

**March Chamber Corner by Marji Graf, Executive Director
Okemo Valley Regional Chamber of Commerce**

During tough economic times, marketing your business is more important than ever. Unfortunately, many business owners cut back on marketing and advertising during difficult periods due to an understandable cash-flow problem. This is the biggest business mistake a business owner can make.

Business owners who cut back on marketing will not only fail to reach new customers, but they will also fail to reach existing customers, thus losing current market share once the economic climate begins to recover. Once a consumer has money to spend, they'll go to the first place they can find. And if you weren't marketing, they won't know you even exist! Every day you neglect to market what your business offers is simply throwing money away. Marketing is an essential, crucial and necessary part of every business plan.

It's also important to belong to a business association, like your Chamber of Commerce. Together, we will get through these tough times. We will do business with each other, refer business to one another, and come up with great ways to attract visitors and customers to our Okemo Valley. Our Chamber is always busy trying new programs and looking for ways to improve our members business. So, join us and network with people such as yourself trying to make their business as successful as possible.

We hope you can join us on Wednesday, March 10 at Hawk Inn and Mountain Resort for email marketing training with Constant Contact. Program begins at 5:30p. Free for Chamber members, \$35 non-members.

SAVE THE DATE: September 15, 1pm shotgun. Okemo Valley Regional Chamber of Commerce Golf Tournament. Open to the public. Contact Mary Knight, Chair, 228-2260.

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