



60 MAIN STREET NEWS

The Newsletter of the Lake Champlain Regional Chamber of Commerce & GBIC
Editor Genevieve Burnell • gen@vermont.org

Who's Visiting the Chamber Website?

By Genevieve Burnell, Director of Communications

As we look back on 2009 and set our priorities for 2010, the Chamber recently performed an in-house analysis of our 2009 website traffic. One of the main features we zeroed in on was the source of website visitors. We researched their state or country of origin; this provides an interesting snapshot of who is visiting our site, how long they're staying, and which pages they end up on (ideally, what we have set up as 'exit' or landing pages, such as our business directory listings). The Chamber's website - www.vermont.org - proved to be enormously popular both in Vermont and its surrounding areas.

Some of the results were expected but some were surprising! A few observations from the Google analytics data:

- The entire country of Canada was over 8% of total 2009 traffic (approximately the same as visitors originating from Burlington).
- New York City is over 5% of all traffic. The Vermont

brand is solid in NYC and the tradition of NYC people vacationing in Vermont is strong.

- Boston/Cambridge area is 2% of traffic. Strong Vermont brand, as evidenced by our many Boston-area visitors.

After Vermont, the five states with the highest number of visitors were: New York, Massachusetts, Connecticut, New Hampshire, and New Jersey.

So why are these web traffic statistics important? In addition to providing useful information to our tourism and hospitality members, it helps the Chamber constantly tweak and perfect our online presence. We know which search terms are popular on Google and which ones lead potential traffic to our site; on the flip side, we learn which pages aren't getting the hits that we hope, which allows us to make real-time changes... and see the effect just as quickly.

Want to know more? Email gen@vermont.org.

Join us for the 2010 Silent Auction and Taste of the Chamber!

The 18th annual event will be held **Thursday, March 25, 2010** at the Champlain Valley Exposition in Essex, Vermont.

Each year our members generously donate over 300 items for our attendees to bid on at our Silent Auction. In conjunction with the Auction, we hold the acclaimed Taste of the Chamber culinary event that evening. As you peruse the items and decide what you just "gotta" have, sample a variety of delicious food items from local restaurants and caterers. www.vermont.org/silentauction.



Interested in donating an item to bid on or sponsoring food items for this event? Please contact Susan Fayette at (802) 863-3489 ext 211.

Inside This Issue

2 ... Chamber celebrates
Centennial year with a
look back

6 ... Major announcement:
Burlington to host USA
Triathlon in 2011 and 2012

7 ... Start thinking now about
summer internships

10 ... Join us at February's
Business After Hours

802.863.3489 • vermont@vermont.org

Chamber Begins its Centennial Year

In 1910 the Lake Champlain Regional Chamber of Commerce came into being as the organization we know it today. The Chamber previously existed as the Burlington Board of Trade. We have a copy of their Annual report from 1889 and it offers an interesting perspective.

It is both surprising and to some degree expected that, for as much as has changed in that time, the issues facing business remain the same. Back then, standing committees included Real Estate, Manufacturing, Finance, Legislation, and Municipal Affairs. Today our committees are called Permit Reform, Tax and Fiscal Policy, Government and Regional Affairs, Tourism, and Economic Development. Same issues; different monikers. The members making up the Board of Trade were bankers, lawyers, manufacturers, educational institutions, doctors, newspapers,

politicians and pharmacists. Add today's technology sector and that membership remains virtually the same. Impressively, some names are recognizable today: The Free Press; the Merchants, Howard, Burlington Trust Company, and Burlington Savings banks are all still around in one form or another. In 1889, Blodgett & Co. was well-noted nationally due to its popular ovens. (They still are!)

As we begin our second century, it is fair to ask what value and relevancy a Chamber of Commerce has today. Is it a vestige of the time when men wore three piece suits and puffed on cigars while drinking martinis at lunch? Or does the Chamber offer a similar value proposition to its members in today's nanosecond world? To me and to the nearly 2500 businesses that make up the Chamber, the answer to the latter is a resounding "yes." The definition and value might

change from member to member but the need is there. Some join to network with other businesses, others for insurance, more for our educational programs, and some for our legislative advocacy.

This diversity is the strength of the Chamber. We are multi-dimensional and meet members' needs across the spectrum. If I was pressed for a unifying theme or unifying force it would have to be the philosophy that anchors this organization. We conduct our advocacy for members guided by three principles: Community Responsibility, Environmental Sustainability and Issue-based non-partisan advocacy.



