

Inside the Chamber

Ellenville - Wawarsing Chamber of Commerce
P.O. Box 227 * Ellenville, NY 12428 * 845-647-4620

“Networking Made Easy”

The catch phrase “networking” has not been around that long, but its practice has driven small-town businesses for years. Look around; you will see successful businesses utilizing networking on a daily basis very effectively.

The author of “*Small Businesses for Dummies*” defines networking as “the process of connecting with people in order to make good things happen. This type of “connecting” is often the only way a business in a small town can compete with the large advertising budgets of big-business marketing.

Networking does not have to be difficult; in fact we each use it every day when we recommend a favorite restaurant, store, doctor, etc. You can start honing your own networking skills immediately by following these pointers:

☛ Start with your present customer base. Make sure they are aware of every good service that you provide. Don't be afraid to ask your customer to share this information with their clientele. This face-to-face contact is the most effective form of marketing you can employ.

☛ Use names! To effectively network, have the customer you are referring use your name. When you receive a customer networked to you, respond to the referring party with a short note or, if appropriate, a phone call. People like to know they are helping you, no matter how successful you already are. A “Thank-You” is always appreciated.

☛ Save “Thank-You” letters. When someone writes you thanking you for your service, ask the author of the letter if you can save it and use it at a future date. If they are hesitant, ask if you can use the contents minus their name and reserve their name only by request. These letters of recommendation can be very effective tools when potential customers inquire about your business.

☛ Log all names and contacts you make. Record any information that you can use in the future. People who you share successful contact with should be contacted again. Find out who and where their contacts are. Joining forces with just a few others can produce limitless possibilities.

☛ Once you start networking, you will see how easy it is. **Chamber of Commerce** involvement is the most natural way to get started in the networking process. In fact, the **Chamber Mixer**, scheduled November 12th at the **Elk's Lodge** in Napanoch, is a great chance to begin networking. We all should make a commitment to strengthen networking within our community.

The steady flow of interest this can bring your business can only be a benefit to both you and our community.

See you November 12th at **5:00 to 7:00 PM** in Napanoch at the **Elk's Lodge!** Bring extra business cards and a business associate. The get-together is for both member and non-member businesses.

Sincerely,

Dr. Mark R. Craft

President

The 2003 Board of Directors of the Chamber:

Dr. Mark Craft, *President*, Craft Chiropractic
Dianne Turner, *Vice President*, WAGS
Karen Berger, *Secretary*, Berger & Solomon
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Mary Sheeley, H & R Block

Chamber Mixer Nov. 12th

The Ellenville-Wawarsing Chamber of Commerce will host a “**Chamber Mixer**” at the Napanoch Elk's Lodge the evening of **Nov. 12th**, from **5:00 to 7:00 PM**.

Attendees are to encourage “business networking” within our community. Current **Chamber** members, as well as potential members, are encouraged to attend.

Ellenville Mayor Jeffrey Kaplan has been invited to informally discuss future plans for the village. Planning Board members from both the Village of Ellenville and the Town of Wawarsing have been invited to familiarize themselves with members of our business community. Representatives from Fleet Bank, M&T Bank, and Provident Bank, as well as the two credit unions, have also been invited to attend and/or participate.

There is no charge for attending this function. Light refreshments will be provided and a cash bar is available. For info, or to reserve a seat, call the **Chamber Office**, at **647-4620**, or Mary Sheeley at **647-6980**. 

2nd Bicentennial Ornament Group In

The second group of Bicentennial ornaments has arrived and will go on sale at the *Ellenville Public Library & Museum* on **Saturday, Nov. 15th**, from **12 noon to 2:30 PM**. The sale table will be in the **Adult Room** of the *Library*.

St. Mary's Roman Catholic Church (no longer in existence) and *Shiloh Baptist Church* are ornaments #3 and #4; an additional group of Cragmoor's *Stone Church* will also be available.

The ornaments are a fundraising project of the **Town of Wawarsing Bicentennial Committee** and the **Chamber of Commerce Pride Committee** and all revenue will be used toward the cost of the 2006 celebration. The *Ellenville Public Library* has agreed to stock all four ornaments after the November 15th sale, so that they will be available on an ongoing basis at a site that is open to the public six days a week, with evening hours.

The charge for an individual ornament is **\$10**, but the purchase of three or more ornaments at one time by one customer reduces the price to three for **\$27**, or **\$9** each. In addition to the sale at the *Library*, the *Church of Saint Mary and Saint Andrew* has invited the committee to sell the ornaments after the Masses on Saturday evening and Sunday morning the same weekend, November 15th and 16th. For additional information, call Marion Dumond at **647-7621** or Mary Sheeley at **647-6980**. 