



**28th Annual  
 Winter In August Celebration**



The Rutland Region Chamber of Commerce is excited to invite you to the 28th Annual Winter In August Celebration sponsored by Mac's Market/Mac's Flame Rite Heating Oil.

This event, which started over a quarter century ago, is held to recognize the positive economic impact that the ski areas have on the region.

Space is available for food vendors, this is a great opportunity to showcase your business to about 700 people.

The taste of Vermont will take place Tuesday, August 11, 2009, 5-8pm. The event is held in Center Street Alley, Downtown Rutland with an inclement weather location of the Diamond Run Mall.

Ticket prices will remain \$10 at the door and \$9 in advance by contacting the Chamber office. Pre-purchasing allows you quicker access on the day of the event.

For more information or to donate food or prizes, call 773-2747.

**RRCC Courier  
 Goes Digital**

The Rutland Region Chamber of Commerce will be going to a digital version of the RRCC Courier beginning with the September 2009 Issue.

We want to make sure you do not miss out on any information. Please send us an email at rrcv@aol.com with the notation "Newsletter" in the subject line and we will add you to the list.

If you currently receive our informational emails regarding mixers and other Chamber events you will automatically be added to the digital list.

For more information call us at 802-773-2747.



Stephen Sawyer of Table 24 Restaurant receives the Best Taste Runner Up Award from Congressman Peter Welch at the 27th Annual Winter In August Celebration

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## Welcome New Members

### Staff

**Thomas L. Donahue**

Executive Vice President/CEO

**Penny J. Inglee**

Marketing & Project Manager

**Joan Hill**

Director of Membership Development

**Ann Marie Clifford**

Information & Finance Manager

### Committee Chairs

#### Public Policy Committee

Larry Jensen

747-1611

#### Membership Development

Steve White

775-0510

#### Special Events

##### Winter In August

Donna Blight

775-6062

#### Tourism & Marketing

Mary Ann Goulette

438-2263

#### Transportation/Airport

Joe Giancola

773-6251

### Indian River Rehabilitation and Nursing Center

Jennifer Brady

17 Madison St.

Granville, NY 12832

Ph: 518-642-2710 or

518-642-1318

Email:

jennifer@indianriverrehab.com

Long-term skilled nursing facility and a short-term sub-acute rehabilitation center featuring physical, occupational and speech therapy.

### Invigorate Inc.

Desireé Murray

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Rutland, VT 05701

Ph: 779-0112

Email: invigorateinc@live.com  
Offers the necessary services to help our members achieve their nutrition and fitness goals at affordable prices.

### Meub Gallivan Carter & Larson, Attorneys, PC

Erin Gallivan

65 Grove St.

Rutland, VT 05701

Ph: 747-0610 Fax: 747-9268

Email:

gallivan@meubassoc.com

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www.woodstockcookies.com

All handmade, all natural, made in Vermont cookies, granola bars, granola bags & brownies.

The Courier is published  
monthly by the:

**Rutland Region**

**Chamber of Commerce**

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www.rutlandvermont.com

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Layout/Content - Penny J.  
Inglee

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month

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copies monthly

## Travel Between Rutland And NYC



### Schedule

<b>Departs Rutland</b>	Mon-Fri: 7:40am	Sat: 10:35am	Sun: 4:45pm
<b>Arrives NYC</b>	Mon-Fri: 1:40pm	Sat: 4:40pm	Sun: 10:35pm

<b>Departs NYC</b>	Daily except Fri: 3:15pm	Fri: 5:43pm
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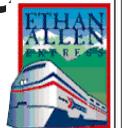
<b>Arrives Rutland</b>	Daily except Fri: 9:10pm	Fri: 11:30pm
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**For Reservations or more information**

**1-800-USA-RAIL**

**www.amtrak.com**

*Service Alert: Due to track maintenance in the Northeast schedules are subject to change effective May 10th.*



# *Workers' Comp. Corner*

## Workers' Compensation Process

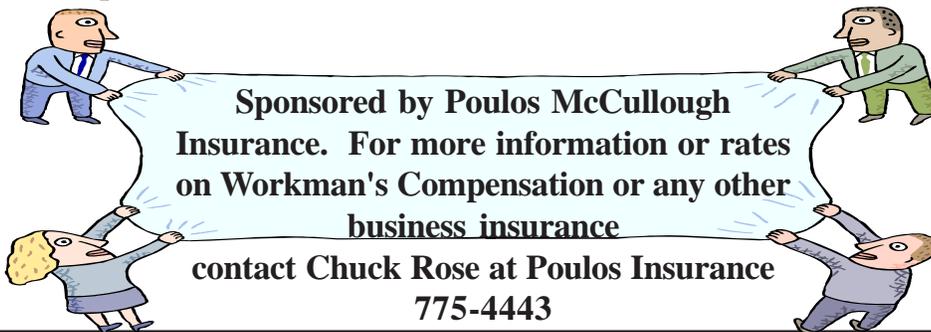
The law pertaining to Workers' Compensation is found in 21 V.S.A. Chapters 9. The Department of Labor, Workers' Compensation and Safety Division is responsible for administration of that statute.

