

Williamstown

Chamber of Commerce

Business News * FEBRUARY 2007 *

**WILLIAMSTOWN
CHAMBER OF
COMMERCE
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The Chamber's initiative **Working and Winning Together** was kicked off in the January newsletter. This involves Chamber members collaborating to develop creative, "win-win" solutions in promoting their products and services, thereby increasing visibility and revenue for the participating companies and the overall business community. We seek news of our members' collaborative efforts to inspire others to realize the value and benefits of **Working and Winning Together**.

Each month's newsletter will discuss a type of creative solution and share members' success stories. Utilizing **Cross-Promotional Campaigns** to spark success was January's topic and details of a member's successful campaign were outlined.

Employing the "**Power of Many through Cooperative Ads**" is featured this month. Cooperative advertising is a joint effort between two or more businesses to pool advertising money for more buying power. Ads feature all of the participants' information under a common umbrella. Where advertising costs would be prohibitive for an individual business, a number of cooperating businesses can pool their resources to reach their shared goal of maximizing exposure. Already Chamber members are realizing the value of this creative, "win-win" solution. The Library Antiques, LiAsia Gallery, Williams College Museum of Art, Where'd You Get That!?, and the Chamber collaborated to buy advertising space at the Prime Outlets in Lee. The cooperative poster advertisement, mounted in time for the holiday shopping season, has prominent placement in the Prime Outlets' food court. Participants shared advertising and design costs. Consider how your business can benefit from the "**Power of Many through Cooperative Ads**" to meet your marketing and business goals in 2007.

Kathleen McDonald
Executive Director

POINTS OF INTEREST

Working and Winning Together	<i>Save The Dates</i>	Welcome New Members
Feb. 28 Chamber Mtg.	<i>Awarding of MTA Mini-Grant</i>	Strategic Planning Survey
Berkshire Creative Economy	<i>Tri-State Fair, 8/14-8/19</i>	Theatres' 2007 Seasons
WC's 2007 Family Days	<i>Volunteer Opportunities</i>	Seminars and Workshops

SAVE THE DATES

2007

Wednesday, February 28

Chamber **Breakfast** Meeting
The Orchards Hotel, 222 Adams Road, Williamstown
7:00 AM Breakfast Buffet begins, 7:50-8:50 AM Program

Thursday, April 12 –
Sunday, April 22

2007 Williamstown Jazz Festival
Venues in Williamstown and North Adams
www.williamstownjazz.com

WELCOME NEW MEMBERS !!

BARR AND BARR BUILDERS, INC.

Contact: John Benzinger
71 Spring Street
Williamstown, MA 01267
413.458.7911
jbenzinger@barrandbarr.com
www.barrandbarr.com

Full-service construction management firm with a tradition of construction excellence and commitment to hands-on management. Ensuring owners and architects receive the accountability, continuity, and responsiveness that are the foundation for every successful project.

DAY AND BETH HEALING ARTS

Contact: David / Beth Acheson
210 Water Street
Williamstown, MA 01267
413.458.0912
health@dbhearts.com
www.dbhearts.com

Good health is often easily obtained by the body's natural healing powers. We facilitate this process with Eastern-based medical principles embodied in Acupuncture and Herbal Medicine, combined with Western-based medical principles embodied in Massage and Muscle Therapy, Postural Analysis, Craniosacral, and Visceral Therapies.

GOODMAN'S JEWELERS

Contact: Karen Goodman Pedercini
30 Spring Street
Williamstown, MA 01267
413.458.8452
kqpangel@verizon.net

30 years of service to the community.
Gold and silver jewelry; watches and bands; clocks; gifts; repairs. Stock over 90 batteries; engraveable plaques, awards and presentation gift items; all engraving done on site.

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)

KNIGHTS OF COLUMBUS COUNCILS 11071 and 10917

Contact: Joseph DiFusco
P. O. Box 269
Hoosick Falls, NY 12090
518.658.3530

immconcept@aol.com

www.Hoosick-Falls-Catholic-Church.org

Fraternal, charitable non-profit organization.
Presenting the Tri-State Annual Summer Family
Fair, August 14 – 20, 2007, at the Green Mountain
Race Track, Pownal, VT.

THE BIDWELL HOUSE MUSEUM

Contact: Martha Dailey
P. O. Box 537
Monterey, MA 01245
413.528.6888

bidwellhouse@hughes.net

www.bidwellhousemuseum.org

Located a few miles south of the Lee Outlets in
Monterey, a 1750 Georgian colonial saltbox on 196
acres of land. Open to the public year round for
woodland trail walks and picnics. Museum provides
an experience of life in the Berkshires, 18th century
furnishings, quilts, redware and colonial garden.

THE COLONIAL THEATRE

Contact: Jessie Virgilio
111 South Street
Pittsfield, MA 01201
Box Office : 413.997.4444
info@thecolonialtheatre.org
www.thecolonialtheatre.org

A Gilded Age architectural gem brought back to life
as a performing arts center in the "heart of the
Berkshires." The Colonial's intimate audience
chamber and superb acoustics offers a perfect
setting for the diverse programming offered year-
round – from classical and jazz, to Broadway,
comedy, family programming and world music.

