

# CHAMBER NEWS

A PUBLICATION OF THE LAKES REGION CHAMBER OF COMMERCE

January 2009

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## New Year, New Faces, New Positions

**H**ere at the Lakes Region Chamber of Commerce we are very excited about the upcoming new year. There have been many new things happen for us beginning with Doug Holmes joining us as our new Executive Director. Doug comes to the Lakes Region Chamber of Commerce via the Mt. Washington Valley Chamber of Commerce where he worked since 2005. He has many new and exiting ideas that will benefit the members including reviving the Travel and Tourism brochure and the new Member to Member newsletter Titled The Lakes Region Chamber Helmsman.



Aimee Noury is another new addition to the Chamber as our new Communications Manger. Aimee comes to us from the real estate world where she spent the last five years as the broker of busy real estate office in Dover NH. Although not a local, Aimee received her degree in Graphic Arts from the Lakes Region Community College in May of 1994. She has a lot of experience in marketing and hopes to bring us some fresh ideas.

Joyce Cameron, our former Communications Manager has stepped up to the role of Membership Manager. Joyce originally joined the Chamber staff as an Administrative Assistant in 2001, quickly being promoted to Member Relations Specialist. In 2004, Joyce went to explore new opportunities with a member company. While apart she continued being involved with the chamber as a volunteer at the seasonal Weirs Beach Information Booth, making cookies and assisting at the annual Santa Fund Train Ride. Joyce is responsible



for managing all Chamber membership efforts. Contact Joyce for assistance with becoming a Chamber member, hosting Business Before or After Hours, Brown Bag Lunches, Ribbon Cuttings and how to take advantage of all the benefits membership entitles you to .

Bobbi Koch, our Information Specialist has been a member of the Chamber staff since 2004. An old timer! She worked on Wall Street for 27 years in New York City - her professional expertise being customer service. A good tool to bring to a Chamber office where there is such a diversification of people walking in the front door. Her main responsibilities are Lodging Availability, Member referrals, posting of events, packages, web maintenance for various topics and monthly statistical info from inquiries. What she likes best about working at the Chamber is the interaction with members and visitors and the diversity of the position. There is always something going on.



Kathy Pevine joined the Chamber in August of 2007 as "the one and only" holding down the fort for the Greater Franklin Chamber of Commerce. In January of 2008, the Greater Franklin Chamber merged with the Laconia-Weirs Chamber of Commerce. It was then that her main responsibility was to plan, organize and carryout Special Events for the Chamber as well as keeping the Franklin office open to members and tourists. She enjoys meeting the fantastic people throughout the Lakes Region.

We think that 2009 is going to prove to be a great year for the Lakes Region Chamber of Commerce and our members. We look forward to exiting times ahead!



# Member News

## **LRGHealthcare Introduces Unique Training Program**

The Lakes Region nursing shortage has caused LRGHealthcare to think creatively. Working with Lakes Region Community College and the New Hampshire Job Training Fund, LRGHealthcare will begin a "Paramedic to Nursing Program" in January 2009. This first of its kind in New England education program will admit eight working paramedics into a program that will offer a "bridge" into LRCC's Registered Nursing Program.

"The Paramedic to Nursing Program is exciting," says LRGHealthcare Director, Education Services, Sally Minkow. "The new Program has the potential to graduate eight additional nurses into the profession every year."

## **Broker Associate Stan Evans receives his CBI wall Plaque**

New Hampshire Business Sales adds another Certified Business Intermediary (CBI) to its ranks. Broker Associate Stan Evans, now CBI, received his wall plaque from President Leon Parker, CBI, during a recent office meeting.

This brings the total to six members of the team who hold the prestigious professional designation awarded by the International Business Brokers Association. The designation is awarded after several years of documented brokerage experience, 60 credit hours of Association courses and attendance at IBBA Conferences, passing a comprehensive examination, and making a pledge to uphold the Association's Code of Ethics. Additionally, holders of the designation have to continue their studies in order to maintain the designation. The CBI designation identifies the holders as being among America's most highly qualified business intermediaries.

