



Commerce Connection

Business Is Good

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October 2019



Find Your Future Workforce for Advanced Manufacturing

To help bridge the skills gap in advanced manufacturing and address Vermont's workforce labor shortage, the Vermont Chamber of Commerce is partnering with Vermont Technical College and the University of Vermont's College of Engineering and Mathematical Sciences (CEMS) on the Find Your Future Workforce Initiative. This effort matches students and soon-to-be graduates in advanced manufacturing and engineering with employer participants at the Vermont Chamber's **Manufacturing Summit** for jobs and internships. For 2019 the Vermont Chamber facilitated 49 interviews for 22 students. Additionally, the Vermont Chamber hosted over 150 students from regional technical centers and provided them with the opportunity to engage 120 manufacturers from New England and Canada and learn about new career pathways.

Fall Foliage is Worth Millions to the Vermont Economy

From mid-September to mid-October, Vermont's Green Mountains transform into a vibrant landscape of gold, red, yellow and orange. It's the ultimate fall foliage destination, with over one million visitors traveling to Vermont in the month of October alone to capture memories while enjoying Vermont specialty products and attractions with mountain vistas, picturesque lakes, classic New England villages and countryside ablaze with color. While Vermont tourism is thriving and our brand is strong, visitor impacts go beyond lifetime memories and Instagrammable moments; last year, visitors contributed \$391 million to the state's coffers in tax revenue (Vermont Agency of Commerce and Community Development). In order to maintain and increase our market share, we cannot lose sight of staying economically competitive. The destination marketing Vermont Department of Tourism & Marketing (VDTM) deploys is critical to drawing visitors to Vermont to spend money with our hoteliers, cultural institutions, craft beverage producers, chefs and retail outlets, which is critical to support a healthy state economy. It is time to work together as Vermonters to increase spending on destination marketing efforts through VDTM as an investment in a Vermont economy.



Read the full Op-Ed [here](#).

SAVE THE DATE



TOURISM DAY at the State House
Wednesday, January 15, 2020



Vermont Chamber Working for You in D.C.

In September, Vermont Chamber President [Betsy Bishop](#) met with chamber professionals around the country at the Chamber of Commerce Committee of 100 (CCC100) in Washington, D.C. Bishop was appointed to the CCC100 and in that capacity will advise the U.S. Chamber's board of directors, enhance collaboration through coalitions, recommend programming, and strengthen outreach to the business and chamber communities. "The CCC100 has a long-standing reputation as one of the most prestigious appointments in the chamber community," said Sara Armstrong, Vice President at the U.S. Chamber of Commerce. "These new members reflect our continued dedication to naming diverse, high-profile leaders from across the country to serve on this distinguished committee, and we look forward to the contributions they will provide to the CCC100."

Bishop also met privately with Senator Patrick Leahy to discuss trade policy and the impact of tariffs on Vermont businesses. Member businesses as diverse as Cabot Creamery, MBF Bioscience and A.N. Deringer have all registered their concerns with

the Vermont Chamber about the ongoing turmoil in the trade and tariff discussions at the federal level. The Vermont Chamber has created a compendium of letters from businesses to share with our congressional delegation. If you are interested in this issue, please email bbishop@vtchamber.com.



Use Instagram to Promote Your Business

Instagram has over 700 million monthly active users and a more engaged audience than other social media sites like Facebook or Twitter ([sources: Statista, ecommerceCEO](#)).

Businesses have an opportunity to market to a more targeted audience and the Vermont Chamber of Commerce wants to help. Last month, we visited the [Reynolds House Inn](#) in Barre to strategize how to use Instagram to promote their inn. After taking some photos of their festive fall decorations (seen here), we discussed a few tips:

- Using hashtags for more engagement.
- Re-sharing other top influencers' posts.
- Showing what you do in a creative way.
- Managing multiple accounts on Hootsuite.

If this topic interests you and you wish to learn more, please email mbullard@vtchamber.com.

You're Invited to Celebrate!

Join us on Tuesday, November 19, 2019 for a business celebration honoring the prestigious Citizen of the Year Award, as well as the recipients of the Above and Beyond Awards and the Celebration of Business. You can even take part in the fun Wine Pull!