The Workers' Compensation Statute, a no-fault insurance system, provides the employer of an injured worker with protection from suit while it provides the injured worker with:

- \* medical treatment for the injury,
- \* compensation for lost earnings until the worker has reached a Medical End Result or has returned to work,
- \* Permanent Partial Disability compensation for loss of function caused by the injury,
- \* and Vocational Rehabilitation to assist the worker to regain earning capacity.

How to Contact Them:

- \* Email them for information at [LABOR-WCComp@state.vt.us](mailto:LABOR-WCComp@state.vt.us)
- \* List of Workers' Compensation Division Staff  
<http://labor.vermont.gov/Businesses/WorkersCompensation/WCContactPage/tabid/847/Default.aspx>  
 Vermont Department of Labor  
 5 Green Mountain Drive, PO Box 488,  
 Montpelier, VT 05601-0488  
 Telephone:(802) 828-2286 Fax: (802) 828-2195



**Sponsored by Poulos McCullough Insurance. For more information or rates on Workman's Compensation or any other business insurance contact Chuck Rose at Poulos Insurance 775-4443**

### Travel Between Rutland and Boston



#### Schedule

	Departs	Arrives
<b>Rutland To Boston Daily:</b>	6:25am	7:25am
	11:40am	12:40pm
	4:30pm	5:30pm
<b>Boston To Rutland Daily:</b>	10:10am	11:10am
	3:00pm	4:00pm
	6:00pm	7:00pm




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### Board of Directors

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**Glenda Hawley**  
 Catamount Radio
- First Treasurer**  
**Jack Merola**  
 TD Banknorth
- Second Treasurer**  
**Marleen Cenate**  
 Heritage Family Credit Union
- Immediate Past President**  
**Larry Jensen**  
 Rutland Health Foundation

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 Vermont Country Store
- Phil Alderman**  
 Alderman's Superstores
- Steve Costello**  
 Central VT Public Service, Corp.
- Bill Hanley**  
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- Mary Ann Goulette**  
 Town of West Rutland
- Brian Grady**  
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- Jim Goss**  
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- Jerry Hansen**  
 SIGH Enterprises
- Pierre Masuy**  
 OMYA, Inc.

#### Ex-Officio Members

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 Rutland Regional Planning Commission
- Michael Coppinger**  
 Downtown Rutland Partnership
- Jamie Stewart**  
 Rutland Economic Development Corp.
- Tom Macaulay**  
 Rutland Redevelopment Authority

## 48th Annual Art in the Park Summer Festival



Over 80 juried fine artists, craftspeople, and specialty food producers will be represented at the Chaffee Art Center's 48th Annual Art in the Park Summer Festival to be held on August 8 & 9, 2009 in Main Street Park at the Junction of Routes 4 & 7 in Rutland, Vermont. Hours are from 10am to 5pm daily. A voluntary donation is appreciated. There will be door prize drawings held throughout each day under the main tent, and special drawings in the Chaffee, located across the street, for framed pieces of artwork from exhibiting artists.

All types of handcrafts and fine art will be on exhibit and available for purchase at the outdoor festival. The visual arts are represented by a selection of oil paintings, watercolors, acrylics and photographs. A full array of crafts will be featured: baskets; pottery; health & body products; dried floral pieces; clothing; quilts; jewelry and much more. Demonstrations of works in progress will be held throughout the weekend. Specialty food producers will tempt your taste buds with samples of fudge, dips, desserts and seasonings.

Rounding out the festival are musical performances each day, as well a free art and crafts activities for children held under the Chaffee's main tent throughout the weekend.

*Art in the Park* is sponsored by: Berkshire Bank, Vermont Country Store, Stewart's Shops, Chittenden Bank, Wendy's, KeyBank, Merchants Bank. In-kind sponsors include: Casella Waste Management, Rutland Recreation and Parks Department, Hull Maynard Hersey Insurance, Rutland Region Chamber of Commerce, Pico Ski Club, Green Mountain Awning, Vermont State Fair, Hubbard Septic Tank & Portable Toilets. For information, call the Chaffee Art Center (802)775-0356.

