

Williamstown

Chamber of Commerce

Business News * APRIL 2007 *

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COMMERCE
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This month the Chamber's **Working and Winning Together** initiative again focuses on innovative methods members are utilizing to collaboratively **Maximize their Business' Location**.

It's not every business location that offers a raised terrace literally outside its front door. Library Antiques of 70 Spring Street has such a unique opportunity and has collaborated with a neighboring business to maximize the marketing value of this unique feature. Ed Fauteux, owner of Library Antiques, recounted that the previous owner of the property had a kitchen in the store from which they served coffee in their bookstore. Ed wanted to continue the tradition and ambience, but did not want food inside the store, given the antiques. Thus the idea of having tables and umbrellas on the raised terrace and working with a neighboring business to provide the food service was born.

Customers, visitors, and community members alike have the opportunity to enjoy dining "al fresco" during the lovely summer months of July and August. Neighboring business, Helen's Place, has been serving nutritious and interesting food for this collaborative effort for the past five years. Helen Aitken, owner of Helen's Place, said "she and Ed have welcomed this unique business opportunity and their continued successes have given them the opportunity to provide their clientele with innovative dining in a comfortable and friendly environment."

To personalize the Chamber's **Working and Winning Together** initiative, the Chamber would like to learn of members' collaborative efforts. Share your stories in the newsletter to inspire others by your example. Please contact the Chamber office to share your experiences.

Kathleen McDonald
Executive Director

POINTS OF INTEREST

Working and Winning Together

Save The Dates

Welcome New Members

April 24 Chamber Meeting

Networking Nights

Top Art Awards

Schools' Financial Issues

Maximize Your Member Benefits

Tri-State Fair

SAVE THE DATES

2007

- Wednesday, April 11 Chamber's Networking Night – Free Event
Hosts: Kolok Gallery and Skyboro Sound Recording Studio
Windsor Mill, 121 Union Street, Route 2, North Adams
5:30–7:30 PM
- Thursday, April 12 – 2007 Williamstown Jazz Festival
Sunday, April 22 Venues in Williamstown and North Adams
www.williamstownjazz.com
- Tuesday, April 24 Chamber Dinner Meeting
Isabella's Restaurant, 896 State Road, North Adams
5:30 PM Social Hour; 6:30 PM Dinner and Presentation
- Tuesday, May 8 Chamber's Networking Night – Free Event
Host: Day & Beth Healing Arts
210 Water Street, Williamstown
5:30-7:30 PM
- Wednesday, May 23 Chamber's Cultural Showcase, sponsor: Preview Magazine
MASS MoCA, North Adams
6:00–8:30 PM Cultural Organizations Exhibiting & Cocktails
(5:00 PM Guided Tours of MASS MoCA's Exhibits)

WELCOME NEW MEMBERS !!

BERKSHIRES – SHIRAKABA B&B

Contact: Louise Palmer
20 Mallery Road
New Ashford, MA 01237
413.458.1800
berkshires.shirakaba@gmail.com
www.berkshires-shirakaba.com

Enjoy the peace and tranquility of a Japanese-American Bed and Breakfast. Indoor pool, hot tub, 15+ acres, queen bed, wifi, refrigerator, microwave, private area of home. Japanese dinners available.

WILLIAMSTOWN CHAMBER OF COMMERCE

Michael Zeppieri, *President* Kathleen McDonald, *Executive Director* Elinore Herne, *Volunteer Coordinator*
P.O. Box 357, 7 Denison Park Drive, Williamstown, MA 01267
413.458.9077 Telephone 413.458.2666 Fax info@williamstownchamber.com



WELCOME NEW MEMBERS !! (continued)

JAE'S INN, NORTH ADAMS

Contact: Jae Hoon Chung
1111 South State Street
North Adams, MA 01247
413.664.0100
jae@jaesinn.com
www.jaesinn.com

Completely renovated turn-of-the century building offers an intimate inn setting with discriminating design in a relaxed atmosphere.

JAE'S INN SPA, NORTH ADAMS

Contact: Jae Hoon Chung
1111 South State Street
North Adams, MA 01247
413.664.0100
jae@jaesinn.com
www.jaesinn.com

Spa provides a full range of spa treatment and beauty services. Licensed massage therapist and licensed esthetician available. Call to schedule an appointment.

