



# Chamber News

*Enhancing the economic vitality and quality of life of the greater Peterborough region through support of existing business, expansion of commerce, and community leadership.*

*50,000 copies distributed throughout New England*

## New Chamber Tourism Brochure On Fast-Track For August Completion

**T**his is the year of the tourist. We have been saying that for six months and it

was the underlying theme of the latest State tourism conference last month.

Tourist dollars are the best dollars because they represent new revenues for the Region. And once a new dollar is left here, it turns over and over within the Region. This makes for a strong retail and service base and that, along with good schools, is what potential businesses seek.

So how do we let the tourists know we are here?

The two most effective methods are developing a strong, interactive web site and a brochure that reaches outside the Region and tells tourists that we are here. The web site portion was launched on March 15. Elsewhere in this issue of Chamber News is a short story detailing how traffic on the site is rapidly growing.

Now we are launching the second

leg of the strategy, the tourism brochure. This new brochure will be a 4 in. by 9 in. format. This allows it to fit in display racks all over the North-

*We know that investing in tourism pays off, generating jobs for our people, and revenues for our businesses and government.*

Gov. John Lynch  
2-15-05

east. Starting in Boston hotel lobbies and stretching through Chamber offices and tourist information centers, the new brochure will be right there for tourists to pick up. Once that happens, we are in great shape because we have a lot to offer.

Tourists will pick up this brochure and determine whether or not our region is some place they wish to visit. They

will peruse the brochure to see what we have to offer in terms of lodging, dining, shopping and other services. Thus the brochure acts as a pre-sell.

However, in the center of our new brochure will be a huge map with locators/indicators for participating businesses. This will enable the visitor to hone in directly on those locations of interest. We will also be adding locators for other area places that may be helpful for visitors such as municipal offices, boat launches, and recreational sites and facilities.

### **Who Gets In the New Brochure?**

All Chamber members will have their name and phone number placed inside a broad category in the new brochure. From there, each business can

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### **FAQ's**

#### **Doesn't the current Guide lure in tourists too?**

The secret is distribution. Yes, the new Guide will lure in people if they get access to it. But due to its size and cost, it is not widely distributed. It does not fit in display racks, the pressrun is quite small, and mailing it costs \$1.42! The new brochure will fit in a #10 envelope, cost 60 cents to mail, and fits in all standard display racks across New England. It's right there, for instance, at the kiosk in the Manchester Airport for a visitor to pursue while waiting for his or her luggage.

#### **I want a color ad but do not know where to start.**

We have talked with many area graphic designers, and will gladly talk with any we missed. They know have the skill and know the drill. There is ample talent to assist you and design specifications are included in the information include herein.

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We are pleased to welcome Deb Blair to the Chamber staff! She comes to us with talent and experience in many aspects of the Chamber's work. Deb lives in Peterborough with her two sons and will be a familiar face to many.

A big "Thank You" to all who contributed to our Auction's success! We are most grateful to our sponsors, our members who generously donated auction items, the spirited volunteers, and most importantly, the bidders!

Several weeks ago we honored 49 ConVal students as ACE award recipients recognizing the qualities that are most important in preparing for a successful career. Each student received \$20 of "ACE Bucks" to be redeemed at area merchants. We look forward to awarding a \$1,000 career development scholarship to an area student this month.

The big news for Chamber members this month is [peterboroughchamber.com](http://peterboroughchamber.com)! This new site with its extensive search capabilities has put our area on the cyber-



## Notes from Laura

Laura Gingras, Chair  
Greater Peterborough  
Chamber of Commerce

space map! We are getting thousands of hits a day! Please check it out and make sure your business' description maximizes what this site can do for you.

The Board of Directors voted to proceed with a tourist-oriented brochure for the Greater Peterborough Chamber. Fifty thousand copies will be placed in tourist

racks throughout New England. The goal of the new brochure is to attract tourists and provide them with a simple and classy guide to lodging, restaurants, shopping and services.

This initiative is on the fast-track for completion on August 1! Every Chamber member will be listed in the brochure. Many details concerning options for exposure in the brochure are included in this issue of Chamber News and you will be receiving more in the mail within the next several days.

The Board also voted to take a year off from our annual golf event. The new tourist brochure and database enhancements are going to keep our staff very busy this summer. We are grateful for Ted Leach's enthusiastic leadership and commitment to Greater Peterborough's business community.

Please call Ted (924-7234) or me (924-4666) with questions or comments regarding our Chamber's activities. We are here to serve you!

## "Deb" Makes Chamber *Debut*

Deb Blair is the new executive assistant of the Greater Peterborough Chamber of Commerce.



