



Chamber Channel

Serving the Chamber members of Somersworth, Rollinsford, and the Berwicks of Maine **December 2009**

58 High Street, PO Box 615, Somersworth, NH 03878 • 603-692-7175 • Fax 603-692-4501 • email: info@somersworthchamber.com • www.somersworthchamber.com

South Berwick Announces New Community Development Committee



South Berwick Town Manager, John Schempf, with new Development Committee Chair, Tony Lemmo.

South Berwick recently introduced its new Community Development Committee whose purpose is to preserve the downtown and its economic well-being as well as encourage community activities that bring together business owners and local residents.

The new Committee Chairman, Tony Lemmo, has been working to promote this concept for several years as President of the South Berwick Networking group and as a member of the Economic Development Committee. Tony is committed to bringing together the downtown and local small business owners to meet, share ideas and refer business. He represents Brownell Insurance in the local area.

The Board of the Community Development Committee consists of Tony Lemmo, Chairman; Brian Kunkel, Vice-Chair; Genie Jennings, Secretary; Smilie Rogers and Paul Schumacher.

Save Money & Energy with a Ceiling Fan!

We can all appreciate the humble ceiling fan on a hot summer day, particularly when it's coupled with a cold glass of lemonade. But the same fan that cuts summer electric bills by as much as 40% can also help out in the winter. Fans today are made with a little switch that changes blade rotation. Counterclockwise produces that pleasant summer breeze we crave. Clockwise makes an updraft that sends the warmer air pooled near the ceiling back into the living space — cutting heating costs by as much as 10%.

Singing Valentine Auctioned Off!



Pictured above is auctioneer, Chris Kayne, who was surprised by red roses and a serenade from Greg Burdwood's Barbershop Quartet at the Chamber's 11th Annual Holiday Auction. The Quartet donated a half-hour performance as an auction item. The group demonstrated their entertaining skills by serenading Chris before bidders competed for their Singing Valentine. Greg Burdwood is the Executive Director of the HUB Family Resources Program, a non-profit organization providing resources to area families and their children. He can be reached at 603-749-8800.



Children's Holiday Program at the Sarah Orne Jewett House

On Saturday, December 19, at 10:30 a.m. and 2:00 p.m. the Sarah Orne Jewett House will present a holiday children's program featuring the reading of the 1884 Jewett Christmas story "The Becket Girls' Tree."

After story time, children will make simple Victorian ornaments to take home or to help decorate a tree in the Jewett house's visitor room. Light refreshments will be served. The program is recommended for children ages 5 and up. Children must be accompanied by an adult. The fee for this program is \$5 per child. Adults accompanying children are free. Space is limited and registration is required. Please call the Jewett House at 207-384-2454 for more information and to register for the program.

The Sarah Orne Jewett House is located at the corner of Portland and Main Streets in the heart of downtown South Berwick. It is one of 36 historic House Museums owned and operated by Historic New England, the oldest, largest, and most comprehensive regional heritage organizations in the country. For more information visit Historic New England online at www.HistoricNewEngland.org.

Celebrating 15 Years in Education



ChildLight Montessori holds classes in its new geothermal, passive solar building located on Route 4 in So. Berwick.

Chamber member, **ChildLight Montessori School**, is celebrating 15 years of providing pre-school and kindergarten educational services to children ages three through six. The school is located on Route 4 in South Berwick. The school is now operating in its new state-of-the-art, energy efficient building. Visitors are welcome to take a tour by calling the school in advance, 207-384-0153. To learn more about Montessori education, visit the website: www.childlightmontessori.org

Thank You Renewing Members

American Medical Response
Care Pharmacy
Coolidge Law Firm
CreativeMind Search Marketing
EFD Printing
Grubb & Ellis/Coldstream
Real E Advisors
Historic New England
John C. Hoell, D.D.S.
Piece O'Cake
Somersworth Storage, LLC
Waste Management

BUSINESS BEFORE HOURS

8:00 a.m.
Thursday, January 21st
Hosted by the
Somersworth/Berwick Rotary
at the Coolidge Law Offices
98 High Street, Somersworth

Welcome New Members

Sal's Pizza 400 High Street Somersworth, NH 03878 603-841-3848 FAX 603-841-3849 www.sals-pizza.com	WWNH- Love 1340 284 Route 155 Dover, NH 03820 603-742-8575 FAX 603-743-3334 www.loveradio.net
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Children's Program Creates Fundraising Calendars

Research shows that children are more likely to "get into trouble" between the hours of 3:00 and 6:00 p.m., before their parents get home from work. **Somersworth Youth Connection (SYC)** helps fill that critical time period. **SYC** is an after-school program that provides activities for Somersworth's Middle School students. Its purpose is to engage children in after-school activities that stimulate their creativity and their interest in positive interactions.