Tom Torti, President,
Lake Champlain Regional
Chamber of Commerce

The Process of Learning can be Called Efficiency

By Seth Bowden, GBIC ~ Greater Burlington Industrial Corporation

There's very good reason to believe even as less money is spent better outcomes can result." These words, spoken by Babak Armajani of the Public Strategies Group, hopefully will ring true within the halls of the Vermont Legislature this session. Efficiency is the new black under the golden dome, and there is hope that up to \$38 million could be saved by streamlining programs (though what that will actually entail still seems to be up in the air). The cost savings will not come easily as is the case with most reformative efforts. "A lot of these ideas are controversial because they are so difficult," admitted Senator Diane Snelling. "It's going to take

everybody some time to restructure their thinking."

Even without fully understanding *how* efficiencies can be found, these difficult decisions are not without support. Thomas Friedman wrote in his December 23 column that the U.S. government needs to take a broader stance on issues of climate change; nothing should ever be deemed off the table just because it is difficult. Political longevity is certainly one reason bold actions are often passed off as impossible, but if we can't seem to stomach that answer at a federal level, why should we be willing to do so in our own communities?

Take school district consolidation

as an example that would reach the shredder before it had a chance to get through the doors. Nearly everyone involved with budget discussions will admit that consolidations potentially create huge cost savings, however, the concept of bus travel presents an imposing roadblock. Efficiency must not be looked at as a four letter word; it allows us to optimize our given resources. And the reality is that some schools simply cannot afford both a German teacher and a music program. Encouraging solutions such as utilizing district centers has real potential to improve overall value while implementing cost savings.

An Inside Look at Tourism - How We're Ahead and How We're Behind

The Legislative session is underway and one of the issues the Chamber's Government Affairs team is working on is support for tourism marketing. Rooms and Meals Tax receipts have been one of the few bright spots for state revenue throughout this economic downturn – a good indicator of the important role tourism plays in Vermont's economy. Yet, Vermont's support for tourism marketing lags behind other states, begging the question: What could we do if we had more resources?

A study on Vermont's tourism industry conducted by Economic and Policy Resources (EPR) shows that in 2007:

- Visitors made an estimated 14.3 million trips to Vermont
- Direct visitor spending totaled \$1.615 billion
- Visitor spending (direct and indirect) supports more than 37,490 jobs
- Tourism added \$206.9 million in tax and fee revenues
- Based on national conversion rates compiled by the Vermont Department of Tourism and Marketing (VDTM), Vermont receives an estimated \$4.48 in additional state revenues for every \$1 spent by VDTM in support of the

Vermont tourism industry.

The budget for VDTM has been declining since Fiscal Year 2007. \$4.3 million was appropriated in FY07 compared to only \$3.6 million for FY10. Our neighboring states spend more with Maine at \$8.5 million, New Hampshire at \$5.7 million, and New York at \$16 million. Funding for the Vermont Convention Bureau (VCB) was restored by the Legislature

last year but is in jeopardy again this year. This \$100,000 investment draws down another \$200,000 in private investment to market Vermont as a meetings and events destination. Last year VCB's efforts resulted in \$8.9 million in sales for Vermont properties.

As legislators look for ways to turn our economy around, we suggest they look at the investment we make in marketing Vermont and increase funding for VDTM to \$6.8 million annually, and continue funding for the Vermont Convention Bureau.



Governor Jim Douglas speaks at our January Legislative Breakfast. Register for our February 8th Breakfast online at www.vermont.org.

Tourism & Referral Statistics – Dec 2009

Williston Northbound Welcome Ctr.

walk-in visitors 22,689

Williston Southbound Welcome Ctr.