## **Tanger Outlets Appoints Steven B. Tanger President and Chief Executive Officer**

Based on the recommendation of Stanley K. Tanger, the company's Founder, Tanger Factory Outlet Centers, Inc. announced a new executive leadership struc-

ture to position the company for continued growth in the years to come. Effective January 1, 2009, Steven B. Tanger, the company's President and Chief Operating Officer since January 1995, will become President and Chief Executive Officer. Stanley K. Tanger will remain as Chairman of the Board.

Steven B. Tanger, 59, is a Director of the Company and was named President and Chief Operating Officer effective January 1, 1995. Previously, he served as Executive Vice President since joining the Company in January 1986. He is a graduate of the University of North Carolina at Chapel Hill and completed the Executive Program at the Stanford University School of Business. He is the son of Stanley K. Tanger.

Tanger Factory Outlet Centers, Inc, a publicly traded REIT, presently has ownership interests in or management responsibilities for 33 outlet centers in 22 states coast-to-coast, totaling approximately 10.2 million square feet, leased to over 2,200 stores that are operated by over 400 different store brands.

## **Annual Thanks for Giving Raises \$20,000**

*Thanks for Giving* is an annual charitable event created by T-BONES & Cactus Jack's. This year's month-long event was held for the benefit of the Animal Rescue League of NH, which rescues approximately 1,400 animals each year. The event ran from October 16<sup>th</sup> - November 13<sup>th</sup>.

Those who dined at any T-BONES or Cactus Jack's restaurant during the fundraiser received a \$5 dinner certificate (valid at their next visit) for every \$5 they donate to the Animal Rescue League of NH. 100% of all donations will go to the ARLNH. Their mission is to protect, rescue and adopt animals to the public. The ARLNH was chosen because it is dedicated to being more than a shelter. The Animal Rescue League also works to improve the relationship between humans and animals with obedience training,

humane education and animal cruelty investigation.

Well-known for their charitable donations, Great NH Restaurants, T-BONES & Cactus Jack's are in the fourth year of fundraising with their annual *Thanks for Giving* program, which has now raised over \$65,000.

Incorporated in 1904, the Animal Rescue League of New Hampshire does not receive any state or federal funding and must rely on private donations and fundraising efforts such as T-BONES' *Thanks for Giving* program to support its cause.

## **Becky Burke Enhances Graphic Skills at Lakes Region Community College**

Earning a Bachelor's Degree with honors from Fitchburg State College in Communications Media with a Graphic Design concentration, one would think Becky Burke (Danbury) would be all set. However, Burke felt as if she needed to update and improve her graphic design skills. That's why Burke is taking Lakes Region Community College's (LRCC) Intro to Web Design I . . . and she's loving it! "I feel really good about LRCC," says Burke. "I am absolutely thrilled with the state-of-the-art equipment. The iMacs at the College are my dream computers and I hope to own one someday. Working with my classmates - - getting creative juices flowing - - is something that I have missed about school."

Burke is employed as Marketing Assistant at Meadowbrook U.S. Cellular Pavilion in Gilford where she works closely with Marketing Director, Chris Lockwood (Gilford). She assists in placing media buys, and handles anything with graphics, direct mail, posters, signs on the Gilford property, and is slowly taking over web design for Meadowbrook.

"Web design is getting huge all of a sudden," continues Burke. "At the time I took coursework, print was the major medium. Now web design is far more critical to communicating one's business to potential customers."

Burke has just registered beckyburke.com and anticipates an entrepreneurial venture of her own. "At beckyburke.com, I will do everything from business identity to logo designs, direct mail pieces, and I plan to incorporate web design for companies as well. I explain to people that I am just learning web design, so I can be hired cheaply." After Burke completes Web Designer II in LRCC's Spring Semester starting in January, her prices will likely rise. That's just good business, isn't it?

Burke is an honors graduate of Fitchburg State College and has chosen to upgrade her skills in LRCC's Graphic Design Associate Degree program of study. Eventually, Burke plans to complete her Master's Degree and become a high school or college teacher while at the same time developing beckyburke.com, her own business enterprise, to its fullest potential.

## **Meredith Village Savings Bank President Bill Beyer to Retire**

Executive Vice President Sam Laverack appointed new president effective January 2009

After more than 35 years of leadership in community banking, Meredith Village Savings Bank President Bill Beyer will retire effective Jan. 12, 2009. Samuel L. Laverack, a 32-year MVSBSB veteran and the current executive vice president, will be MVSBSB's new president starting Jan. 13.