The program operates under the auspices of the HUB Family Resource Program and receives its



Artwork for the February page of SYC's 2010 children's art calendar.

funding through a limited grant.

As part of its fund raising efforts, SYC held a school-wide art contest to create a 2010 calendar for an affordable \$12.00 each. Local businesses have stepped up to aid in the fundraising by buying advertising that appears in the calendar. The Chamber of Commerce as well as several local businesses will have the calendars on sale beginning in mid-December.

Berwick Academy Scholarship Programs

The deadline for 6th and 9th grade scholarship applications is **Friday, December 25th**. The Thompson Scholarship of \$5,000.00 is awarded to one rising sixth grade student. The Berwick Scholarship and Schleyer Scholarship programs combine to award fully paid tuition to five rising ninth graders. All scholarships are based on extraordinary academic achievement, financial need, extra-curricular involvement, leadership, and citizenship as well as a talent and passion for writing. For more information, call admissions at 207-384-2164.

\$20,000 Grant for Free Memberships at Children's Museum

The Roger R. and Theresa S. Thompson Endowment Fund has awarded a \$20,000 grant to the **Children's Museum of New Hampshire** in support of the museum's *funded Membership* program.

The *Funded Membership* program is the cornerstone of the museum's outreach efforts and was created in 1994 in accordance with the wishes of Mrs. Theresa Thompson. This program provides free family memberships and admissions annually to hundreds of clients from 42 Rockingham and Strafford County Social Service agencies. Support from the Thompson Endowment Fund will enable the museum to expand this high-impact, sought-after program. For info: 603-742-2002 or www.childrens-museum.org.

Potluck Inaugural Ball for Somersworth



Bringing people together to celebrate public service is the theme for the Somersworth Pot-Luck Inaugural Ball, scheduled for Friday, January 8th, a few days after the new Mayor and City Council are sworn into office.

Volunteer, citizen planners of the event are keeping it affordable at \$10.00 per person. The focus is on the tradition of pot luck which asks all attendees to contribute – a great way to recognize and build a sense of community. Attendees are asked to bring a dessert or an hors d'oeuvre to share. Evening attire is suggested, and a cash bar will be available. So, mark your calendar for a night out with live music from Ben Baldwin and the Big Note. Because of the hall's capacity, a **limited number of tickets are available and must be purchased in advance**. Tickets are available at the Chamber Office, Leroy's Styles, Poppy Seed Studio, Great Falls Cleaners, and the 45 Market Street Bakery.

Friday, January 8, 2010 7:00 to 11:00pm
Veterans of Foreign Wars Hall
(across from City Hall)

8 Tips for Beginners in Social Media Marketing



Patti Fousek is the founder & president of CreativeMind Search Marketing.. She is a frequent guest speaker for various small business groups across New England. Patti creates winning

strategies to help businesses get found by their target market, build stronger online communities, and nurture leads into sales. Patti focuses on Search Engine Optimization (SEO), Social Media Marketing, Blog Promotion, and SEO & Social Media Training for individuals, groups, and in-house marketers. Visit her website: www.cmsearchmarketing.com

So, you've decided that your company needs to be involved with social media. But how do you get started and do you have the time? Here are eight tips to help you become a social media maven.

Tip 1: Have a Plan

I can't stress this point enough. Many companies and freelancers dive right into social media without a goal. Before you start, ask yourself "what do I want to achieve with social media?" It can be used to:

- Build buzz around a brand or product
- Increase traffic to a website or blog
- Brand yourself an expert in your field
- Network with business professionals and/or consumers
- Communicate with customers

Tip 2: Listen to Your Audience:

Your customers are constantly telling you what they want. Be sure to target your message to them. I like to use Google Alerts and TweetLater as my "listening" tools. I also read many blogs that pertain to

my industry and area of interests. When you listen, pay attention to:

- How does your target market communicate/interact on the social web?
- What are they discussing? What is important to them?
- What types of social networks are they using?