Deb, a Peterborough native, graduated from the ConVal School system and Plymouth State University where she majored in business. "Deb brings exactly what the Chamber needs as we continue to push the Chamber into the 21<sup>st</sup> century," said Ted Leach, executive director. "Her strong computer, accounting and people skills are going to be an instant asset for us," said Leach. He pointed out that the Chamber's new web site will be complemented with her in-depth knowledge of database management.

She has been working in the banking and legal industry for the past several years. Ironically, when Leach owned the Monadnock Ledger, Deb (Pepin) Blair, then a junior at ConVal High School, was hired by Leach as the Ledger's first typesetter. "You always remember good people with a solid work ethic," said Leach.

## ACE Awards Link Students and Business

Twice each year the Chamber honors approximately 50 ConVal students with ACE awards.

The ACE program was developed over ten years ago to recognize students who have demonstrated a range of attributes incorporating attitude and work ethic.

Following the acronym ACE, the measurements consisted of Academics, Attendance, Achievement; Character, Challenge, Citizenship; and Ethics, Example and Excellence.

Speaker for the 2005 Spring event, which was held on April 20 at River-Mead, was Phil Mathewson of the Mathewson Companies.

An ACE award is \$20 worth of "ACE bucks" which can be redeemed at participating area businesses.

Organized by the Education Committee of the Chamber, the ACE program is designed to promote awareness of the relationship between education and economic success.



The 2005 edition of the Chamber's Guide to the Monadnock Region is now available for pickup at the Chamber office. The 124-page book is free to all Chamber members.

May 11

## May Breakfast To Feature Education

The Education Committee will host the May Chamber breakfast at 7:30 a.m., May 11 at the NHBB cafeteria. They will showcase a number of students in School-to-Work or Applied Technology Center positions that are preparing them for productive careers upon graduation.

They will also be talking about the Monadnock First Job project to create a database of vocational opportunities here in the region for students who are not going on to college or tech schools after graduation, but seek meaningful work with positive benefits that can help them acquire skills, further their education, and advance toward a good career.

## Brochure — (continued from page one)

decide whether or not to increase the reader's knowledge about the business by adding an expanded listing. And businesses who wish to be on the map may purchase a business locator/indicator on the map so visitors can easily find their way to that location.

### Advertising Is Vital BUT LIMITED

Naturally, those businesses that advertise in the brochure are the ones that will reap the greatest rewards. The main audience for this brochure will be consuming it in a "pre-sell" atmosphere, and the business with the ad is going to make the most impressive "pre-sell." Advertising is available in modules that conform to the layout of the brochure. There will be both black and white and four-color ads throughout.

The reason ad space must be limited is due to the mechanical functionality of the item itself. The brochure, when folded, must easily fit into the standard display

slots in the hundreds of display racks across New England. Pages must thus be limited in order to allow the brochure to be folded. Space in the brochure will be offered on a first-come, first-served basis.

### A Bonus and Stealth Audience

The pressrun for the new brochure will be a healthy 50,000. The current Chamber Guide had a pressrun of 6,000. Other than those two numbers, it is not useful to compare the two items. The old Guide is geared to inform the reader about the workings of the Region. The new brochure is designed to invite readers to come to the Region.

And here is the bonus audience. Most people in the area will want a copy of the new brochure because it will be a virtual "Who's Who" in local business. Because every Chamber member is listed, and because of the locator map, area residents will most likely keep a copy in the glove compartment to assist them in finding those goods and services that they need.

## Grove Village Shops Welcome After Hours Guests

For many, it was a dream come true: a table laid out with more chocolate than anyone could eat. Chocolate of every description, plate after plate, tiered plates with every layer offering something different. This "Heaven on Earth" was actually the April Business After Hours get-together for Chamber members sponsored by the tenants of the Grove Village Shops in Peterborough.

The chocolates described above came from anchor tenant



Latham of Abracadabra Toy Store.

Ava Marie Handmade Chocolate and Ice Cream.

Other tenants welcoming the more than 70 guests included Pam Potter of the New Hampshire Quilters Emporium, Kimberly Merritt of Beautiful Living Interiors and Isis

## CHAMBER WEB SITE HAS LEFT THE STA-

The new Chamber web site is now doing some serious talking to people from all over. It is answering questions about where to stay, where to eat, where to shop. It is being used by many to locate a particular service. The events listing is growing as members realize that they have the ability to enter specific events. If you haven't updated your business listing, you are missing a huge opportunity.

### APRIL 18 WEB LOG

Hits 9801  
Files 5637  
Pages 378  
Visits 231  
Sites 285  
Kbytes 43280

## FAQ's (continued)

### What is the deadline for reserving advertising space?

We will close the advertising sales on May 27, or when all spaces are filled, whichever comes first.