Beyer came to MVSBSB in October 1998, with a promise to the Bank's Board and employees that he would stay for at least 10 years. Having delivered on that pledge, Beyer recently announced his decision to retire early in 2009. Although Beyer will be returning to the Greater Portland, Maine area with his wife, Linda, he will play a post-retirement role at MVSBSB as a member of the bank's Board of Trustees.

*News briefs are from press releases sent to the Chamber. If you have some news to share, please e-mail details to anoury@laconia-weirs.org. Inclusion is a benefit of membership and is limited by space and the discretion of the editor.*

# Chamber by the Numbers

## Website Statistics

	November	Daily Average
Website Sessions*	8,161	272
WebSite Page Views	78,269	2,608
Website Hits	193,026	6,434

\*A Session is a unique visit to our website

### Top 5 Search Terms

Term	Session	Percent
Chamber	304	18.88%
Planner	136	8.45%
Laconia NH	94	5.84%
Laconia	78	4.84%
Laconia Chamber of Commerce	67	4.16%

### Search Engine Referrals

Website	Session	Percent
search.live.com	668	41.49%
www.google.com	510	31.68%
search.yahoo.com	238	14.78%
search.msn.com	105	6.52%
search.aol.com	14	0.87%

### Blog Hits

	November	Daily Average
Hits	234	12

Please note, blog did not start until 11/11

## Inquiries

	November	YTD
Phone Inquiries	81	2,814

### Top 5 State Inquires

State	November	YTD
New Hampshire	5	461
Massachusetts	5	368
New York	14	266
Connecticut	5	145
Florida	3	130

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You can pick up your flower card at either of the Lakes Region Chamber offices in Franklin at 406 Central St., Franklin or the Laconia office at 383 S. Main St., Laconia.

For more information on how the Flower Card Program works contact the Lakes Region Chamber of Commerce at 934-6909 or 524-5531.

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# Chamber Events

## January Business After Hours



**Where:** Belknap Mill  
25 Beacon Street East  
Laconia, NH

**When:** January 15, 2009  
**Time:** 5pm - 7pm

Hope to see you there!

*Chamber Ambassador Paul Hatch from NH Employment Security; John Moriarty, Executive Director of Historic Belknap Mill; Cassandra Bradley, Laconia Rotary President and Jim Contigiani from Contigiani's Catering Service met to discuss Lakes Region Chamber of Commerce Business After Hours to be held at the Belknap Mill on January 15, 5-7pm.*

Laconia Rotary co-sponsors January's Business After Hours with the Belknap Mill and Contigiani's Catering Service. Rotary Club President Cassandra Bradley, John Moriarty the Executive Director, for the Belknap Mill and Jim Contigiani, President of Contigiani's invites you to join them for the Lakes Region Chamber of Commerce Business After Hours event on January 15, 2009 from 5-7PM at the Belknap Mill.

Laconia Rotary is comprised of 75 men and women business owners and leaders in the community. Laconia Rotary is one of the oldest Rotary clubs in the state; as it was chartered in 1925. Rotary is a civic minded organization whose motto is to instill world peace and understanding and Service above self; as such, Laconia Rotary supports numerous worthwhile local community endeavors as well as a variety of projects internationally. Rotary also promotes civic minded individuals at the High School level by supporting a group of students, "Interact", who also provide assistance to various causes throughout our community. Some of the projects Rotary has funded include: Rotary Riverside Park, Laconia Library, \$10,000 in College Scholarships annually, the Belknap Mill, Laconia Police and Fire Department, Laconia softball, hockey, basketball & little league, and Wheel Chairs to Armenia just to name a few.

The historic Belknap Mill is the Lakes Region's Art & Cultural center and is the official Meeting House of NH but is perhaps best known of its industrial knitting museum. The Mill is the sole surviving, unaltered architectural specimen of the American Industrial Revolution. The Mill was built in 1823 and made of bricks using clay harvested at the brickyard just north of the Weirs. Until the Civil War era it produced woven textiles but converted to circular knitting to fill a niche market using then cutting edge technology.

The Mill changed ownership several times but ceased on premise manufacturing and power generating in 1969. Through tough times, spanning nearly half a decade, several forward minded individuals resisted national trends, preventing the certain destruction of the Mill which was to make way for a parking lot. Today on going efforts to preserve this natural treasure, not only as a natural icon of the regions 19th century industrial mite, but more as a place to explore art, music, public discourse and our selves and the world around us.

