

# Williamstown

## Chamber of Commerce

### Business News \* MARCH 2007 \*

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This month the Chamber's **Working and Winning Together** initiative focuses on another innovative method members are using to collaboratively market their businesses. As we know, one of the keys to business success is "location, location, location." **Maximizing Your Business' Location**, for its overall value as well as the unique features it offers, should be a component of every strategic marketing plan.

This month we focus on an example of how members are working together to maximize unique features of their location. Originally intended as a single occupant building, 16 Water Street enjoys the unique feature of having a door connecting two segments of the original building. Neighboring businesses, Mezza Bistro & Bar and theBrowns, had the idea of "opening the door" to allow customers to flow between both businesses. The idea was born in August 2005 when Northern Berkshire Creative Arts held a fundraiser at theBrowns and Mezza catered the event. In their discussions to collaboratively maximize each other's events and plan events together, Nancy Thomas, owner, and Halle Heyman, manager, of Mezza Bar & Bistro, and Tom and Mikki Brown, owners of theBrowns, concluded they were appealing to the same customer demographics. The shared door between the businesses is open on weekend evenings, 5:00 - 8:00 PM, from Memorial Day through Columbus Day. Customers enjoy stepping into theBrowns to shop while waiting for a table at Mezza or finding the inspiration, after a successful shopping venture at theBrowns, to dine conveniently next door at Mezza Bistro & Bar. theBrowns and Mezza Bistro & Bar have collaborated to maximize a unique feature of their adjoining locations into a promotional "win-win" for their businesses. We hope this example will offer members food for thought and inspire others to **Work and Win Together**.

*Kathleen McDonald*  
Executive Director

#### POINTS OF INTEREST

Working and Winning Together

*Save The Dates*

Welcome New Members

March. 28 Chamber Mtg.

*Greening Your Business*

Visitors Guide & Map

Membership Committee

*Tourism Marketing Workshop*

2007 Jazz Festival



## **SAVE THE DATES**

### **2007**

Wednesday, March 28

Chamber **Breakfast** Meeting  
Holiday Inn Berkshires, 40 Main Street, North Adams  
7:00 AM Breakfast Buffet begins, 7:50-8:50 AM Presentation

Thursday, April 12 –  
Sunday, April 22

2007 Williamstown Jazz Festival  
Venues in Williamstown and North Adams  
[www.williamstownjazz.com](http://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

## **WELCOME NEW MEMBERS !!**

### ***BERKSHIRE DIRECT, INC.***

Contact: Matt Storey  
208 Water Street  
Williamstown, MA 01267  
413.458.1721  
[matt@berkshiredirect.com](mailto:matt@berkshiredirect.com)  
[www.berkshiredirect.com](http://www.berkshiredirect.com)

Full-service marketing agency with clients big and small.

### ***SKYBORO SOUND RECORDING STUDIO***

Contact: Mike St. Pierre and  
Jamie Choquette  
Windsor Mill Studios  
121 Union Street  
North Adams, MA 01247  
413.662.2333  
[mike@skyborosound.com](mailto:mike@skyborosound.com)  
[jamie@skyborosound.com](mailto:jamie@skyborosound.com)  
[www.skyborosound.com](http://www.skyborosound.com)

Full-service digital and analog recording studio. Capabilities include tracking, mixing, and mastering of audio. The studio welcomes singer-songwriters, bands, jazz and classical musicians and anyone seeking to complete a high-quality recording project.

### **WILLIAMSTOWN CHAMBER OF COMMERCE**

Michael Zeppieri, *President* Kathleen McDonald, *Executive Director* Elinore Herne, *Volunteer Coordinator*  
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## **LONG-RANGE FINANCIAL ISSUES FACING NORTHERN BERKSHIRE'S SCHOOLS IS TOPIC FOR 3/28 MEETING**

As we are aware, education is critical to the future of Northern Berkshire County, our nation, and for generations to come. The Chamber's March 28 breakfast meeting, hosted by the Holiday Inn Berkshires, North Adams, will specifically focus on the long-range financial issues facing our schools. James Kolesar, in his role as Chair of the Mt. Greylock Regional High School's Long-Range Financial Planning Committee, will discuss his committee's work and findings. Dr. Rose Ellis, Superintendent of the Williamstown Elementary School, will present a report on the variety of issues affecting the financial future of elementary school education in Williamstown. A conflict has prevented Superintendent James Montepare from speaking regarding the North Adams schools' financial issues. If this changes, we will notify you.

Please join us on March 28 at the Holiday Inn Berkshires, 40 Main Street, North Adams for this important presentation. Breakfast buffet begins at 7:00 AM; program begins at 7:50 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](mailto:info@williamstownchamber.com). Please reserve by Thursday, March 22. Cancellations after this date will not be accepted.