### When must my completed ad and payment reach the Chamber office?

Same date, May 27<sup>th</sup>!

### Why the short deadline?

Because we want to get these brochures out there working for YOU as soon as possible. This is not about creating a brochure – this is about providing members with a valuable marketing tool to work THIS year.

### I like the information in the GUIDE.

So do we and that is why most of it has been transferred to the new Chamber web site.

### Will there also be a Guide this year? I cannot afford both.

There will be no Guide this year. This will be the major Region publication.

### What's the next step?

Inside today's newsletter is the Advertising Contract for the tourism brochure. Hopefully it is self-explanatory. Fill it out and send it in. Remember, space is limited and will be awarded on a first-come, first served basis. Let us know what we can do to assist you.

WELCOME TO OUR NEW MEMBERS

Mainly Antiques  
27 Main Street  
Jaffrey, NH 03452  
532-7015 - Kathy Forrest  
mainly-antiques@verizon.net

Monadnock Basket Company  
20 Grove Street  
Peterborough, NH 03458  
924-4545—Karen King  
kking@monadnockbasket.com  
[www.monadnockbasket.com](http://www.monadnockbasket.com)

Beautiful Living Interiors  
43 Grove Street  
Peterborough, NH 03458  
924-7324 - Kimberly Merritt  
beautifuliving@msn.com  
[www.beautifulivingonline.com](http://www.beautifulivingonline.com)

Blue Moon Soaps and Pottery  
Leslie Coe  
34 Main Street  
Peterborough, NH 03458  
924-7109 - Leslie Coe  
bluemoonsoaps@verizon.net  
[www.portapottery.com](http://www.portapottery.com)

Upcoming Events

May

May Breakfast

When: Wednesday, May 11  
Time: 7:30 am  
Where: NHBB  
What: Annual Education Breakfast  
Call 924-7234 to reserve space

May Business After Hours

When: Thursday, May 19  
Time: 5:30-7:00 pm  
Host: Center for Creating Positive Change—CPC Teen Center  
Where: 40 Grove Street, Peterborough  
Call 924-7234 to reserve space

June

June Breakfast

When: Wednesday, June 8  
Time: 7:30 am  
Where: Monadnock Country Club  
What: To Be Announced

June Business After Hours

When: Thursday, June 16  
Time: 5:30-7:00 pm  
Host: Scott-Farrar Home  
Where: 11 Elm Street, Peterborough



GREATER PETERBOROUGH CHAMBER OF COMMERCE

Officers

**Chairman**, Laura Gingras,  
*Monadnock Community Hospital*  
**Vice Chair**, Michaela Chelmirski,  
*Peterborough Art Academy*  
**Treasurer**, Susan Blothenburg, *PSNH*  
**Secretary**, David Swett, *Peterborough Car Wash*  
**Executive Director**, Ted Leach

Directors

Nancy Adams, *Ocean National*  
Timothy Allen, *Allen & Mathewson*  
Robert Condon, *Franklin Pierce College*  
Ray Côté, *Appropriate Solutions, Inc.*  
Pam Lorimer, *Jack Daniels Motor Inn*  
James Long, *Millard Group, Inc.*  
Will Manzer, *Eastern Mountain Sports*  
Barbara Miller, *Personnd Dimension, Inc.*  
Heather Peterson, *The Petersons*  
Bill Pierce, *Monadnock Community Bank*  
Richard Reynells, *NHBB*  
Donald Shumway, *Crotchal Mountain Foundation*  
Ken Simonetta, *Sim's Press, Inc.*  
Jim Therriault, *Peterborough Shoe Store*  
John Vance, *Consultant*  
Benjamin Wheeler, *Bank of NH*

Staff

Deb Blair, Executive Assistant  
Shirley Sherk

Volunteers

Don & Bev McWay  
Granite State Ambassadors

Happiness is a Renewing Member

UBS Financial Services  
Peterborough Historical Society  
Electrical Supply of Milford, Inc.  
Shattuck Golf Course  
Dahle, USA  
George Duncan  
Peterborough Manor B&B  
Kennedy Information, Inc.  
Millard Group, Inc.  
Harris Construction Co., Inc.  
Brookwood Capital  
Micro Bends Corp.  
Peterborough Folk Music Society  
Monadnock Comm. Early Learning Ctr.  
Pinney Plumbing  
Burnett Associates  
Peterborough Unitarian Church  
Sargent Center for Outdoor Education  
MacDowell Colony  
Southern NH Services, Inc.

Public Service Co. of New Hampshire  
Monadnock Area Transitional Shelter  
Norway Hill Associates, Inc.  
Monadnock Orthopaedic Assoc. P.C.  
Home Care, Hospice & Community Services  
Charter Trust Company  
Copies & More

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