- **Date:** Tuesday, November 19, 2019
- **Time:** 5:30 pm - 8:30 pm
- **Location:** Hilton Burlington Hotel
- **Tickets:** \$85 per person; \$680 for a table of 8

[Register to Attend](#)



Puppy Therapy Day

“Happiness is a warm puppy,” – Charles Shultz (cartoonist, *Peanuts*). We at the Vermont Chamber are so lucky to have this annual tradition of spending some time with golden retriever puppies from Brenda Bailey from Pot O' Gold Kennel!

Vermont Strengthens Québec Ties with Visit to Sherbrooke

The statewide Vermont Chamber of Commerce joined a Vermont delegation, hosted by the [Department of Economic Development](#), Vermont Agency of Commerce, and journeyed to Sherbrooke, Québec. Only 30 miles from Vermont's border and with a population of 165,000, Sherbrooke is the economic center of southern Québec. The tour facilitated opportunities for cross-border collaboration, trade, partnerships and expansion with visits to both businesses and educational institutions. Highlights included the Chamber of Commerce and Industry of Sherbrooke, the University of Sherbrooke's 3 IT Institute, Bishop's University, and Royer, a manufacturer of work boots. Following the visit, the Vermont Chamber facilitated several trusted member referrals with Canadian companies in support of work to strengthen our bi-lateral ties with Québec and foster collaboration, the exchange of ideas and commerce.



Top 10 Winter Events Announced

Each year, a panel of independent judges selects Vermont's blue ribbon activities. Chosen for their creativity, diversity and appeal, this year's [Top 10 Winter Events](#) feature honored traditions as well as contemporary experiences.

[Request](#) FREE copies of the Vermont Vacation Guide.



Cloud Connect Summit Burlington

Cloud Connect Summit Burlington

The Cloud Connect Summit is the
Must-Attend IT Event of the Year



WHAT: Cloud Connect Summit
WHEN: Wednesday, November 13, 2019
WHERE: University of Vermont, Davis Center 401 (Silver Maple Room), Burlington, Vermont
TIME: Registration at 1:30 p.m.; event 2 to 5 p.m.; cocktail reception 5 to 6:30 p.m.

Use promo code to waive \$150 registration fee: Burlington
[REGISTER HERE >>](#)

Welcome New Chamber Members

These new members are now listed on the [Vermont Chamber Directory](#) online, which gets 55,000 unique views a year.

This month we welcome:

[ISoldMyHouse.com](#)

[US Aircraft Finance](#)

[Swanson Inn](#)

[Aero-Bond Corporation](#)

[Winslow Automatics Inc](#)



Membership Spotlight

Exploring the New Canopy at VINS

The Vermont Chamber attended a Hartford and Woodstock Bi-Chamber event in mid-September, hosted by the Vermont Institute of Natural Science (VINS) Nature Center. The event

highlighted the construction progress for the new VINS Forest Canopy Walk. The VINS Forest Canopy Walk is officially opening to the public on Saturday, October 12 at 10

am! Wonder, awe, excitement, giggles, learning and joy are all included on this adventure. To learn more visit [VINS' Website](#).

To learn more about how you can be our featured member of the month, contact [Chris Carrigan](#). It's just one of the numerous benefits of being a member of the [Vermont Chamber of Commerce](#).

#LetsGrowVT

[Rutland city officials to use influencers to bring in more young people](#)

[Newport officials see business boost with ATVs on city roads](#)

[Housing campaign: Homes being built, but affordability lags](#)

[Vermont Québec Aerospace trade corridor extended to Connecticut](#)

[Shelburne Museum receives a \\$15 million gift to endow Education Director chair](#)

This section features news about growing Vermont companies. Add news@vtchamber.com to your distribution list.

In Other News:

[Lawmakers will seek housing solutions in meetings around the state](#)

[Symquest raises \\$7500 for Special Olympics in Vermont](#)

Save the Date:

[Stay to Stay Weekend St. Johnsbury - Oct. 4 - 6](#)

[Manufacturing Day - Oct. 4](#)

[Vermont Sheep & Wool Festival - Oct. 5 - 6](#)

[Bolton Valley Job Fair - Oct. 12](#)

[The Harpoon Riverbend Taps and Beer Garden Octoberfest - Oct 12 - 13](#)

[Treasury Management Seminar - Oct. 16](#)

[Cloud Connect Summit - Nov. 13](#)

Want great exposure for your business? Sponsoring the statewide Chamber newsletter is an affordable and effective way to reach your target customers. Email [Sally Cooper](#) for pricing and more information.

