



# Newsletter

February, 2017

*The Cambridge Valley Chamber of Commerce is the voice of its members.  
We support and initiate projects to enhance the economic growth and quality of life within the region.*

## BOARD OF DIRECTORS

- |                  |                |                                       |
|------------------|----------------|---------------------------------------|
| • President      | Sara Kelly     | Sara Kelly Graphics & Design          |
| • Vice President | June Hommel    | Black Dog Wines & Spirits             |
| • Secretary      | Amber Marriott | Glens Falls National Bank & Trust Co. |
| • Treasurer      | Lisa Pembroke  | Cambridge Valley Business Services    |

## BOARD MEMBERS

- |                     |                     |                 |                          |
|---------------------|---------------------|-----------------|--------------------------|
| • Kathleen Betjeman | Individual          | • Sara Davis    | Davis Family Enterprises |
| • Teresa Conrad     | Individual          | • Butch Eastman | A&M Printers             |
| • Warren Coolidge   | W.R. Coolidge & Co. | • Anne Helft    | Hoosick Tire             |

## COMMITTEES and BOARD LIAISONS

- |                                |                                    |
|--------------------------------|------------------------------------|
| • Balloon Festival             | Lisa Pembroke and Warren Coolidge  |
| • Beautification               | Sara Davis and June Hommel         |
| • Community Development        | Sara Kelly and Teri Conrad         |
| • Finance - Insurance - Bylaws | Warren Coolidge and Amber Marriott |
| • Membership                   | June Hommel and Kathleen Betjemann |
| • Nominating                   | Butch Eastman                      |
| • Tourism & Media              | Sara Kelly and Teri Conrad         |

## CONTACT US

Cambridge Valley Chamber Of Commerce

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<u>E-mail</u>	cambridgechamber@gmail.com	<u>Website</u>	www.cambridgenychamber.com

CVCC meetings are held at 6:00 PM on the 2<sup>nd</sup> Monday of each month at the Chamber Office.  
Our office is located in the Beacon Feed Studios building at the Hubbard Hall Campus in Cambridge.  
Everyone is welcome to attend.

If you know how many calories are in your cinnamon bun, you're eating it wrong.

## Welcome to our 20th year!

I'm pleased to announce that the Cambridge Valley Chamber of Commerce is turning 20 this year. This organization brings many events and services to the Cambridge valley. Through the years the Chamber created and has successfully organized 16 Balloon Festivals. We have supplied the "Welcome to Cambridge" and holiday street banners to the Village and have annually updated and distributed our membership brochure. We regularly maintain the website, plus take part in regional discussions regarding tourism and economic development at the local, county and regional levels.

I'd like to thank all of our members for your support and participation. Please share your opinions about the Chamber by filling in the Survey Monkey survey or just sending an e-mail with your ideas about what you'd like to see your Chamber do for your business and community. See details in this newsletter about the survey and our plans for our 20<sup>th</sup> anniversary celebration.

Wishing you all a healthy and prosperous 2017. – Sara Kelly, CVCC President

Misers aren't fun to live with, but they make wonderful ancestors.

# ***Splinters from the board***

## **A change in the by-laws**

In our continuing efforts to serve you better, we have found it necessary to amend our by-laws. The following changes were proposed to the membership, have been voted on and are now in effect:

1. The number of directors of the Chamber shall be *no less than seven (7) and not to exceed fifteen (15)*.
2. The Board of Directors may designate any place ... as the place of meeting for any meeting of members. If no designation is made, then the place of meeting shall be at the *Cambridge Valley Chamber of Commerce's current office location*. (See website and newsletter for address.)

## **Thank you!**

We'd like to express our sincere thanks to Val Reagan for her many years of service to our community. Her dedication, common sense and good advice are sorely missed. Val, your retirement from the Chamber comes as a loss to all of us. We wish you the best.

## **Blossoming news**

Each year the Chamber continues to beautify our town by planting annuals in the 12 squares and 4 barrels situated throughout the village. Perennials have been planted in a garden adjacent to the library and have taken root nicely. Chamber members and volunteers continue to maintain the plantings through the year. Our plants are purchased locally.

