

May Chamber Corner  
By Marji Graf, Executive Director

The Okemo Valley Regional Chamber of Commerce, serving the Towns of Andover, Cavendish, Chester, Ludlow, Mount Holly, Plymouth and Weston has been hard at work.

We have several new committees and new blood in our chamber. Laura Tuttle is now heading up our Membership Committee and they are busy adding discounts to our Member to Member (M2M) Benefit Program. We have also partnered with Constant Contact to help our Chamber member businesses grow their business with email marketing. Training was held on April 27 from 1-3p at Newsbank in Chester.

Tesha Buss is heading up our Legislative Committee. Tesha would love to hear about your issues. Make sure you come to our May 13<sup>th</sup> mixer from 5-7p at the Vermont Country Properties, Sotheby's International Realty in the Okemo Marketplace in Ludlow.

Our Marketing Committee has been hard at work too. We've implemented an online booking feature to our website, [www.yourplaceinvermont.com](http://www.yourplaceinvermont.com) as well as begun search engine optimization (SEO). We will be having training on the features of our website on May 18<sup>th</sup> from 5-7pm in Ludlow at the Jackson Gore Inn and on May 19<sup>th</sup> from 5-7:00pm in Weston at The Village Green Gallery.

We're also gearing up for our SPECIAL BUSINESS-TO-BUSINESS (B2B) SHOWCASE on July 8<sup>th</sup> at the Echo Lake Inn from 5:30 – 7:30pm (under the tent). This is where you can meet the businesses that make up the Okemo Valley Chamber of Commerce and see their products and services. There will also be a silent auction. This event is FREE AND OPEN to the public. If you're in the market for a hot tub or infrared sauna, you'll find it here. Do you need a new business card or marketing campaign? You'll find help here. Learn what art & craft classes are available to you over the summer. Planning a wedding or family reunion? This showcase can be your one-stop-shop. Be sure to come and bring your friends.

The following publications with our advertising are now available to the public:

- a) The Summer Vermont Vacation Guide (inside front and inside back covers)
- b) Southern Windsor County Map & Touring Guide
- c) Summer Okemo Valley Regional Guide
- d) Vermont Travelhost in the hotel rooms
- e) Okemo Bridal Showcase Magazine

Coming out mid May:

- a) Connecticut Magazine
- b) Insider's Guide to the Okemo Valley

Coming out in June:

- a) Summer Okemo Magazine

We welcome the opportunity to be of service to the communities we serve.