JAE'S INN, WILLIAMSTOWN

Contact: Jae Hoon Chung
777 Cold Spring Road
Williamstown, MA 01267
413.458.8032
jae@jaesinn.com
www.jaesinn.com

Delightful village inn with 6 spacious yet cozy rooms, each with a private bath. Full-service restaurant on the premises.

JAE'S INN RESTAURANT, WILLIAMSTOWN

Contact: Jae Hoon Chung
777 Cold Spring Road
Williamstown, MA 01267
413.458.8032
jae@jaesinn.com
www.jaesinn.com

Specializing in Pan-Asian cuisine; design sushi rolls; exotic drink menu; children's menu; take-out available.

KOLOK GALLERY

Contact: Kurt Kolok
121 Union Street, 1E
North Adams, MA 01247
413.664.7381
kurt@kolokgallery.com
www.kolokgallery.com

Contemporary Fine Art. U.S. and International Artists.



UPDATE ON HEALTH CARE REFORM FOR SMALL BUSINESS IS APRIL 24 MEETING TOPIC

One of the pressing issues facing business today is health care costs and the need for health care reform. The Williamstown Chamber of Commerce will present an "Update on Health Care Reform for Small Businesses" at its monthly dinner meeting on Tuesday, April 24, at Isabella's Restaurant, 896 State Road, North Adams. Chip Joffe-Halpern, Executive Director of Ecu-Health Care and a member of the Board of Directors of the Commonwealth Health Insurance Connector Authority, and Holly Taylor, Vice President of True North Insurance Agency, will discuss the impact of the new law on small businesses and their employees.

Joffe-Halpern will discuss the individual mandate that will require all Massachusetts residents to have health insurance. He will also review the Commonwealth Connector plans for young adults and for people who earn less than 300% of the federal poverty level and do not qualify for employer-based coverage. Taylor will discuss the new Connector health plans to be available July 1 for individuals and employers. She will also review employer obligations under the new law and the timeframe for fulfilling them.

Joffe-Halpern is one of the eleven-member Commonwealth Health Insurance Connector Authority, which is charged with implementing the law and the new health plans. He is President of the Board of Directors of Health Care For All, the lead consumer health care advocacy agency in New England and is also a member of the Medical Care Advisory Committee to the Commissioner of Medicaid in Massachusetts. Taylor is an insurance broker, specializing in medical, dental, life, and disability plans for Berkshire County employers. She is a member of the National Association of Health Underwriters and its Massachusetts chapter.

Please join the Williamstown Chamber of Commerce for this informative presentation on Tuesday evening, April 24 at Isabella's Restaurant, 896 State Road, North Adams. A social hour with cash bar will begin at 5:30 PM, dinner at 6:30 PM, followed by the presentation. Reservations are being accepted immediately by calling the Chamber Office at 413.458.9077 or e-mailing at info@williamstownchamber.com. (Please include your name, business, telephone number and entrée choice.) Please indicate your choice of one of the following entrées:

- * Grilled North Atlantic Salmon with Pesto Genovese
- * Grilled Balsamic Marinated Pork Chop
- * Sautéed Breast of Chicken with a Red Wine-Dijon Sauce
- * Spinach Lasagna with Marinara

Please reserve by April 17...Cancellations after this date will not be accepted. Members \$28.00 and Non-Members \$32.00. If invoice is required, please request when making reservations. Payment is remitted at the meeting and checks should be made payable to the Williamstown Chamber of Commerce.



TAKE ADVANTAGE OF CHAMBER’S “NETWORKING NIGHTS”

Beginning in April the Chamber will offer after-business hours “Networking Nights.” These events are intended to provide networking opportunities, which, according to the recent Strategic Planning survey, were considered the Chamber service of greatest value. The events are also intended to highlight both new and long-standing members.

On Wednesday, April 11, we will have the wonderful opportunity to not only network with other businesses but also experience the workings of a state-of-the art recording studio that has made front-page news and enjoy an art gallery whose exhibits have been reviewed by the Berkshire Eagle and the North Adams Transcript. Skyboro Sound Recording Studio and Kolok Gallery, both located in the Windsor Mill, 121 Union Street, North Adams, are the hosts for the April 11 “Networking Night.” Chamber members, information booth volunteers, and non-members are invited to attend this free event, from 5:30-7:30 PM. Light refreshments will be served.