## **MEMBERS RESPOND TO "GREENING YOUR BUSINESS: CUTTING COSTS AND SAVING THE BERKSHIRE ENVIRONMENT"**

Attendees at the Chamber's February 28 breakfast meeting learned first-hand from members of Williamstown's Carbon Dioxide Lowering (COOL) Committee the strategic importance of greening their businesses and specific measures they can undertake to experience reductions in their energy costs and simultaneously contribute to saving our environment. Nancy Nylen, Associate Director of the Center for Ecological Technology (CET) and a member of the COOL Committee, offered compelling reasons for the imperative to reduce greenhouse emissions. Ms. Nylen noted that in 2004 the Williamstown Selectmen adopted a goal of reducing greenhouse emissions by 10% below 2000 levels by 2010. Ms. Nylen suggested individual and collective solutions for businesses to "green" their enterprises, from switching to fluorescent light bulbs and taking advantage of free energy surveys and rebate programs, to collectively investing in renewable energy in the forms of solar, wind, and hydro-electrical power.

Katie Howard and Sarah Martin, students of Williams College's Environmental Planning course, shared the results of a survey they conducted this fall with 21 businesses on Spring Street who rely on walk-in customers. The students highlighted the survey's findings as well as their recommendations to the COOL Committee for business education materials. In an effort to offer examples of individual organizations' efforts and to encourage other chamber members, Pat McLeod, Director of the David and Joyce Milne Public Library, and Carl Faulkner, owner of The Williams Inn, shared their respective success stories in "greening" their enterprises and delineated the cost savings they have experienced.

## **USING VISITORS GUIDE & MAP AS MARKETING TOOL**

The Chamber's Marketing Committee would like members to be aware that the Visitors Guide & Map (formerly known as the Fact Finder & Map) offers an effective marketing tool for your business. If you are interested in receiving copies to display and/or share with clients and customers, please call your requests into the Chamber office. The Marketing Committee has committed that the next version of the Guide & Map will be available for distribution by mid-May, in time for the summer season.

## **KUDOS TO CHAMBER'S MEMBERSHIP COMMITTEE**

The Chamber recognizes and offers special thanks to Bonnie Clark, Chair of the Membership Committee, and committee members Jeanne Driscoll, Laura Macionus, and Mark Solak for their tremendous efforts in 2007's membership drive.

## **TOURISM MARKETING SUBJECT OF WORKSHOP**

The Berkshire Visitors Bureau and the University of Massachusetts Small Business Development Center will present the workshop '**Heard It Through The Grapevine,**' on **Wednesday, March 14, 2007 from 9:00 a.m. – 11:00 a.m.** at the Berkshire Chamber of Commerce conference room, 75 North St., Suite 360, Pittsfield.

What are your customers saying about you?

Berkshire County hosts thousands of visitors each year and increasing competition for the tourist dollar makes customer loyalty imperative to success. Ray Smith, Vice President of Marketing and Operations at the Berkshire Visitors Bureau will discuss tourism marketing for the Berkshires, visitor expectations and lead a discussion on best business practices for the 21<sup>st</sup> century tourist industry.

Susan Mongue, Senior Management Counselor for the Massachusetts Small Business Development Center in Berkshire County will facilitate the workshop.

The workshop is co-sponsored by the Berkshire Visitors Bureau, the Berkshire Chamber of Commerce, Berkshire Bank, Hoosac Bank, Legacy Bank, Salisbury Bank and Trust Company and TD Banknorth Massachusetts.

Since space may be limited, those wishing to attend are encouraged to pre-register by contacting the Mass Small Business Development Center at 413.499.0933 or selecting **Training Seminars** online at [www.msfdc.org/wmass](http://www.msfdc.org/wmass). The fee for the workshop is \$30.00 and due upon registration. An additional charge of \$10.00 may be charged to attendees paying the day of the workshop. Checks should be made payable to **The University of Massachusetts.**



## **WILLIAMSTOWN JAZZ FESTIVAL TO FEATURE RAVI COLTRANE**

Saxophonist Ravi Coltrane and his quartet will headline the 2007 Williamstown Jazz Festival on Saturday, April 21 at the '62 Center on the Williams College campus. Born the second son of John and Alice Coltrane in 1965 in Long Island, New York and raised in the Los Angeles area, he was named after Indian sitar legend Ravi Shankar. He has fronted a variety of jazz lineups; recorded critically-hailed albums as leader; produced recordings by other artists, including for his recently-deceased mother; worked as sideman for jazz luminaries; overseen important jazz reissues; and founded an independent record label. Pianist Luis Perdomo; bassist Drew Gress, and drummer E.J. Strickland will join him on the 21st. Tickets (\$10, \$3 with valid ID) are available starting April 3 by calling the '62 Center's box office 413.597.2425.

