

Williamstown Chamber of Commerce

Business News * OCTOBER 2006 *

**WILLIAMSTOWN
CHAMBER OF
COMMERCE
BOARD OF DIRECTORS**

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The beautiful and busy Fall Foliage season is upon us, the academic year has kicked off, and the Williamstown Chamber of Commerce has a new Executive Director. By way of introduction, I am Kathleen McDonald. I hail from Berkshire County, having spent my early years in Williamstown and North Adams. I have garnered extensive Marketing and Communications experience working for non-profit organizations and companies in a number of business sectors in Eastern Massachusetts. I am happy to return to Northern Berkshire County and to have the opportunity to serve the Chamber.

I eagerly anticipate personally meeting you. I look forward to working together with you and the Board of Directors to serve the needs of the Chamber and the community. I intend to direct my energies, skills, and experience to the Chamber's continued success and growth.

As I mentioned at the September 27th Chamber meeting, the strength and vibrancy of the Williamstown Chamber of Commerce is a direct reflection of its membership. Thus far this year, fourteen new members have been added to the roster of our highly valued current members. Active participation from the entire membership is vital to the Chamber's continued health.

I extend an open invitation to each of the members to contact me at the Chamber office any time. Thank you for your continued support of the Chamber. It is sincerely appreciated.

Wishing you a prosperous and enjoyable Fall Foliage season.

Kathleen McDonald
Executive Director

POINTS OF INTEREST

Welcome *New* Members

Save The Dates

Volunteer Opportunities

Chamber Events

National Business Women's Week

Your First Business Plan

October 16 - 20



WELCOME NEW MEMBERS !!

PREVIEW MASSACHUSETTS / NEW MASS MEDIA, INC.

Michael Kusek
116 Pleasant Street, Suite 335
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413.529.2840 x215
www.previewma.com
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Publisher of two monthly magazines (Preview Massachusetts and Preview Connecticut) as well as the Valley Advocate, Hartford Advocate, New Hartford Advocate and Fairfield County Weekly newspapers.

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Information Technology Consultant

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



SAVE THE DATES

2006

Wednesday, October 25

October Membership Meeting
Faculty House, Williams College
5:30 Cocktails; 6:30 Dinner

Thursday, October 19 –
Sunday, October 29

Williamstown Film Festival
Viewings at Images Cinema and Hunter Ctr., Mass MoCA
www.williamstownfilmfest.com

Wednesday, November 29

Chamber's Annual Meeting
Williams College Museum of Art
5:30 Cocktails; 6:30 Dinner

Saturday, December 9

Chamber's Holiday Walk
1:00 – 7:00 PM

Monday, December 18

December Membership Meeting / Holiday Party
The Williams Inn
5:30 Cocktails; 6:30 Dinner

2007

Friday, February 2 –
Sunday, February 4

2007 Bay State Winter Games
Venues in Williamstown, Hancock, and North Adams
www.baystategames.org/winter

Wednesday, April 18 –
Saturday, April 21

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

VOLUNTEER OPPORTUNITIES

Chamber Office

Need for office support and assistance with mailings
Contact: Kathleen McDonald, 413.458.9077

Chamber's Holiday Walk

Help out and enjoy getting in the holiday spirit
Contact: Christy Abel, 413.458.4216

Bay State Winter Games

Volunteer opportunities abound
Contact: Kevin Cummings, 781.932.6555



MEETING FOCUSES ON BIKE PATHS & ECO-TOURISM

An enthusiastic group of 65 attendees participated in the Chamber's September 27th meeting graciously hosted by Le Jardin Restaurant and Inn. The group heard Marjorie Cohan, President of the Berkshire Bike Path Council, Sarah Gardner, Professor of Environmental Studies at Williams College, and Rhonda Serre, Economic Development Specialist in Representative John Olver's Pittsfield office, discuss the important topic of Bike Paths and Eco-Tourism. The meeting also offered an initial opportunity for members to meet the Chamber's new Executive Director, Kathleen McDonald.

