

July, 2008

Volume 1, Issue 1



Okemo Valley Regional Chamber Of Commerce
P O Box 333
Ludlow VT 05149
802-228-5830

www.YourPlaceInVermont.com

Special Interest Articles:

Committee Highlights

Member Spotlight: Chester House Inn

Upcoming Events

Mixers

Farmer's Markets

Music Series

Welcome New Members

Message from our President

Greetings to all Okemo Valley Regional Chamber of Commerce Members:

While 2007 was a turbulent year, the Okemo Valley Regional Chamber of Commerce accomplished much in laying the foundation for future growth and prosperity.

The Executive Board, through strict financial controls, addressed the huge debt and had eliminated it by

year end. The Board of Directors adopted the following Mission Statement:

The Okemo Valley Regional Chamber of Commerce is a Not For Profit, member-driven organization dedicated to the support and growth of our seven valley business communities; Andover, Cavendish, Chester, Ludlow, Mount Holly, Plymouth & Weston. Support and education of our members, combined with a unified

marketing effort, will provide for the promotion and enhancement of our regional businesses and four-season economy.

At the December annual meeting, our new branding materials were presented and the Board of Directors defined some significant goals for 2008.

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Marketing Committee Highlights...

The Marketing Sub Committee is currently collecting information and pricing to help build the new marketing plan for the OVRCC. The committee is focused on developing a strong, yet simple and robust plan, which will promote the Okemo Valley brand to new and existing visitors to the region. The goal is to provide an overall direction for the Okemo Valley while being able to present additional opportunities to members as they arise. An initial marketing plan was presented to the Board of Directors at the July 1st meeting.

The committee had presented a short list of website vendors that presented bids in response to our spring RFP effort. We mailed out 10 RFP's and received 6 proposals. We refined that list to our top three recommendations and SilverTech was selected at the June 3, 2008 Board of Directors meeting. A contract was reviewed and signed on June 10 and redevelopment of the Okemo Valley Website will occur over the next 3-4 months.

We welcome new images of the Okemo Valley region. If you know of anyone in the region who has professional photos of our towns (preferably signature images that are distinctive to each town), please bring them on CD to OVRCC Info booth in Ludlow or mail them to the chamber office, C/O the marketing Sub Committee. (.jpg format, at least 300 dpi resolution) We'll have more information in the next newsletter.



The Chester House Inn



Member Spotlight... Chester House Inn

Seeking a new career and a change of scenery, Paul and Bill chose to relocate to the Green Mountain State in 2003 from Long Island and became innkeepers at the distinctive Chester House Inn.

Situated in a gorgeous location right on Chester's Village Green, the historic 1780 Chester House is one of the Okemo Valley's premium bed and breakfasts. Paul and Bill treat every guest "like family," without being overbearing, and are always more than happy to help their guests plan their daily adventures around the Okemo Valley and the State.

The Inn's spacious guest suites and rooms are suitably appointed in the handsome

Colonial American style befitting our historic area. Fine family heirlooms and one-of-a-kind antiques adorn the Inn throughout.

Each of the Inn's seven guest suites and rooms has a private bath, a phone, AC, and WiFi Internet access. Comfortable king, queen and twin beds are offered. Fireplaces, canopy beds, sitting areas, Jacuzzi and whirlpool tubs and steam shower are available. One suite can accommodate three, another four persons.

Paul and Bill serve a delicious and healthy full breakfast to their guests daily at private tables in the striking new dining room that they added to the Inn in 2005.

The room boasts a copper, brass

and wood ceiling they always wanted to incorporate into their home.

In these days of high gas prices, the Inn offers affordable rates from \$119 to \$199 during off-peak times. Paul and Bill offer a member discount to OVRCC Members for visiting family and friends.

The Inn also offers summer senior discounts, a "Buy One, Get One" Weston Playhouse Theater package, a "stay and play" golf package, and terrific winter ski packages.

The Chester House: 266 Main St., Chester; 802-875-2205; www.chesterhouseinn.com.