walk-in visitors 16,259

Burlington International Airport

information requests* 2,383

phone calls 43

60 Main Street

mail requests 337

phone calls 396

walk-in visitors 67

Webs Statistics

Site visitors for October 106,232

** Reflects specific requests, not actual airport traffic, which is significantly greater.*





NEW MEMBERS

802.863.3489 ext. 211 • susan@vermont.org

800 Response Marketing LLC

Robert Cleary
(802) 860-0378
800 vanity toll free service

Abajian Painting

Paul Abajian
(802) 879-2713

Aflac

Naomi Shaw
(800) 691-3181

Alder Run Shop

Joyce Boudreau
(802) 285-6431
Hunting, guns, ammo and accessories

Appearances Cosmetic Therapy Salon

Larry Mindell
(802) 655-2000
Hair loss and hair replacement solutions

Asic North

Mike Slattery
802-863-0001

Autumn Design Build

Tim Duff
(802) 872-8501
Architecture and construction management

Avonda Air Systems

Tammy Avonda
(802) 865-9900
Mechanical contracting, heating, AC,
plumbing

Beauregard Realty Partnership, LLP

Michael Beauregard
(603) 848-1012

Belford Guitar Studio

Rick Belford
(802) 864-7195
Private instruction of guitar

Bluebird Tavern

Sue Bette
(802) 540-1786
Upscale tavern serving local foods

Buffalo Wild Wings

Martti Matheson
(802) 233-3713
Beer, wings & sports - opening May 2010

Burlington Vermont Apartment

Charles Burns
(802) 864-9856
Apartments & houses for rent

Burton Cleaning Inc.

Greg Burton
(802) 878-8035
Commerical janitorial cleaning service

Champlain Metals, LLC

John Marius
(802) 363-6094
Custom metal work

Champlain Yacht Underwriters, Inc.

Jeffrey Hill
(802) 985-3336
Marine only insurance agency

Christ Memorial Church

Greg Burton
(802) 878-7107
Experience real gospel life

Dashton Design

David Watkins
(802) 281-2346

David F. Gage, D.M.D, LTD.

David Gage D.M.D.
(802) 863-3950
Artist of smiles

Destiny Morgan Farm

Dawn Severance
(802) 878-1319
Horse boarding and riding lessons

Edgeworks Display

Howard Mitchell
(802) 863-3687
Tradeshow exhibits, graphics, design/
production

Elizabeth Hogan - Realtor with Coldwell Banker Hickok & Boardman Realty

Elizabeth Hogan
(802) 881-8211
Licensed real estate broker

Finn Chiropractic

Colleen Finn
(802) 862-6488
Professional chiropractic services

Frog Hollow Craft Assoc., Inc.

Christine Kelley
(802) 863-6458
Arts and crafts education/sales

Gorilla Web Studio

Bryan Grundon
(718) 369-8863

Hope for Women, LLC

Evan Goldsmith
(802) 861-8000
Fair trade custom products

Jo Ann Lafayette Holdings LLC

Jo Ann Lafayette
(802) 862-4888
Rental properties

Jonathan Fenton, DO, PC

Karen Fenton
(802) 859-0000
Physical & orthopedic medicine

Keller Williams Green Mountain Properties

Lora Wilson
(802) 654-8500

Kitchen World, Inc.

Bruce Bouchard
(802) 658-6971
Kitchen cabinet sales

Lamell Lumber Corporation

Gail Lamos
(802) 878-2475
Sawmill - lumber manufacturer

Large Animal Medical Associates

Twyla Angelos
(802) 879-4288

Learned On, LLC

Andrea Learned
(802) 658-8319

M. Kraus & Co.

Missy Kraus
(802) 985-2620
Customized investment management
services

Mount Mansfield Maple Products

Chris White
(802) 488-0500
Vermont maple syrup productions & sales

Mountain View Animal Hospital

Twyla Angelos
(802) 879-6311

NEW MEMBERS AND MEMBER SPOTLIGHT

802.863.3489 ext. 211 • susan@vermont.org**Oral Care Dental Group**

Aman Syed
(802) 893-4734
Quality dental care/affordable prices

Priority Pizza Express

Shari Stewart
(802) 527-5333

Resourceful Renovator

Rob Ricketson
(802) 999-4340
Renovating houses using creative solutions

Robert Hirschfeld

Robert Hirschfeld
(802) 899-2474
Residential remodeling

Russell Walker Flooring

Judith A Walker
(802) 343-5904
Installation of carpet, hardwood and tile

Sterling House at Richmond

Nanc Bourne
(802) 434-7181
Level III residential care home

Stewardship

Jeffrey Spencer
(802) 355-3326
Home maintenance and light construction

The Green Life

Michael Hassenberg
(802) 881-0633
Eco-friendly products for home, body & child

Travia's Bar & Grill

Jill Mellion
(802) 482-3850

Vermont Homebrew Supply

Anne Whyte
(802) 655-2070
Homebrew equipment and ingredient sales

VOR Consulting Services, LLC

Mark Perkell
(802) 872-2717
General counsel & business operations consulting

W. Patnaude Excavation

Wesley Patnaude
(802) 425-3601
Chittenden County excavation services

Vermont's First Pharmacy School Wraps Up Successful First Semester

Albany College of Pharmacy and Health Sciences recently completed its first semester of classes at their new Colchester campus, with 77 students – selected from more than 1,200 applicants – comprising the inaugural class. Prior to the campus opening, Vermont was one of just three states without a pharmacy program (Delaware and Alaska are the others).