## **Membership**

Spring is coming – at least we hope it is – and May is sure to follow – of that we are certain! With May comes our annual membership renewal and drive. We sincerely hope that you, our members, approve of our endeavors on your behalf and that you will renew your membership in the CVCC. We also hope that you will encourage your non-member friends and neighbors to join us. As always, we welcome your comments and suggestions. Please tell us how we're doing. If we are remiss in our efforts – we promise to do our best to make you happy; if you are pleased with us – hey, it's always nice to hear that too.

## **Survey and Feedback**

Thank you to everyone who completed the CVCC Member Survey for January 2017.

In an effort to gather member feedback in advance of the January 16<sup>th</sup> meeting and Board elections, a link to an online survey was emailed to all CVCC members and posted to our Facebook page. The survey consisted of 6 questions (with all responses being anonymous). It was designed to better understand the impact the Chamber has on member businesses.

The results of the survey are as follows:

1. When asked to rate the impact the Chamber has on your business with 0 being no impact to 10 being the best experience possible, 77% of respondents rated their experience a 6 or higher. 22% of respondents gave the Chamber a perfect 10, "Best experience possible".
2. When asked how likely you are to renew your membership, 90% responded "Definitely will renew".
3. Next, members were asked to describe in their own words their experience with the Chamber. We had great feedback from all. This one quote seemed to represent much of the collective feedback: *"I've been a member for 14 years, most experiences have been positive ones. I feel being a member helps the business community and community in general."*
4. When asked to rate how important the various marketing items are to your business, the most popular item was the Balloon Festival which 56% rated as "Essential". This was closely followed by the CVCC trifold "Welcome to the Cambridge Valley," which 50% rated as "Essential" and the Chamber website at 44% as "Essential". The other marketing items also received positive feedback. 75% of respondents

rated the Newsletter as “Very Important” with a 55% rating. Christmas in Cambridge was rated as “Very Important”.

5. When asked to select which areas of participation most interest members it was an even split with 60% planning to attend monthly meetings or help in planning special events.
6. When asked to share ideas on how to help the Chamber promote businesses, the idea of having more Mixers was suggested. (Note: The next Chamber Mixer will be held on Saturday April 29<sup>th</sup> – see the details in this newsletter.)

If you have not yet completed the online survey and would like to add your feedback, you can still do so by clicking the following link: <https://www.surveymonkey.com/r/PVHDK8J>

Again, thanks to all members who completed the online survey! Your feedback is very much appreciated and essential. After all, the Chamber’s success is predicated on the support of our local members.

### **Save the date**

Just a reminder – our 2017 annual balloon festival is preparing for lift-off on June 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup>.

[Do people who run know that we’re not food anymore?](#)

## ***Spotlight***

In each newsletter we like to promote one or more of our member’s businesses.

In this edition our spotlight shines on:

### ***Devine Properties***

For Melissa Devine, it has always been about people. From a career in Human Services to a growing Real Estate Brokerage known as Devine Properties, Melissa has guided folks through various changes in their lives. Her career in human services as a counselor, program director and executive in the non-profit arena always provided her with an opportunity to help people reach their goals. Her focus was and continues to be on getting to know people – to find out what counsel and support they need and then to help them better their lives.

Sometime in 2001, while on a ride through the countryside in an effort to escape urban and suburban crowding and traffic, Melissa discovered and fell in love with Washington County and the Cambridge Valley. The views, rolling hills and farms were breathtaking. It didn’t take her long to learn that the people were friendly and welcoming. By 2002 she had moved and made her home here.

Having spent years in suburbia – where no one really knows your name – Melissa found a feeling of community. Savoring that, she began to build and develop new relationships. After a few years of commuting to Albany to work as the director of a State-wide non-profit professional association she decided enough was enough. She made a commitment to both live and work in the area she had grown to know and love.