Contigiani's Catering Service was established in 1965. Over the past 40 years the food and service of Contigiani's have been delivered to and enjoyed by a wide variety of clients at countless events. To name a few, Contigiani's has serviced corporate social gatherings, luncheons & dinners, trade shows, weddings, family outings & birthdays. The events ranged from as few as 10 to as many as several thousand people. They have served such dignitaries as President Richard Nixon, President George W Bush, Senator Bob Dole, Governor Mitt Romney and Governor John Lynch and the list goes on.

Contigiani's is on their 4th generation of family traditions. They continually work hard to develop an excellent rapport with its clients by providing the highest level of quality and service available. Customer Service is their first priority and they look forward to servicing you any your next function.

We hope you will join us for an evening of great food, fun and prizes. The Belknap Mill staff will also be offering guided tours throughout the evening. Members, non-members and invited guests are welcome to attend. Cassandra, Jim & John and their team all look forward to seeing you on January 15th!



### Ambassador Luncheon

A big thank you to Fratello's Ristorante Italiano who sponsored lunch for 20 of our ambassadors for our Annual Ambassadors Luncheon. Our Ambassadors help new Chamber members participate in the various programs offered and assist those who attend Chamber events to gain the maximum benefit of networking with others in the business community. They are an exceptional group of individuals who volunteer their time to help out the business community. Our thanks goes out to them.



### Business After Hours

The Hampton Inn and Suites hosted this months Business After Hours. We had a great turnout this month. With a new 50/50 Raffle Structure Valerie Bergeron from, BJ's won \$93. Other prizes raffled off were a 1 night stay in the King Suite at the Hampton Inn, a gift certificate to the 99 Restaurant, 2 BJ's memberships, and a gift bag from Tanger Outlet. We hope to see you at our next after hours.



### Ribbon Cutting - Holiday Inn Express

The Holiday Inn Express Hotel and Suites had their Ribbon Cutting this month.. It was very well attended. The weather was not great so we had the Ribbon Cutting inside but it still went very well. We had a chance to see some of the rooms and they are very inviting, with plenty of room and a small sitting area.



### BCEDC Economic Outlook Seminar

TD Banknorth sponsored the fourth workshop of the series "Adventures in a Flat World: Navigating the New Business Terrain." The workshop, "Economic Outlook" was co-hosted by the Chamber of Commerce and the BCED. Jeff Fuhrer from the Federal Reserve of Boston and Dennis Delay, Economist, NH Center for Public Policy & New England Economic Partnership gave a seminar on the current state of the economy. They have confirmed what we already know; we are in a recession, however, NH is faring better than the rest of the country on average.

## Tips for Organizing Your Home Office & Small Business

One of the most important aspects of organizing your small business or your home office is to create a system that works for YOU. There are many excellent books on organizing - look through them for ideas, but ALWAYS listen to your inner voice and choose those tips & ideas that fit YOUR needs. Be creative. Be flexible. Have fun with it!

### Starting The Organizing Process

DO NOT purchase any storage or organizing products before you start to organize. It is a waste of time. Generally, the product you purchase is not what you end up needing. Tackle one thing at a time and make a plan. It may seem overwhelming if you try to do it all at once. First, think about the area to be organized. Can it be broken into tasks? Make a list if that helps you. Review your plan. Now the fun part...

Go for the rule of SPACE: Sort, Purge, Assign a Home/ Organize, Containerize, Equalize/ Maintain

1. Sort what you have to determine whether the item should stay or go. Use boxes, trash bags, recycling containers to group items. Example categories: Keep it, Toss it, Reuse it, Recycle it, Donate, Fix it, File it, Mystery item.
2. Purge all items not in the "File" or "Keep" pile. Find a more loving home for item "X". Recycle those items that are "Still Good". Donate them to a fundraiser, shelter, or yard sale! If it is broken, fix it AND use it or GET RID of it. Keeping items that are "still good" but that you have no use for, don't like, thought you could use but never did, only add to the clutter that keeps people disorganized. Be creative, clear that clutter!
3. Assign a Home/ Organize. Once you have sorted & purged it is time to figure out how to create a system that works for you.