The first festival concert will occur at the Clark Art Institute on Wednesday, April 18, featuring Freddie Bryant and Trio del Sol. Freddie is currently in demand in the New York jazz scene where he works with Ben Riley's Monk Legacy Septet and the Mingus Orchestra among others. His most recent CD is with the Trio del Sol (Twinz Records) led collectively with pianist, Misha Piatigorsky and percussionist, Gilad. The trio has performed around the United States and Germany to great acclaim. Tickets (\$10, \$3 with valid ID) are available in April by contacting the MASS MoCA box office at 413.662-2111.

A soul-jazz-blues dance party with *Hipmotism* is set for Friday, April 20 at MASS MoCA, featuring the unique talents of some of the downtown NY scene's most versatile players (Erik Lawrence, saxophone; Clark Gayton, trombone; Ronny Drayton, guitar; Rene Hart, bass; and Abe Speller, percussion). Anyone interested in learning more about the event that evening may attend a lecture demonstration by Erik Lawrence in Bernhard Music Center's Brooks-Rogers Recital Hall at 4:30 p.m. on the 20th. Tickets are \$14 in advance, \$18 day of the show (413.662.2111).

Avery Sharpe and Ted Pease will be adjudicating jazz ensembles from various colleges in Chapin Hall on Friday, April 20th (noon – 4 p.m.) and Saturday, April 21st (9:30 a.m. – 6:30 p.m.) Sharpe, an excellent jazz bassist and composer, is best known for his longtime association with McCoy Tyner's trio. Ted Pease, winner of two grants in jazz composition from the National Endowment of the Arts, designed the original Bachelor of Music major in jazz composition at Berklee College of Music in 1980. There is no admission charge.

Other highlights include a concert by the Williams Gospel Choir with guest conductor Walter Robinson at 6:30 p.m. on the 20th at St. John's Episcopal Church. Robinson was the subject of a national PBS half-hour special titled "Walter Robinson and His Music" produced by WGBH Boston, and has also been featured in *TIME Magazine*, *The Boston Sunday Globe*, *The New York Times*, and *American Theater Magazine*. There will be free dance classes, a New England Jazz Hall of Fame photo exhibit, a jazz-related film, and post-concert jam sessions at Café Latino at MASS MoCA April 20 and Spice Root on Spring St., Williamstown April 21.



## **WILLIAMSTOWN JAZZ FESTIVAL (continued)**

A unique addition to this year's festival will be held at Williams College Museum of Art -Merge: Music, Poetry, Photography featuring Cassandra Cleghorn, 15 Lawrence Hall Drive on Sunday, April 22, at 2:00 P.M. Merge is a true chamber collaboration between music and poetry which was formed by Saxophonist/Flutist/Composer Erik Lawrence and Poet Cassandra Cleghorn in the spring of 2006. Their first CD, MERGE, has been released, and they are finishing up their second, "Mystery Loves Company," an homage to the beat poets and jazz greats at the beginning of this process, 50 years ago. In 1957, simultaneously David Amram performed with Jack Kerouac and Allen Ginsberg in New York, Charles Mingus invited poets to read with his band at the Half Note, Kenneth Patchen recorded with Allyn Fergusson in California, Lawrence Ferlinghetti and Kenneth Rexroth began their beat poetry masteries and Jack Kerouac's masterpiece "On The Road" was first published. To celebrate this occasion, Merge invites History into their midst with David Amram, cult hero Donal Lev, jazz master vocalist Sheila Jordan, second generation poetry/music artist Eric Mingus and others, all friends and fans of Merge, to collaborate, celebrate, and move this incredible interactive art form into the future.

The dates for the entire festival are April 12-22. For the complete schedule, visit [www.williamstownjazz.com](http://www.williamstownjazz.com). Patrons not from the area wishing to obtain area lodging should contact [info@williamstownchamber.com](mailto:info@williamstownchamber.com). One may call 413.597.2736 for general information or e-mail [eclark@williams.edu](mailto:eclark@williams.edu).

The festival is a collaboration between the President's Office, Department of Music, Williams College Museum of Art at Williams College, MASS MoCA, St. John's Episcopal Church in Williamstown, and the Williamstown Chamber of Commerce. The festival gratefully acknowledges financial support from the Massachusetts Cultural Council, Greylock Federal Credit Union, TD BankNorth, Berkshire Bank, and the High Meadow Foundation.

## **CALL TO SHARE AND INSPIRE OTHERS**

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.