemo Valley Mobile app. Now guests can find us in our Regional Guidebook, the website, and now on their mobile devices!!!

We were happy to be able to give a \$2,000 scholarship to the River Valley Technical Center from our 2011 dining calendar sales.

The Chamber welcomed Denise Cote of Chester as the new membership assistant. Denise will be calling members regarding our M2M Benefit Program, and setting up ribbon cuttings and tv appearances for our new members.

We welcome the following new members to the Chamber: new owners Jan & Robert Francis of the Chester House Inn in Chester, Peace of Paradise in Chester, Lilypad Properties in Chester, Maintenance Magic in Mount Holly, Yankee Magazine in New Hampshire, Sherwin Williams Paints in Springfield, Saddle Mountain Kennel in Shrewsbury, new owners Julie-Lynn & Michael Wood of the Golden State Inn in Proctorsville, and the River Valley Technical Center in Springfield.

Our next mixer is February 9 at The Message for the Week in Chester at 5:30-7:30pm. Please join us.

In Ludlow, as part of the e-vermont grant, there will be the following free programs:
5:30-7pm Fletcher Memorial Library

1/26 Social Media
2/03 Basic Computer Skills
2/10 Social Media for Beginners
3/11 Web based communication tools
3/31 Evaluating Information on the Web

An exciting February is planned with two winter carnivals. February 10-13 in Ludlow and February 18-20 in Chester. WCAX-tv will be in Ludlow on February 10 to participate in the scavenger hunt. Both winter carnivals made it into Yankee Magazine and AAA New England.

The Chamber will be in NY and Boston for the travel shows in February marketing the Okemo Valley. February 17 is our small business legislative day in Montpelier. Let the Chamber know if you want to participate. We invited new Tourism Commissioner Megan Smith to have lunch with us. We'll arrange transportation.

Co-op advertising includes: So VT Arts & Living wedding section, Travelhost Magazine, May issue of Yankee Magazine and our inside front and back covers of the Vermont Vacation Guide. Brand ads include the May issue of Connecticut Magazine with a bar code that will go to our mobile app.

Our Scenic Route 100 Byway should be designated by March.

It's a great and exciting time for our Region!! Check our interviews on lpctv.org.