Fast forward to 2007. Melissa brought her desire to help others into the real estate arena as a licensed real estate salesperson. By 2010, as a Licensed Broker with her own company, she broadened her reach by adding three experienced Associate Brokers, Nancy Dwyer, David Jones and Barbara Raymond to her team. Melissa, along with her Assistant Tara Kilmartin and her Associate Brokers, worked throughout the Capital Region. Today they continue to bring their expertise and commitment to their clients who buy or sell real estate for residential or investment purposes.

The Devine Properties approach to real estate is to focus on each person. Melissa and her team strive to ensure that their clients not only get sound advice and service as they buy and sell real property, but that they also feel supported and have their expectations met or exceeded. Their desire is to satisfy their clients so much so that they, in turn, will refer their friends and families to the company when real estate questions arise or help is needed.

Today the Devine Properties team includes several more licensed agents, Bridget Rowan, Lana McCall and Jessica O’Keefe. The Main Office (aka World Headquarters) is in Cambridge, NY. In 2016 Devine Properties expanded again and opened an office in Bergen County New Jersey with Frank and Magda Vonderlinden as licensed salespeople.

The company’s goal is to provide outstanding service and expert advice. Real estate is often the largest single investment people make in their lifetimes. And, when the real estate is one’s home it is more than just property, it is the place where families are raised and memories made. It’s important to guide people through the buying or selling process, answer their questions, protect their interests, and serve them with care and attention.

Devine Properties’ agents serve clients in Washington, Warren, Saratoga, Albany, and Northern Rensselaer Counties in NY and in Bergen County NJ. And, in conjunction with their network of like-minded professional Realtors, they are able to serve clients throughout the United States. Whether the need is buying or selling a larger or smaller home, land, a farm or an investment property, expert service from Devine Properties is available. You may contact them by e-mail at [mdevine@devineproperties.info](mailto:mdevine@devineproperties.info) or by phone at 518-250-1929.

Today I bent the truth to be kind, and I have no regret, for I am far surer of what is kind than I am of what is true.  
Robert Brault

## **Advertise with us**

In an attempt to entice customers to support our Chamber members, we would like to advertise your business here in the newsletter by promoting your “special offers”.

You might, for example, want to run an ad similar to the following:

*The Country Gals Café*  
*would like you to enjoy free coffee or homemade iced tea*  
*when you purchase either their*  
*breakfast or lunch special!*

*To obtain your free beverage, just mention that you saw this special offer  
in the Cambridge Valley Chamber of Commerce newsletter!*

## **All of our advertisements are FREE!**

Send your promotional information to us via e-mail and we will include it in our next newsletter.

Co-workers are like Christmas lights.  
They all hang together but half of them don’t work and the other half aren’t so bright.

## **Member news**

The Cambridge Valley Farmers Market is gearing up for the 2017 market season. We are currently seeking new vendors for the following products: crafts, wine, dairy products, prepared foods and meat. We also offer the Community Tent to local organizations for educational activities, publicizing events, etc. as long as they aren’t of a religious or political nature. Groups can sign up on a first-come, first-serve basis. The market is looking to partner with local merchants. If you are doing a seasonal promotion, please let us know! Market starts Sunday, May 21, from 10:00 AM to 2:00 PM on the Green across from The Cambridge and runs until Christmas, moving into the Lovejoy Building after Columbus Day.

For more information contact Debby Jaffe, Market Chair, at [cambridgefarmersmarketmanager@gmail.com](mailto:cambridgefarmersmarketmanager@gmail.com).

Sometimes the best part of my job is that the chair swivels.



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***Celebrate our 20<sup>th</sup> Anniversary with us!***

- Who: Cambridge Valley Chamber of Commerce  
What: A casual meet and greet mixer for all of our members and their guests during which we will recognize our charter members.  
Date: Saturday April 29<sup>th</sup>, 2017  
Time: 5:00 – 7:00 PM  
Where: American Legion Post #634  
Cost: \$15.00 per person or \$25.00 per couple

**A buffet is included and a cash bar will be available.**

Please bring your promotional items and/or business cards for sharing.