As new Chamber members, Kolok Gallery, a gallery focusing on representing and exhibiting emerging and mid-career, national and internationally-based artists, and Skyboro Sound Recording Studio, a full-service digital and analog recording studio, welcome the opportunity to open their doors to fellow Chamber members and provide “Networking Night” attendees with a first-hand experience of their businesses. Plan now to take advantage of this special occasion to network amidst art and music, on April 11.

On Tuesday, May 8, the Chamber’s May “Networking Night” will be hosted by new member Day and Beth Healing Arts, 210 Water Street, Williamstown. If your business is interested in hosting one of the “Networking Nights,” please contact the Chamber office.

THE HARRISON GALLERY & MASS MOCA RECEIVE AWARDS

Congratulations to Chamber member The Harrison Gallery for receiving the prestigious International Association of Art Critics’ second place award for best show in a commercial gallery for their 2006 show, “New Visions: Mike Berg, Paul Chonjowski and Ray Charles White.” The Harrison Gallery was one of only eight commercial galleries in New England to receive an award and one of only a few galleries outside of Boston. Chamber member MASS MoCA also won two awards from the International Association of Art Critics – Second place for best thematic museum show for “Ahistoric Occasion: Artists Making History” and second place for best installation or single work of art in a museum for “Carsten Holler: Amusement Park.”

ADVANCE NOTICE

The Mohawk Trail and other destinations in Williamstown will be featured in the book, “1000 Places to See in the USA and Canada Before You Die.” According to author Beth Svinarich the book will be available by the end of May.



3/28 CHAMBER MEETING FOCUSES ON FINANCING SCHOOLS

At the Wednesday, March 28 Chamber breakfast meeting, Superintendent Dr. Rose Ellis of the Williamstown School District and James Kolesar, Chair of the Mt. Greylock Regional High School's Long-Range Financial Planning Committee, offered a presentation on the financial issues facing school systems. How to manage decreasing enrollment and decreasing state revenues while expenses continue to increase was discussed. The inequality in reimbursement for school choice versus charter schools was noted. Dr. Ellis stressed that funding needs to be equitable, adequate, and predictable. Mr. Kolesar stated that the current model is not financially sustainable. He believes a new era of trust in the budget process has emerged. The need to explore creative financing options and face difficult questions/decisions was also mentioned.

MAXIMIZING YOUR MEMBERSHIP BENEFITS

Utilize Marketing Opportunities at Information Center and Information Booth

An important Chamber benefit is the opportunity for members to display their rack cards, brochures, or publications in the Chamber's Information Booth, at the junction of Routes 2 and 7, and in the Information Center located at 100 Spring Street. Both these information resources are open year round, exclusively display Chamber members' materials, and are frequented by visitors and community members. The Information Booth is staffed by volunteers from June through October.

HOW IT WORKS: Members provide the Chamber office with an ample supply of their marketing materials. The Chamber office is responsible for keeping both the booth and the center stocked with your rack cards, brochures, and publications. PLEASE NOTE: Individual members should not add their materials to the Information Booth or Information Center themselves. Please bring your marketing materials to the Chamber office for distribution.

Utilize Advertising Opportunities in the Chamber's Monthly Newsletter

Members can market to the 500+ readership of the Chamber's monthly newsletter regarding their services and goods. Through a one-page insert in the newsletter, you can expand your marketing clout, increase name recognition, and heighten your business' profile in the Northern Berkshire community. Please contact the Chamber for pricing and deadlines.

MARKETING OPPORTUNITIES AT TRI-STATE FAIR, 8/15-8/19

Chamber member, The Knights of Columbus, is hosting the Tri-State Fair at Green Mountain Racetrack in Pownal, Vermont, August 15-19. The main attraction will be provided by Dreamland Amusements with over 40 rides and attractions. They are inviting Chamber members to exhibit free of charge outside on the fair grounds. They are also offering businesses the opportunity to advertise by sponsoring rides for \$200.00 or being a booster for \$50.00. By sponsoring a ride businesses will get a 2' x 2' sign placed on the ride. All major sponsors will be mentioned in radio and print ads. For Information-Joe DiFusco 518.658.3530