Assign EVERYTHING a home. It should make sense to you. Group items together by use. Think about what you want the end result to be.

4. Containerize. Now that there is less to organize you may not need to buy anything. Check out catalogs & stores for ideas before making a decision. This step can come first to get the ideas flowing but remember, DO NOT buy anything until the Sort, Purge & Assign a Home steps are completed! Remember, Containerize does not necessarily mean clear plastic boxes or dull uninspiring office storage units. Go vertical. Use wall space, door space, and desk space creatively.
5. Equalize/ Maintain. Once you've done the organizing be sure to review your system to see if it is still working for you. If it doesn't, CHANGE IT! Once you've done this once it may be easier to resist those "Still Good, Free" items or spend money on items you'll never use even though they seemed like a really good idea at the time.


### Designing your Home Office

If you are running a business you need a place to centralize your records, office equipment, contacts, business-related information. It can be your car, spare bedroom, or basement. Design that space according to your needs. Make it functional. Do the Sort & Purge activities BEFORE you design your Office Space. You may not need as much space or equipment as you thought.

- Determine what activities will take place and what records need to be kept at this location
- Plan for office supplies
- Think about what type of physical set up works best for you (L and U shaped are some of the most efficient workspaces)
- Review the furniture/items you have on hand and use only those items that work in the space you have.
- Design the Space into "zones" or work areas that make sense to you. Ex: Record Keeping, Scheduling, Communications, and Administrative...
- Keep supplies needed for those activities as close to the zone as possible. If items need to be kept elsewhere, have 1 specific home for the group of items. (i.e. ALL paper supplies in 1 closet or drawer)
- The area that is being used as your office space should be clear of clutter. Creating a workspace that is "Clutter-Free" changes the energy of the room. You will get more accomplished & it is easier to stay focused.
- Design a space that will work best for you, one that inspires you to finish the tasks at hand - this way you can spend more time doing the things you love!

Information contained in this article was supplied by Leisa Ammerall, Professional Organizer for the MicroCredit-NH Arts for Business Sake program. For more information, please view [www.organizemystuff.com](http://www.organizemystuff.com)


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## Marketing Tips and Tricks

### One Easy Way To Get Your Envelope Opened...

This idea is for salespeople and small business owners who want to send out 1, 5 or 10 thousand letters to a target market.

When we create a letter to go to a decision maker, we naturally spend most of our time creating materials that go inside the envelope and give very little thought to the envelope itself. Think about it. If your envelope doesn't get opened, it doesn't matter how good the stuff inside is. The envelope is a key part of the marketing process. Remember that the only job of the envelope is to make sure it gets opened ... but it's a real important job!

Now, the idea is to include some subtle and not so subtle ways to increase the odds of the envelope actually getting opened.

You should have the address and return address printed in a courier type font but Instead of just using your street address as the return address you should also include your name. NOT your business name but your personal name. So instead of using:

123 Anystreet  
Anywhere, GA 30004

As a return address, I would use:

John Smith  
123 Anystreet  
Anywhere, GA 3004

The reason for this is that it makes it seem even more personal that just using an address without a name.

Now for the tip of all tips. This might seem to contradict what I've been saying about making your letter look personal but I can tell you that it works like gangbusters.

In the lower left hand corner of the envelope type or hand write the following:

I know that you are busy, But if you would take a minute to read this URGENT & TIME SENSITIVE letter, I would greatly appreciate it.  
Thank you,  
John.

NOW, YOU MUST DO THIS OR THE RESPONSE GOES WAY DOWN!!

Take a yellow highlighting pen and highlight it. It is unbelievable but this works like a charm. Why is typing that simple phrase and highlighting it on the outside of the envelope so effective? Three main reasons:

- The first sentence matches and mirrors what your prospect is thinking in his/her head, "Yeah, he's right. I am very busy".
- The line, "Urgent & Time Sensitive", creates a great deal of curiosity and what I like to call "psychological pressure". Your prospect is subconsciously thinking, "What can he be talking about? I better at least check it out. It might be something I want and I sure don't want to miss out".
- The highlighting makes your envelope really stand out from all of the other mail. It will get noticed and it will get read.

Try it - it works!