The college plans to enroll additional classes of 70-75 students in each of the next three years, bringing the total enrollment to approximately 300 students by the 2012-13 academic year.

The Vermont campus currently has 12 full-time faculty members, many of whom are actively pursuing research grants. Stefan Balaz, Ph.D., Chair of the Department of Pharmaceutical Sciences, was awarded a five-year research grant this fall from the National Institutes of Health (NIH) in the amount of \$1.35 million.

State officials have expressed excitement about the new campus and its effect on the surrounding community and the state of Vermont. "In addition to the jobs, payroll and the capital investment ... [the College] will ensure Vermont and the rest of the Northeast can try to fill in lack of pharmacists we have," said Fred Kenney, executive director of the Vermont Economic Progress Council, who spoke to the Barre-Montpelier *Times Argus*.

While the potential economic impact is important, the college has already begun impacting the community in other ways. A campus event was held in September, for which students,

At A Glance**Albany College of Pharmacy**

261 Mountain View Drive
Colchester, VT 05446
www.acphs.edu
(802) 735-2601

along with faculty and staff, collected medical supplies and food for a local food pantry. The campus' chapter of Colleges Against Cancer also raised money and fielded a team in the Making Strides Against Breast Cancer walk that took place in Burlington in October.

By all accounts, the campus is off to a great start, and it appears that the best is yet to come.

Quality Dental Care at Competitive Rates!



Chamber members can participate in the Chamber Benefits Northeast Delta Dental Plan. This innovative program administered by Northeast Delta Dental provides outstanding dental care to employers at competitive rates for their employees and families.

Contact Susan Fayette for more information: (802) 863-3489 ext. 211
susan@vermont.org

802.860.0606 • meetings@vermont.org

Save this Date, Sign up Now and Don't be Late...

18th Annual Yellow Book USA Chamber Challenge Golf Classic

This is the summer event not to be missed! For the best Business to Business networking opportunities with nearly 150 business leaders, call now to reserve your team or sponsorship!



Once again, this event will take place this summer at the Basin Harbor Club and will bring together nearly 150 business leaders in Vermont from both our public and

private sectors to conduct business and play golf for one day.

Sign up now for your foursome and for one of the sponsorship opportunity to showcase your company's products or services to our business leaders. This event fills to capacity every year so don't wait, sign up now for your day on the green. Cost is \$750 per foursome or \$200 for individual players.

Proceeds from the event go toward the marketing fund of the Vermont Convention Bureau, which attracts meetings, conferences and events to Vermont.

The Vermont Convention Bureau has generated meetings and events for its members year over year that have produced \$3-9 million of economic impact per year to the state of Vermont.

Sponsorships are available at a variety of levels. Reserve your foursome today by contacting Ronda Berns ronda@vermont.org or by calling (802) 860-0606 ext. 230. You may also register online at www.vermont.org.

Vermont Convention Bureau Books USA Triathlon for 2011 and 2012

The USA Triathlon has announced that Burlington has been selected for its 2011 and 2012 USA Triathlon Age Group National Championships. This event will welcome 1500 athletes along with 3000 attendees and spectators from across the United States for a five day multisport festival consisting of the USAT Aquathlon National Championship, The USAT Age Group National Championship, the USAT Sprint National Championship and the USAT Elite National Championship. The event will welcome participants from all fifty states and several countries to participate in this multisport festival.

The history of USA Triathlon dates back to 1982 when the U.S. Triathlon Association and the American Triathlon Association merged under one unified national governing body called the U.S. Triathlon Association, with

1,500 members. The years since have seen the sport grow exponentially in the United States. It is now known as the USA Triathlon, membership stands at more than 110,000.