You can purchase this ad space for \$50.00

UpComing Area Events...

July 12 – 1-9pm Chester

Komen VT/NH Race for Cure
Music in the Meadow, Rt 11
sponsored by Motel in the Meadow
For info contact
Pat Budnick 875-2626

August 16 & 17 -9a-4p Ludlow

Vermont State Zucchini
Festival

September 10th – Ludlow

OVRCC Golf Tournament

September 20-21 –10a-4pm Chester

34rd Annual Chester Fall
Craft Fair 10-4p Village
Green



Chamber Mixers

Monthly Chamber Mixers

Join us for the Business After Hours Mixer on the 4th Wednesday of each month.

This event provides the opportunity for sharing business ideas, networking, showcasing your product, and developing a strong community connection. Food is provided and it is also a rare opportunity for hardworking business people to relax. We re-instituted a 50/50 raffle as well as door prizes. You must be present to win. Contact our office if you want to donate door prizes.

July 23, 2008 5-7pm

Bar-B-Q at Old Town Farm Inn, Route 10, Chester

Finger-lickin good time under the tent over-looking the pond! This annual event is a member favorite. Come meet the new Executive Director and stay for the raffle!

August 20, 2008, 5-7 pm

W.A.A.W.W.E
Family Farms Market
Located at the corner of Routes 103 & 10 in Gassetts, Vermont.

Locally grown and produced food. Visit the barn, check out what Vermont Fresh really means, right here in our own backyard!

September 17, 2008 5-7pm

Stone Hearth Inn, Route 11, Chester.

Stay afterwards and dine at member discount!

Volunteers needed...

The Marketing Sub-committee is seeking a few good people to help guide the marketing plan and future efforts of the chamber of commerce. The sub-committee has three major goals for this year: (1) redevelopment of the website (now underway), (2) creation of a marketing plan, and (3) seeking new marketing

opportunities targeted at future growth of our region as a 4-season destination. Marketing experience and background a plus, along with a desire to help the valley region grow and prosper. Please contact Rob Hodgkins, committee chair for more information. Ph: 802-228-1797

Okemo Valley Regional Chamber of Commerce

Executive Director
Marji Graf

Staff
Sandy Gregg, Office Manager
Info.ovrcc@tds.net

Board of Directors

Jim Kubec, President
The Governors Inn

Lynne Reed, Vice President
Misty Valley Books

Bill Dakin, Treasurer
Dakin & Benelli

Terri Fuller, Secretary
Coldwell Banker Watson Realty

Board Members

Linda Aldrich
Inn at Weston

Lisa Brandmeyer
Brandmeyer's Lodge

Peter Gregg
The Golden Stage Inn

Rob Hodgkins
Okemo Mountain Resort

Jennifer James
Berkshire Bank

David Norton
Cavendish Canine Camps

Ken Saccoardo
Spring River Enterprises

Jack Smart
Gigg's Antiques

Barb Westine
NewsBank

You can purchase this ad space for \$25.00



FARMER'S **MARKETS**

BELMONT

On The Green
Sundays 3:00 – 5:00
June 29 – Oct 26

CHESTER

Route 103 South at Zachary's Pizza
Sundays 11:00 – 2:00
May 27 – Oct 7

GASSETS – WAAWWE

Route 103 & Rt 10 Intersection
Most Days 11:00 – 5:00
Late June - Oct

LONDONDERRY-WEST RIVER FARMER'S MARKET

Junction of Rte 11 East & 100 North
West River Farmer's Market
Saturdays 9:00 – 1:00
Memorial Weekend – Columbus Day