TOP NOTCH

Contact: Jeanne Filiault
442 Notch Road
North Adams, MA 01247
413.663.5660
topnotchwriter@roadrunner.com

A writing and marketing services company
welcoming the opportunity to make an ongoing
contribution to the internal communication and
marketing efforts of our area companies. Jeanne
Filiault is a published writer with a Marketing degree.

TSUBO

Contact: Molly Kerns
173 Water Street
Williamstown, MA 01267
413.458.0321
info@tsubomassage.com
www.tsubomassage.com

Health and Wellness Center serving Berkshire
County and the surrounding area. Offering Massage
Therapies, Acupuncture, Lymphatic and
Craniosacral Therapies.



WELCOME NEW MEMBERS !! (continued)

VoIP LOGIC, LLC

Contact: Susan Daugherty
529 Main Street
Williamstown, MA 01267
310.279.4700
info@voiplogic.com
www.voiplogic.com

Voice over IP hosted / managed solutions provider
and a member of the Williamstown community.

“GREENING YOUR BUSINESS: CUTTING COSTS AND SAVING THE BERKSHIRE ENVIRONMENT” IS 2/28 MEETING’S TOPIC

Rising energy costs and the impacts of global warming are of growing concern to Berkshire business owners and residents. It is the focus of the Chamber’s February 28 Breakfast Meeting. In 2001, the Williamstown Select Board adopted a resolution to join the Cities for Climate Protection, pledging to take steps to reduce greenhouse gas emissions. The COOL (Carbon Dioxide Lowering) Committee was formed to provide leadership for conducting a greenhouse gas inventory and developing a Climate Action Plan for Williamstown. In 2004, the Selectmen adopted a goal of reducing greenhouse emissions by 10% below 2000 levels by 2010. In 1/07, Williams College adopted their own emissions reduction goal of 10% below 1990-91 levels by the year 2020.

In the fall of 2006, a Williams College Environmental Planning course grappled with what actions, and associated benefits, individual businesses could take regarding this complex global issue. Students from the project will discuss results of their survey and research work, as well as highlight case studies of local successes at The Williams Inn and the Milne Public Library.

Please join us on February 28 at The Orchards Hotel, 222 Adams Road, Williamstown for the COOL Committee’s presentation. Breakfast buffet beginning at 7:00 AM; program 7:50 AM - 8:50 AM. Members \$20.00 and Non-Members \$25.00. Reservations are being accepted by calling the Chamber Office at 413.458.9077 or e-mailing info@williamstownchamber.com. Please reserve by Thursday, 2/22. Cancellations after this date will not be accepted.

CHAMBER AWARDED MOHAWK TRAIL ASSOC. MINI-GRANT

The Chamber’s Marketing Committee is pleased to announce that the Chamber has been awarded a Mohawk Trail Association Mini-Grant to assist in the redesign of the Chamber’s website, an important marketing vehicle and members’ resource. The project is scheduled for completion by June 1. The purpose of MTA’s mini-grants is to assist its non-profit members innovatively market the region as a travel destination and to improve the regional economy.



CHAMBER STRATEGIC PLANNING SURVEY ROLLS OUT

The Chamber's Board of Directors is undertaking a Strategic Planning process to determine the best direction for the coming years. To do this, we need **YOUR HELP**. The initial step is to survey Chamber and community members. A brief, 9-question survey will be e-mailed/mailed the week of 2/5. Please take a few minutes to complete the survey so we can better serve you. Your input is vital. The Board of Directors sincerely appreciates your help.

BERKSHIRE CREATIVE ECONOMY HIGHLIGHTED ON JAN. 31

68 attendees at January 31's Chamber dinner program learned from Laurie Norton Moffatt and Ellen Spear, Co-Chairs of the Steering Committee of the Berkshire Creative Economy Project, that "art means business in the Berkshires." Based on the project's calculations, currently 6,100 jobs are generated by the creative economy cluster in the Berkshires. Defining the "creative cluster" cuts across traditional industry and business lines, to include jobs which engage creativity in their execution from all sectors. The presenters were introduced by Michael Conforti, Director of the Sterling and Francine Clark Art Institute and member of the Steering Committee. Ms. Norton Moffatt, Director of the Norman Rockwell Museum, noted that key themes had developed as a result of the project's work, including the need to develop a unified Berkshire brand, numerous collaborative opportunities, the crucial role of education, and the need for investment. Ms. Spear, President of the Hancock Shaker Village, cited the export potential of Berkshire creative endeavors to the global market and mentioned recommendations for creative cluster economic development projects including a Berkshire Design Center and a Berkshire Biennial.

The Berkshire Creative Economy Project's analysis and recommendations will be blended with the work of the Berkshire Strategy Project and the Berkshire Compact for Higher Education to produce the implementation phase of the projects' combined efforts, known as the Berkshire Blueprint. The Berkshire Blueprint is scheduled to be rolled out by the Berkshire Economic Development Corporation on March 9. Information regarding the Berkshire Blueprint can be accessed through www.berkshiredc.com and clicking on Berkshire Blueprint.

