



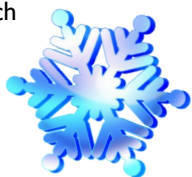
# LGRCC-CVB Chamber Chat News



February 23, 2011

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## GET THE MOST OUT OF YOUR MEMBERSHIP....

Have us bring your brochure to future travel trade shows we are doing in the coming weeks!

AAA Southern New England Travel Expo-Foxborough, MA

Destinations NY-Albany (Spring & Fall shows)

National Women's Show-Montreal

Mom's Retreat-Albany

Call Christine for Details! 668-5755

## ATTEND OUR NEXT MIXER

We will be hosting our March Mixer at Country Inn & Suites, on RT 9 in Queensbury

March 22 from 5:30-7:30 PM—Make your reservation now by calling 668-5755. \$5 for members in advance.



I love this Country.™

Co-hosted by JE Multimedia

## NEWSPORTHY TOPICS!



### EMPIRE STATE TOURISM CONFERENCE—MARCH 2-3

The New York State tourism industry has weathered some difficult storms in the past year, and now we're lifting our sails and navigating with confidence toward a better horizon. We'll jump start the 2011 tourism season with timely education and networking sessions; and showcase the peer-generated Tourism Excellence Awards. The LGRCC-CVB has been asked to conduct one of the panel workshops.

If you have never attended this two day event, please give it some definite consideration. The workshops are highly informative, often revolving around great advertising and marketing ideas, there are vendors, networking opportunities and a chance to meet leading government and statewide organizations who promote tourism!

For more information check out: <http://www.empirestatetourism.com>



Many thanks to Pete and Debbie Smith, owners of **East Cove Restaurant** who hosted our February 10 Chamber Chat Dinner. A great time was had by all in attendance. Our program featured speakers from **Gore Mountain, Hickory Ski Area and West Mountain.**

Each did an outstanding job and provided us with timely updates on their newest programs, the ski industry and what we can look forward to in the future.

SAVE THE DATE for our next Chamber Chat Dinner on Wednesday, May 11 to be held at the Holiday Inn in Lake George. We will be one of the first groups to debut their new meeting and banquet space! Watch for your invitational flyer in April.. Watch for photos in our next edition.

## DATES TO REMEMBER!

**Thursday, FEB 24**

**8 AM-Events Cmt  
9 AM-CVB Division  
1:45-3:15 PM**

**WEBinar:**

**Advanced Social Networking Strategies. Call chamber for info/registration**

**Tuesday, March 1**

**Tourism Action Day at the Capital, 10:30 AM.**

**Tuesday, March 8**

**8 AM- General Meeting and Meeting of the Board**

**1:45-3:15 PM**

**WEBinar:**

**Social Networking Best Practices  
Call chamber for info/registration**

**Tuesday, March 15**

**1:45-3:15 PM**

**WEBinar: "Top 10 Must Do's for Online Reviews".  
Call chamber for info/registration**

**Tuesday, March 22**

**1:45-3:15 PM**

**WEBinar:  
Geolocation Marketing**

**5:30-7:30 PM**

**Chamber Mixer**

We are always interested in your feedback about this member newsletter or anything you would like to see our chamber do for its members. Please don't hesitate to contact me directly.

[Luisa Craige-Sherman, Exec. Dir.](#)



## LOOKING TO REACH MORE CANADIAN VISITORS?

If you have not already signed up for our exclusive **Canadian Bienvenue Program** you are missing out!

Each year, we issue thousands of Bienvenue Discount Cards free to Canadian residents. We also send out email newsletters to our growing database of Canadian visitors AND purchase advertising in print and online in three Metro-Montreal newspapers. We will also be doing some travel trade shows in Canada this year!

Additionally, as a participant in this program, your discount offer, contact info and website a prominently listed on our Canadian web pages. Each card holder receives a flyer listing all discounts, besides the online list which gets updated regularly.

We are exploring additional co-operative Canadian display advertising in print and online. Several major properties are already interested. Remember...the chamber can get better rates that if you go it alone!

**Let us know if you wish to participate more fully and use your chamber membership to reach more Canadian Visitors!**

**Call Sue Scott Parker at 668-5755 or email [Sue](#) today!**



**HSMIA  
UNIVERSITY**

**LGRCC-CVB HOSTS  
MARKETING WEBINARS  
Face it...the buzz is about  
Social Media!**

The LGRCC-CVB through its membership in HSMIA (Hospitality Sales and Marketing Association International) is bringing a series of ONLINE and SOCIAL MEDIA MARKETING Webinars to our membership.

Each Webinar runs from 1:45 PM to 3:15 PM, and is held at our main chamber office. Seating is limited and is on first reserved, first come basis. Cost to attend for members:\$10 per session, or pay for 3 get one free.

Thursday, February 24—[Advanced Social Networking Strategies](#)  
Tuesday, March 8—[Social Networking Best Practices](#)  
Tuesday, March 15—[Top 10 Must Do's for Online Reviews](#)  
Tuesday, March 22—[How to use GeoLocation Sites to Market](#)

Advance registration is required. Please call the office to have informational flyer and registration sent to you via email or fax.