**2008 OKEMO VALLEY SUMMER MUSIC SERIES
(print & post)**

Thurs, July 10 – Belmont
Jettiison Blue

Fri, July 11 – Jackson Gore
Revision

Sun, July 13 – Ludlow
Anni Clark

Wed, July 16 – Proctorsville
Rick Redington & The Luv

Thurs, July 17 – Belmont
Bern McWain

Thurs, July 17 – Chester
Jerry Grimo & East Bay Jazza

Fri, July 18 – Jackson Gore
The Gully Boys

Sun, July 20 – Ludlow
Chris Kleeman

Wed, July 23 – Proctorsville
Black Beans

Thurs, July 24 – Belmont
Andy Scott

Thurs, July 24 – Chester
Gypsy Reel

Thurs, July 25 – Jackson Gore
Adam Payne & 2Adam12

Sun, July 27 – Ludlow
Rick Redington & the Luv

Wed, July 30 – Proctorsville
Gypsy Reel

Thurs, July 31 – Belmont
Proctor Connection

Thur, July 31 – Chester
Starline Rhythm Boys

**2008 OKEMO VALLEY SUMMER MUSIC SERIES
AUGUST**

(print & post)

Fri, August 1st – Jackson Gore
The Few

Sun, Aug 3 – Ludlow
Stockwell Brothers

Wed, August 6 – Proctorsville
Yanky Chank

Thurs, August 7 – Belmont
Amanda Rogers

Thurs, August 7 – Chester
Rick Redington & the Luv

Fri, August 8 – Jackson Gore
Spiritual Rez

Sun, August 10 – Ludlow
Springfield Community Orchestra

Wed, August 13 – Proctorsville
Jerry Grimo & East Bay Jazz

Thurs, August 14 – Belmont
Gypsy Reel

Thurs, August 14 – Chester
Chris Kleeman Band

Fri, August 15 – Jackson Gore
Michael Cleary Bank

Sun, August 17 – Ludlow
Gypsy Reel

Thurs, August 21 – Belmont
Jeb Porter & Friends

Fri, August 22 – Jackson Gore
Twiddle

Sun, August 24 – Ludlow
James Mee

Thurs, August 28 – Belmont
Adam Rosenberg

Fri, August 29 – Jackson Gore
Dr. Burma

Welcome New Members:

Walnut Hill Realty - Ludlow

Chapter XIV – Ludlow

Squeels on Wheels - Mt. Holly

First Baptist Church – Chester

Green Mountain Festival Series – Chester

Out On A Limb – Custom Lumber - Chester

OVRCC

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We're on the Web!

See us at:
www.YourPlaceInVermont.com

2008 Vermont State Zucchini Festival...

Join the Duke of Zuke and enjoy some old-fashioned family fun. Arts & Crafts Show, Book Sale, Duck Race, Mr. & Mrs. Zuke-Head Contest, Largest Zuke contest, Bake Sale, Kids amusement rides, live music and cotton candy! Zukapult Contest (Yep, build a contraption & see how far you can hurl

that pre-weighed zuke and thrill at the splat-factor! Hokey? You bet! Fun? You betcha!!

www.YourPlaceInVermont.com

For More Information:
802-228-5830

Dates: August 16 - 17
Time: 9:00 - 4:00
Location: Ludlow Vermont
Admission: FREE
Web site:

Message from our President

These goals are: Establish the Okemo Valley Brand; Hire a new Executive Director; and, Establish a new and more effective web site. At the July 1, 2008 Board of Directors meeting, Ms. Marji Graf joined the OVRCC as the new

Executive Director. Marji brings a wealth of marketing, business, and chamber of commerce experience. While she is not a stranger to the Okemo Valley, Marji will be meeting many of you for the first time. Please welcome Marji to her new

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role and support her as she helps us accomplish our mission. The OVRCC is on its way!

About Our Organization...

Our Chamber provides member benefits to our members: Health Insurance provided by Cigna, Dental Insurance provided by Delta Dental, free listing on our

websites, listing in our regional guidebook, free placement of your business brochures in our welcome center, business after hours, Chamber events, member to

member discounts at area businesses, and referrals. Our membership committee is hard at work enhancing these benefits. Please feel free to contact Lisa Brandmeyer for more details at 802-824-5851

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