Skip Gilbert is the President of USAT and a UVM Hall of Fame athlete. The formal announcement that this group confirmed Vermont as its host for 2011 and 2012 was at a press conference on January 11 Legislative Breakfast at the Sheraton Burlington.

This one event will bring in an economic impact of 3-5 million dollars for the state of Vermont. The group is requesting over 1500 rooms at on its peak nights and will greatly

impact the hotels, lodges, Inns from Chittenden, Franklin, Addison, Lamoille as well as Washington Counties.

All of our local business will benefit greatly from this prestigious event!

If You Post It, They Will Come – Summer Internships Are Brewing

One of Vermont's most valuable resources is also one of its least recognized: The college student. With more than five institutions of higher education located in Chittenden County alone, there is a wealth of affordable talent right in our own backyard, yet few businesses take advantage of it. Perhaps the greatest factor limiting student employment is a lack of awareness on the part of industry. Businesses that have never employed students often don't know where to start.

Whether it's to test their interest in a particular career or to get ahead of the competition come job-hunting time, internships are more popular than ever among college students. The majority of students secure their summer internships by the end of February, so the time is right to post your paid internships on www.workinvermont.org. Here's some tips on how to make the most out of your summer interns:

- **Post Early.** In order to take advantage of the largest pool of potential interns, list your internship by the beginning of January.

- **Set Expectations.** Many interns do not have a realistic idea of what is expected of them. Encourage managers to have a formal one-on-one with the intern and lay out a set of guidelines and expectations.

- **Build the Relationship.** Students are often too intimidated to approach their office mates and say "hello." Internships are as much about building interpersonal relationships as they are skills training.

- **Create Challenges.** While making photocopies may be part of an intern's job description, it is important that they are able to handle anything that is thrown at them and do it well. Keep expanding on that list of intern tasks.

Post your free paid internship listing today on www.workinvermont.org. After all, it's a winning situation for everyone: Companies gain enthusiastic and trained assistance at a minimal expense. Students receive practical, hands-on experience that makes them more marketable upon graduation and Vermont's economy prospers with a growing workforce!

Frederick H. Tuttle Memorial Award Bestowed to C.J. Knudsen

On December 17, C.J. Knudsen was recognized by the Rotary Club of South Burlington for extraordinary vocational service. He is the former General Manager of the Vermont Lake Monsters and serves as Vice Chair of Linking Learning to Life's Board of Directors. C.J. was nominated for the award by Rich Tulikangas, Executive Director of Linking Learning to Life.

C.J. has been an outstanding partner with Linking Learning to Life (LLL) over the last four years, helping to create and support exciting work and learning opportunities for Chittenden County high school students. He worked with LLL to create the Youth Work Crew program, which gives students from alternative education programs the opportunity to do paid maintenance and improvement work at Centennial Field in the summer.

C.J. additionally helped secure funding from the New York Penn League Foundation to help finance the program on an on-going basis. He also partnered with LLL and Ben & Jerry's to launch the Cones to Careers program,

which employs students to sell ice cream at Vermont Lake Monsters games. In addition, C.J. has taken on high school students for internships with the Vermont Lake Monsters through the TIPS (Training Interns & Partnering for Success) program. He has always been willing to open the baseball club's doors to young people who are interested in work and learning opportunities.

In January of 2007, LLL was the Vermont Lake Monsters' non-profit partner and beneficiary at their Hot Stove Banquet. In one night, over \$8,000 was raised to directly support youth participating in LLL programs. C.J. provides an outstanding example of how a relatively small business organization can play a huge role in helping young people complete high school and successfully prepare for employment and continuing education.

Because of C.J.'s efforts, many Chittenden County area youth have gained paid employment, 21st century job skills, leadership, basic life skills and more. He continues to be a great supporter of LLL's mission.

802.863.3489 ext. 227 • cari@vermont.org

An Outsider's View of the Vermont State House

By Maisie Howard, Vermont Campaign to End Childhood Hunger

December's seminar for Leadership Champlain was designed to introduce participants to all aspects of the Vermont political process. We began the day in the cafeteria of the State House with Lieutenant Governor Brian Dubie, who shared his thoughts on leadership and what it means to serve our state in public office. We toured the State House building, then convened in the House chamber for a panel of Vermont lobbyists. The panel was moderated by Vermont Public Radio's Bob Kinzel and included lobbyists from the LCRCC and Fletcher Allen, as well as two lobbyists who run their own firms.