*Jay Wallus is a Premiere Sales Consultant with a national following. His "Get Your Foot in the Door" program has helped hundreds of business owners and sales reps increase revenues by increasing their appointments with top prospects. If you're ready to jump-start your business, make more money, and have more fun in your professional life go to [www.jaywallus.com](http://www.jaywallus.com)*

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# Calendar of Events

## January 2009

### January 9th

Battle Of The Bands  
Gilford High School  
*Six Bands compete for a lively night. Winner is named by the audience. Fun Night! For more info call 603.524.7146 x 110*

### January 11th

Opening The Gates Of Winter  
Squam Lakes Natural Science Center  
Route 113 Holderness  
*Come observe the winter happenings. See the exhibit animals in all their winter glory. For more info call 603.968.7194*

### January 14

Brown Bag Luncheon (BBL)  
12:00 2:00 pm.  
Host :US Cellular, Tilton  
Location: Chamber Office  
*How to make the most of your Blackberry. Learn how to use one to it's fullest potential. Come join U.S. Cellular to learn more and get answers to your questions.*

### January 15th

Storytelling Dinner  
Corner House  
22 Main Street Center Sandwich  
*Lauretta Phillips spins tales of old & new in Corner Houses' Weekly dinner and a story night Good food and great stories. For more info call 603.284.6219*

### January 16th-18th

Manor On Golden Pond  
Rte 3, 31 Manor Dr Holderness  
[www.manorogoldenpond.com](http://www.manorogoldenpond.com)  
*Culinary Classes with a Bourbon theme-Tempt, entice & delight your clients or guests. For more info call 603.968.3348*

### January 18th

Military Appreciation Day  
Funspot, Rte 3 Weirs Beach  
[www.funspot.com](http://www.funspot.com)  
*All active military & family who show their ID's are treated to a day of fun. For more info call 603.366.4377*

### January 18th

Meadowbrook Center Stage Café  
Meadowbrook Lane Gilford  
*Music of Simon & Garfunkel Dinner at 7:30pm; Concert experience at 8:30pm. For more info call 603.293.4700*

### January 22nd

Lakes Region Chamber Of Commerce Annual Awards Luncheon  
The Margate  
76 Lake Rd. Laconia  
RSVP to Kathy at 603.934.6909  
*All members are invited to join us, mingle with great people, have a nice relaxing lunch and share in our Award presentations.*

### January 24th

Gunstock Mountain Resort  
Route 11A, Gilford NH  
Wine & Cheese Event  
*Enjoy an evening of cross country trails & stop for some wine & cheese. 4pm to 5:30pm. For more info call 603 293 4341.*

## The Lakes Region Chamber of Commerce

*The mission of the Lakes Region Chamber of Commerce is to improve and enhance the economic vitality and quality of life for the Lakes Region community through education and support of its membership.*

### Board of Directors

#### Officers:

Chairman: Jim Adams  
*Rutter Media*

Vice-Chairman: Sandy Marshall  
*LRGHealthcare*

2nd Vice-Chairman: Mark Edelstein  
*Lakes Region Community College*

Secretary: Ava Doyle  
*Sun Valley Cottages*

Treasurer: Penny Raby  
*Malone, Dirubbo & Company, P.C.*

Immediate Past Chairman: John Malm  
*Meredith Village Savings Bank*

#### Directors:

Allan Beetle  
*Patrick's Pub & Eatery*

Travis Cole  
*Coldwell Banker Residential Brokerage*

Colleen Elliott  
*Laconia Savings Bank*

Jodie Gallant  
*MetroCast Cablevision*

Karmen, Gifford  
*Vitex Extrusions, Inc.*

Norm Paquette  
*Simoneau-Paquette Memorial Home*

Larry Poliquin  
*Hannaford Supermarkets Inc.*

Eric Proulx  
*Tanger Outlet Center - Tilton*

Tom Pucci  
*Grand View Motel*

Jim Royal  
*Pike Industries Inc*

Mike Seymour  
*Franklin Savings Bank*

Stephanie Shirley  
*Hannah Banana Baskets*

Prescott Towle  
*A.W. Frost Agency*

Steve Weeks Jr.  
*Coldwell Banker Commercial Weeks Associates*

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Aimee Noury, *Communications Manager*

Bobbi Koch, *Information Specialist*

Joyce Cameron, *Membership Manager*

Kathy Pevine, *Events Coordinator*

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