MEMBER OPPORTUNITIES AT TRI-STATE FAIR, 8/14 – 8/19

The Knights of Columbus plans to present a Tri-State Annual Summer Family Fair at the Green Mountain Race Track, Pownal, VT, August 14–19. The Knights of Columbus are inviting businesses and organizations to participate by setting up booths to sell or display their information or products, with no charge for booth space. (Food concession booths will not be allowed.) This offers a wonderful marketing opportunity for Chamber members. The fair's appeal is to families and is intended to bring business, government, and private agencies from Massachusetts, Vermont and New York together to highlight the services and events offered in the Tri-State area. For further information and to register, please contact Joe DiFusco, Knights of Columbus, 518.658.3530.



THEATRES ANNOUNCE 2007 SEASONS

Excitement is in the air as the Chamber's theatre organizations have announced their 2007 seasons. Please consult the following websites for schedules and ticket information. See you at the theatre!

Williamstown Theatre Festival, Williamstown, MA
Oldcastle Theatre Company, Bennington VT
Barrington Stage Company, Pittsfield, MA
The Colonial Theatre, Pittsfield, MA

www.wtfestival.org
www.oldcastletheatreco.org
www.barringtonstageco.org
www.thecolonialtheatre.org

WILLIAMS COLLEGE'S 2007 FAMILY DAYS SCHEDULED

Williams College has announced the dates for its 2007 Family Days. The Spring Family Days coincide with the Williamstown Jazz Festival this year. Many of our members are directly (lodging members) or indirectly associated with Williams College's Family Days. For further information, access www.williams.edu/home/parents

Spring Family Days
Fall Family Days

April 21-22, 2007
October 26-28, 2007

VOLUNTEERS – CHAMBER'S LIFE BLOOD

The Chamber is deeply appreciative of the work of its volunteers. The continued success of the organization is a direct reflection of the commitment business and community members offer the Chamber by sharing their time and talents. Our thanks to the 19 Chamber members who serve as governance volunteers on the Board of Directors and participate on its committees. Our thanks to the Chamber members who have volunteered to participate on various Chamber committees. We are extremely grateful to the following volunteers who have offered their time and efforts to fulfill various Chamber tasks: Barbara Agostini, Rita Brown, Jean Dilisio, Jean Donati, Betty Kovacs, Ken Meyer, and Betty Patterson. Our thanks to all of you!

VOLUNTEER OPPORTUNITIES

The Chamber continues to have need of volunteers in the following areas. Please contact the Chamber Office if you are interested in any of these opportunities:

- Filming Chamber Meetings – looking for volunteer(s) to film Chamber meetings for broadcast on Willinet. Willinet will supply training & camera.
- Office Support – volunteers needed for office support tasks and assistance with mailings
- Information Booth – additional volunteers sought to staff booth from Memorial Day Weekend to Columbus Day Weekend



SEMINARS AND WORKSHOPS ABOUND

Free SOMWBA Workshop in Pittsfield

The State Office of Minority and Women Business Assistance (SOMWBA) will hold a free certification workshop on Wednesday, February 28, from 10 AM – 1 PM, at Berkshire Community College, Susan B. Anthony College Center, General Bartlett Room 1350 West Street, Pittsfield.

This workshop will present the requirements for state certification of minority (MBE) and women business enterprises (WBE), as well as for the U.S. Department of Transportation’s disadvantaged business enterprise (DBE) program. State and municipal agencies purchase millions of dollars worth of products and services for MBE-, WBE- and DBE-certified businesses. If your business has a product or service which such agencies purchase, you could profit from certification.

Professional staff will provide instruction on completing the certification applications and information on competing in public markets. All applicants must attend one workshop. Registration is required. For information, call Arthur Levin at 413.587.6213, or log onto the SOMWBA website at <http://www.somwba.state.ma.us> to register on line. Registrations must be received by noon on Tuesday, February 27.

Training Seminars through Massachusetts Small Business Development Center Network

<u>Seminar</u>	<u>Date</u>	<u>Location</u>
Your First Business Plan	2/14	Great Barrington
Who’s Driving the Bus	2/21	Springfield
Research Tools for Small Business	3/7	Springfield
Heard It Through the Grapevine	3/14	Pittsfield
Your First Business Plan	3/22	Amherst
Guerrilla Marketing	3/28	Springfield
7 Steps to Improve Your Web Site’s Performance	4/4	Springfield
Your First Business Plan	4/11	Pittsfield
Selecting the Right Legal Entity	4/18	Northampton
Your First Business Plan	4/26	Greenfield
In The Driver’s Seat: Celebrating Women’s Entrepreneurial Success	5/10	Pittsfield

The MSBDC offers free, confidential counseling services to small business in Berkshire County through the Pittsfield office with outreach counseling available in Great Barrington and North Adams by appointment.

For more information or to register for training seminars, contact the Small Business Development Center at 413.499.0933 or select Training Seminars online at www.msbdc.org/wmass.