We then heard a brief presentation on Vermont's dire economic situation from the Joint Fiscal Office. Although we all know how poorly the economy is doing, it was eye-opening to see the long list of tough choices the State has made in an effort to rebalance our budget. During a time when so many Vermont families are struggling, it's hard to hear that critical assistance programs may be further crippled by budget cuts.

What happened next was the highlight of the day: our class was divided into small groups and assigned to committees – we were now going to learn firsthand

what it's like to make a law. We had been provided with a draft bill to review prior to the seminar day, and now we would work through this bill in committee and then on the floor of the house. I was assigned to the Commerce and Economic Development committee – lucky for me, the bill we were considering was related to tourism, so it originated in my committee. Each committee had the help of a Senator or Representative as well as legislative council to help draw up our amendments to the bill.


The bill under consideration proposed several economic stimulus projects to bring additional tourism revenue into the state, such as increased funding to the Vermont Department of Tourism and Marketing, upgrading interstate signage, and increasing the Vermont Rooms and Meals Tax. Each committee heard testimony from community members – ours came from Parker Riele (Vermont Ski Area Association) who spoke about the importance of marketing our recreation opportunities to stay competitive in the region; Paul Costello of the Vermont Council on Rural Development advocated for us to devote a portion of our tourism revenue to building sustainable agriculture, thereby preserving our rich natural landscape; and Commissioner of Tourism Bruce Hyde emphasized that the return on our investment in the tourism industry would be very high, as it is estimated that every dollar spent on marketing brings 5 additional dollars into our state's economy.

After hearing testimony, it was up to our committees to propose amendments to the bill, which we then brought to the House floor. With the help of House Speaker Shap Smith, we debated our amendments while also learning firsthand about the lawmaking process. Not surprisingly, the tax increase didn't make it into our final bill, but we were successful in clarifying the signage clause to keep Vermont free of billboards, and we allocated a portion of tourism revenue towards agricultural conservation efforts. As someone who learns by doing, I found the entire exercise – from reading through the bill, to hearing testimony in committee, to debating on the floor – to be incredibly illuminating, and it gave me a real appreciation for the complexity of our political process.



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Sunrise Rotary Club

KPMG



VCWA: “Bringing the World to Vermont and Vermont to the World”

By Eli Harrington, Program Director

Here at VCWA, we try to make our slogan, “Bringing the World to Vermont and Vermont to the World”, come to life every single day. If you or your organization has ever interacted with one of our international visitor (IV) groups, then this slogan will even shake your hand and greet you with a foreign accent and a smile. Last year we brought 43 IV’s from 16 countries to Vermont with groups ranging from Iraqi teenagers learning about youth leadership to Ukrainian tourism officials studying snow and cycling tourism.

Dwight Eisenhower once said, “If only people can get together, then so eventually will nations.” This sentiment strikes to the heart of citizen diplomacy and our IV programs: By making person to person connections, we are all grassroots diplomats with the power to shape U.S. foreign relations, “one handshake at a time.”

Vermonters live this slogan every day in our daily interactions. With our tight-knit towns and cities, our business partners, clients, and competitors all double as our neighbors and community members. While we might take off our work hats, at the end of the day we’re

all still working towards making our communities the best possible.

This is why Vermont has developed an outstanding reputation as a host site for IV groups and why we continue to have so many community members—across all sectors—willing to engage their foreign professional counterparts.

International Visitor programs are arranged by topic and country/region; with local organizations such as VCWA hosting different groups based on their resources in that topic and distinct cultural attractions. For example, in February alone, we’ll be hosting IV groups from Poland, Armenia, and Russia on the themes of agriculture journalism, high school administration, and accountable governance.

The second best part of my job is hosting these foreign delegations and sharing their amazing experiences—professionally and personally—gained from their time here.

The best part: watching international visitors bring Vermont back to the world.



VERMONT ECONOMIC DEVELOPMENT AUTHORITY

For a limited time, VEDA’s Economic Recovery and Opportunity Program is offering unprecedented low interest rates on loans to stimulate investment in Vermont’s economy.

FOR MORE INFORMATION, ASK YOUR BANKER, VISIT WWW.VEDA.ORG, OR CALL 802-828-5627.