Ms. Serre announced at the meeting that a \$70,000 federal grant, which was part of the Scenic Byway Proposal, had been received to begin the northern portion of the county-wide bike path project. The money would be used to complete a feasibility report on the Williamstown-North Adams portion of the proposed trail. Ms. Gardner discussed three different Williamstown-North Adams routes her students had designed. Ms. Cohan stressed that community support and involvement is strategic in demonstrating commitment to the project. Ms. Cohan discussed the benefits of bike paths to North County's economy and tourism.

CHAMBER HONORS ITS VOLUNTEERS

On September 21st volunteers from the Williamstown Chamber of Commerce's Information Booth were honored at a Volunteer Thank You event hosted at the Williams Inn. More than 35 volunteers attended the event. Michael Zeppieri, Chamber President, and Kathleen McDonald, Executive Director, thanked the volunteers for their tremendous efforts in being enthusiastic ambassadors for the Chamber.

It was stressed that the volunteers' warm welcome and offer of assistance to visitors is critical to promoting Williamstown and Northern Berkshire County in addition to being vital to the region's continued vibrancy and growth. Ms. McDonald noted that from May 26th to October 9th volunteers spent over 950 hours staffing the Information Booth, which is located at the corner of Routes 2 and 7 in Williamstown. The booth is open year round. The chamber honored Elinore Herne for the exemplary job she continues to perform as Volunteer Coordinator. Joseph and Barbara Gallo of "Fiddlers Two" offered musical entertainment for the event. As part of the celebration volunteers enjoyed participating in a raffle of gifts donated by Chamber members.

A SPECIAL WORD OF THANKS

The Chamber would like to sincerely thank all of the businesses and organizations that generously donated gifts and gift certificates, which were raffled during the Volunteer Thank You celebration. Thank you for your valued appreciation of our volunteers' efforts!



NATIONAL BUSINESS WOMEN'S WEEK, October 16-20

The Berkshire Eagle is producing a special tribute to local business women throughout Berkshire County during National Business Women's Week, October 16-20. The Berkshire Eagle, along with the North Adams Transcript, will publish a very special broadsheet edition dedicated to local business women, featuring photos and short bios of their professional endeavors and community service. The submission deadline is **Tuesday, October 3**. To participate or for further information contact Mark French, Advertising Director, 413.496.6320, mfrench@berkshireeagle.com

YOUR FIRST BUSINESS PLAN WORKSHOP

The University of Massachusetts Small Business Development Center will present the workshop '**Your First Business Plan**', on **Tuesday October 17, 2006** from **9:00 a.m. – 12:00** at the Williamstown Financial Center, Community Room, 296 Main Street.

Small businesses are critical to our local, state and national economy. According to the 2005 report from the U.S. Small Business Administration, small businesses account for more than 50% of total jobs with the construction, wholesale trade and leisure and hospitality industry segments accounting for over 60% of U.S. employment. Annual surveys also show that businesses that receive assistance in the planning process consistently outperform those that don't in sustainability, revenue generation and job growth.

This business planning workshop, recommended for all startup and expanding businesses, will focus on management fundamentals from startup considerations through business plan development. Topics for discussion include business structure, legal obligations, market research, marketing and advertising, financial reports and financing resources. Susan Mongue, Senior Management Counselor for the Massachusetts Small Business Development Center in Berkshire County will conduct the workshop. The workshop is co-sponsored by the Berkshire Chamber of Commerce, Berkshire Bank, Greylock Federal Credit Union, Hoosac 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.msbdc.org/wmass. The fee for the workshop is \$30.00 and due upon registration. An additional charge of \$10.00 will be applied for those paying on the day of the workshop. Checks should be made payable to **The University of Massachusetts**. The MSBDC offers free counseling to all small businesses in Berkshire County at the Pittsfield office with outreach counseling in Great Barrington & North Adams by appointment.