Tip 3: Brand Yourself with Your Profiles

Social networking sites are a lot like going to a networking event or a party, only virtually. Your profiles are your online billboard and should be used to emphasize your strengths. Write in conversational style, keep it interesting, use keywords so you can be found.

Tip 4: Get Your Feet Wet

Start participating on social media sites by sharing content and knowledge. You can participate by:

- Linking to helpful articles or blog posts in your status updates on Twitter
- Answering questions on LinkedIn
- Joining a group and joining in Facebook discussions
- Giving recommendations on LinkedIn to former co-workers or employees

Tip 5: Connect with Those You Know First

Your email inbox is a great wealth of information - use it. Use the tools in LinkedIn, Facebook, and Twitter to find contacts you know on these platforms. Write personalized notes when you wish to make a connection because a personal note helps jog a memory of who you are and makes you stand out from the crowd. LinkedIn is a helpful tool to start connecting with people you know. Once connected, ask for recommendations from

former co-workers or employers.

Tip 6: Engage Your Customers

Notify your current customers that you have a profile on LinkedIn, you're on Twitter, and have a fan page on Facebook. Encourage customers to follow you – or connect with you on these sites. Other ways to promote your social media status is to:

- Add badges and widgets to your website
- Link to social media profiles from your email newsletters
- Send out a post card announcing your Facebook Page

Tip 7: Track and Measure Your Results

As a business owner, you want to know about results.. One way to measure how much reach you have is to use your web analytics package to track visitor statistics i.e. Google Analytics or HubSpot. Use Google Alerts and TweetBeep to track mentions of you or your company and to help measure your reach on social media.

Tip 8: Manage Your Time Wisely

It's easy to get carried away with using social media. When I first started using social media tools, I set aside 15 minutes in the morning and 15 minutes at lunch to update my status and to share links.

To help save time, I use Ping.fm, a great tool that supports over 40 social networking sites. You post your status update once in Ping.fm and Ping updates all of your social media sites.

Getting started using social media tools as part of your marketing strategy can be daunting. If you have a plan, an end goal, and manage your time wisely, social media can become your top marketing tactic.



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**Greater Somersworth
 Chamber of Commerce**

2009 Board of Directors

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Secretary

Emily Sylvain

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Ann French

Profile Bank

Benny Benmoussa

La Belle's Bridal

Paul Edgar

Tri-City Christian Academy

Kelly Higgins

Spence & Mathews Insurance

Paul Kayne

Seacoast Orthopedics & Sports Medicine

Peter Mathieu

The Coolidge Law Firm

Leroy McGhee

Leroy's Styles

Connie Philbrick

Ocean Bank

Jonathan Shapleigh

Laconia Savings Bank

Craig Wheeler

City of Somersworth, Development Director

Jennifer Soldati

Executive Director

Printer

*Digital Ink Printing
 72 High Street, Somersworth
 603-692-6002*

Calendar

**Summersworth Historical
 Society & Museum**

**ANNUAL CHRISTMAS
 OPEN HOUSE**

Sunday, December 13th

12:30 - 3:30 p.m.

Door prizes, refreshments.

Chamber

**Board of Directors Meeting
Wednesday, January 27th**

City Council Chambers

7:30 a.m.

Chamber

Annual Meeting Breakfast

Wednesday, December 16th

**Great Bay Gallery
 25 Willand Dr., Somersworth
 8:00 a.m.**

\$15.00 for breakfast

***Join the Board of Directors
 for breakfast and networking.***

MEMBERS ONLY

Pot Luck Inaugural Ball

Friday, January 8th

7:00 - 11:00 p.m.

**VFW Hall, Somersworth
 Advance Tickets Only**

**Gingerbread Houses on Display
 Somersworth City Hall**

Now through December 17th

***Cast Your Ballot for the Winning Houses
 Voting Open through December 11th***