*Vermont Economic Development Authority
58 East State Street, Montpelier, VT 05602*

BUSINESS AFTER HOURS

802.863.3489 ext. 211 • www.vermont.org/chamber/bah.aspx

Synergy Fitness Offers Total-Body Workout with Eco-Friendly Twist

Synergy Fitness is the premier eco-friendly health and fitness facility in the Greater Burlington Area. Synergy brings a 12,000 + sq. ft. affordable, yet luxurious fitness



and wellness experience to Williston. Our facility includes a full array of cardio and free weight equipment as well as cycling, yoga, and group fitness classes. Synergy is also the only facility to offer Kettleball training by an RKC certified instructor at no additional charge.

We are an independent, locally owned facility targeting a sophisticated health and environmentally conscious community. Synergy is the first green fitness facility in the Greater Burlington Area. It is our mission to provide our members with an innovative fitness experience by

Business After Hours

Date: Thursday February 18, 2010

Time: 5:30-7:30 p.m.

Location: Synergy Fitness
426 Industrial ave
Williston

focusing on providing the latest in fitness technology, environmentally friendly business practices, and exceptions customer service.

Synergy boasts over 25 pieces of cardio, each with their own 17" television. Our equipment includes treadmills, elliptical trainers, upright and recumbent bikes, summit trainers, and step mills. We also have over 35 pieces of strength equipment including the latest in life fitness, nautilus one, hammer strength and Iron Grip. All memberships over 6 months will include FREE personal training so you can get acclimated

to the latest in equipment. Synergy also offers the latest in functional training equipment such as Swiss balls, Bosu trainers, medicine balls, resistance bands and wide selection of Kettlebells.

We also have our very own Juice bar. Our healthy shakes have been designed to correlate with specific fitness goals. 'Synergy one on one' is our exclusive studio which is designated for our personal trainers and their clients. Synergy's dedicated indoor cycling studio features multi level bike placement for optimal student/instructor cohesion! We also feature the latest in indoor cycling technology. Our Schwinn A.C. performance bikes with MPower console allow the rider to accurately measure their workout.

We look forward to meeting you as we host the February Business After Hours event at our new facility.

Junior's - Premier Destination Spot for Authentic Italian Food

Bronx born, self-professed graduate from the "School of Hard Knocks", Frank Salese, Jr., owner and founder of Junior's Italian, first starting learning to cook his great-grandmother's old school Italian recipes in his father's Long Island restaurant at the age of 8. He established Junior's in 1982 in Long Island, New York which offers classic Old World Italian cuisine. Looking for a better quality of life for his 3 children, Frank relocated to Vermont and opened Junior's in Colchester as "The Original Long Island Type Pizzeria" in 1992. Today, he has successfully expanded the business into "The Premier Destination Spot" for authentic Italian food and

desserts. Since consistent mouth-watering quality and exceptionally high service standards are what fuel this establishment's success, he opened a brand-new spacious building in summer 2007, located at 85 South Park Drive in Colchester, VT

We offer full service catering on or off premises at your destination. Reflecting elegance through our exceptional cuisine and creative presentation, will leave a lasting impression on your guests. For years, we have helped people plan the perfect occasion. Our goal is always to exceed your expectations. Our success is measured only by your satisfaction and we strive to set the standard in our industry. Use

our experience to help you host your dream event. We are eager to prepare a personalized proposal based on your budget so contact us today.

The full service bar offers ample seating, wi-fi access, as well as state of the art televisions for watching your favorite sporting event. The space is a warm intimate environment that brims with laughter and a sense of family. A place where your newest friends may be right next to you or behind the bar. We offer a hip but friendly, place to eat, drink, and relax.



February Business After Hours

Host:



Food Sponsored by:



Date:

Thursday, February 18, 2010

Time:

5:30 - 7:30 p.m.

Location:

*Synergy Fitness
426 Industrial Avenue
Williston*



Thursday, February 18 Business After Hours at Synergy Fitness

- Enclosed is my check for \$_____ (\$8/pre-registered member; \$12/day of event; \$20 guests)
- Credit Card Number (Visa, Mastercard, American Express): _____ Exp. _____

Name (s): _____

Business: _____ Phone: _____

Please return **WITH PAYMENT OR COUPON** by Noon on February 18 to:

LCRCC, 60 Main Street, Suite 100, Burlington, VT 05401

Fax this form to (802) 863-1538 or register online at www.vermont.org

Pre-registration is encouraged but not required. All payments are non-refundable.



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