



October 2011 Chamber Corner
By Marji Graf
Okemo Valley Regional Chamber of Commerce

What a great October we had! It was great to see so many visitors around all of our Columbus Day events. I would like to think it had a lot to do with our successful google adword campaign and promotion around these events!

Route 131 will be re-opened on Saturday, November 5 at 1pm. Please join Governor Shumlin and dignitaries as we celebrate the re-opening of this road. After the ribbon cutting(s), there will be a parade of cars and trucks traveling down to the Cavendish Elementary School for a pot luck lunch. Please join in the celebration! And bring a dish, if you can.

We were pleased to be able to raise **\$2,659.00** from our golf tournament and matching company donations, which we donated to Ludlow, Plymouth and Cavendish designated relief funds.

Sales continue to grow from our "**2012 Women of Okemo Valley**" calendar. A portion of the sales from this calendar will be going to VT/NH Susan G. Komen Race for the Cure charity for breast cancer. You may purchase the calendar online on our [website](#), or at various retail outlets. Please support these brave women who modeled for this great cause.

Thank you to the Bryant House Restaurant for hosting our October 24th Coffee with the Chamber. Our last Coffee with the Chamber is scheduled for **November 2nd at the Wilder House Restaurant in Plymouth at 8am.** This is free and open to the public. The Chamber wants to share with each community what we're doing and find out what resources we can bring to each community that we serve. Please join us and invite a guest or two.

Want to learn more about the **Chambers health and dental plans?**
Please join us for a **free informational seminar** by Mary Rita Batesole of Northern Benefits on Thursday morning, **November 10th from 8:30-9:30am at the Fletcher Memorial Library in Ludlow.**

We have **6 more spots available** for our upcoming trip to [China](#) on March 26-April 3, 2012!! For \$2200, it includes transportation to and from the Chamber office to JFK airport, all flights, 3 meals/day, tips, transfers in between 4 cities. All you need is shopping money! It was a great trip and a price you can't beat!!! This is open to the public.

My guests this month on [lpctv.org](#) were Brian Smithmeyer of Postage Ink and Patrick Cody of LPC-tv.

We would like to congratulate our own Tesha Buss of Good Commons and The Good Bus for winning the under 40 Rising Star Award.

Be sure to check our extensive [calendar of events](#) on our website www.yourplaceinvermont.com

Welcome New Members

The Chamber welcomes the following **new members**:

[Shaw's Supermarket](#) - Ludlow

[CTM Media Group](#) - Chester

[Chamber Processing](#) - Dorset

[Jamie Townsend Art](#) - Springfield

[WaterMusicArt Gallery & Studio](#) - Chester

[Green Mountain Rock Climbing & VT Adventures](#)-Rutland

[Yankee Village Motel](#) – Ascutney

Marketing Committee News:

The marketing committee met on October 27th. I'm so excited about our upcoming 2012 goals. A sneak peak:

We're incorporating online co-ops to go along with our existing print (Vermont Vacation Guide and May issue of Yankee Magazine) co-ops.

We're investing in search engine optimization (SEO), Search Engine Marketing (SEM) as well as paid search.

We're investing in social media marketing to include our blog.

We'll have downloadable coupons on our event landing pages as well as banner ads.

Mobile app users will be able to "push out" live offers.

We're going to have a photo contest of favorite things to do in the Okemo Valley. The winners will have their photos on the website, mobile app, 2013 Calendar and post cards.

We're continuing our attendance at trade shows:

February 10-12, Boston Globe Travel Show;

March 2-4, New York Times Travel Show;

September, Big E in Agawam MA;

October, Vermont Wedding Associations bridal show.

Many educational programs will include the following topics:

- *social media marketing

- *google analytics

- *google adword campaigns

- *how to use our mobile app and benefits for the end user

- *credit card processing
- *postage meters and ink
- *how to use the Chamber website
- *email marketing with constant contact
- *how to promote your business in our Okemo Valley Guidebook and Map
- *and many more.

Do you have an interest in a special topic? Please let Marji know and we can schedule a program around that topic.

The marketing committee has been working really hard to make sure our members and region all benefit from all of our marketing efforts.

About Our Organization

Our Chamber provides the following member benefits:

- *Health Insurance provided by Cigna,
- *Dental Insurance provided by Delta Dental,
- *Free listing on our website with web link,
- *Free listing in our regional guidebook,
- *Free listing on our mobile app,
- *Free placement of your business brochures in our welcome centers in Ludlow and Chester,
- *Free monthly chamber mixers,
- *Free educational programs,
- *Member to member discounts,
- *Referrals,
- *Co-op advertising opportunities
- *Marketing and Promotion
- *Events publicized,
- *And much, much more!!!

Our Vision Statement:

The Okemo Valley region, consisting of the Towns of Andover,

Cavendish, Chester, Ludlow, Mount Holly, Plymouth and Weston, is recognized as a four-season sustainable Vermont destination to be enjoyed by all.

The Okemo Valley Regional Chamber of Commerce is recognized as an organization providing leadership, support and services vital to the health and future growth of the member businesses in the communities that we serve.

Chamber members are ambassadors for the Okemo Valley region, promoting the area as a vibrant place to live and to visit.

Our Mission Statement:

The Okemo Valley Regional Chamber of Commerce is a not-for-profit, member-driven organization. It is the voice of its members and the business communities in the Towns of Andover, Cavendish, Chester, Ludlow, Mount Holly, Plymouth and Weston, Vermont. It provides advocacy, support and unified regional marketing to promote and enhance our regional businesses and four-season economy.

We are not affiliated with the U.S. Chamber of Commerce.