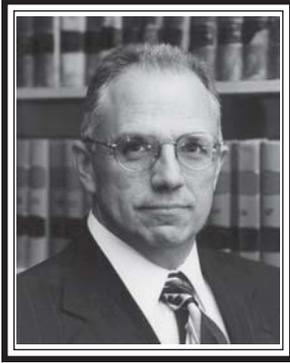


## 2009 Worksite Wellness Award Applications Being Accepted

The Governor's Council on Physical Fitness and Sports 2009 Worksite Wellness Awards recognize Vermont employers who promote a work environment that encourages and enables their employees to improve their overall health and well-being. Completing the on-line application is the first step in the 2009 awards application process. To begin go to: [www.vermontfitness.org](http://www.vermontfitness.org). All on-line applications are due by August 31, 2009. Any Vermont worksite, regardless of size is encouraged to apply.

This year's awards will be presented by Governor James Douglas at the 15<sup>th</sup> Annual Worksite Wellness Awards Ceremony, on December 1, at The Capitol Plaza, Montpelier, Vermont from 8:30-12:30. The morning event will include a national speaker, worksite resources, networking and a best practice panel of 2009 worksite wellness program recipients.

If you have questions concerning the on-line application, please e-mail Sarah Narkewicz, Co-chair, Worksite Wellness Committee at [snarkewicz@rrmc.org](mailto:snarkewicz@rrmc.org) or call 802-747-3770. If you have questions about the application process or the upcoming event, please contact Evelyn Sikorski, Chair Worksite Wellness Committee at [evelyn.sikorski@vtmednet.org](mailto:evelyn.sikorski@vtmednet.org) or call 802-847-6540. We are here to assist you with the successful completion of your application. For more information about the Governor's Council please visit our web site at [www.vermontfitness.com](http://www.vermontfitness.com).



## Merchants: Be Alert

by James P. Mongeon, State's Attorney

### FALL TOURISM: Avoiding Business Losses

Fall tourism brings many people to Vermont to see our foliage. The tourists eat at local restaurants, stay at local motels and shop in our local businesses. However, for your business to benefit from their patronage, you must be paid.

Get payment in a manner that insures that you have your money: cash, a credit or debit card that is swiped for electronic funds transfer, or a verified cashier's check. If the customer offers you a personal check, that is no more than a promise to pay. There is no assurance that you will be paid. This is particularly true where you cannot verify the check and go to that bank to cash the check such as an out of state check offered to you on a weekend when the bank is closed. Remember that out of state checks take longer to clear so it can be days before you know if that check is good. Further, a person can issue a "stop payment" directive on a check.

If a tour operator has made reservations with you for meals or lodging, what arrangements have you made with the operator for the bill? Is this a tour operator that you have dealt with before? Be sure that your requirements for deposits, etc. are met before departure. Be sure that you have worked out all arrangements with a responsible person for the tour operator, not merely the tour leader who may not have any authority to conduct business on behalf of the tour company.

It may be well worth your time to review your procedures with your trade group and/or your business attorney. Sometimes, just a small change to your procedure or form contracts can save you time, aggravation and future expense.



Pat Cuddy, Morgan Stanley Smith Barney;  
Linda Wright, Rutland County Community  
Land Trust; Ernie Wright & Karen  
Letourneau, VABIR; network at the  
July Chamber Mixer held pool side at  
Best Western Inn & Suites



**September  
10-13, 2009**

The Killington Economic Development Department will bring thousands of motorcycles to Rutland County with the 7<sup>th</sup> Annual Killington Classic Motorcycle Touring Rally, September 10-13, 2009.

This year's Killington Classic dubbed Thunder Through the Mountains will feature several great events including an opening reception, annual parade to Rutland and the Vermont State Fair, bike show, poker run, Texas Hold 'Em Tournament, pig roast, concert, tours and much more.

For additional information go to  
[www.killingtonclassic.com](http://www.killingtonclassic.com)

## Creating Space For Health: Health & Wellness Column

By Lisa Marie Donohue, MA, LMT

### The Whole Food Truth-A Three Part Series

#### Part III: Encapsulated Whole Food

“Let your food be your medicine and your medicine be your food.  
Nature heals; the physician is only nature’s assistant.” (Hippocrates)



According the American Cancer Society, 1 in 3 people will experience cancer in their lifetime and 90% of Americans do not eat the minimum recommendation of 5 fruits and vegetables a day. The federal government has now increased this recommendation to 9 a day in order to prevent nutritional deficiencies and recommends 17-20 to prevent and treat diseases such as cancer, heart disease, diabetes, obesity, and fibromyalgia to list a few. Thank goodness we have an abundance of farmer’s markets this time of year. Now is the time to stock up, to kick start and maintain these recommendations!

Like many people you are probably thinking, how can I possibly eat 17-20 fruits and vegetables a day? Truth is like me, you probably won’t be able to pull it off 365 days a year. This is where whole food supplementation comes in! Researchers have found a way to juice organic fruits and vegetables, removing the water and sugar, leaving the antioxidants and phytonutrients. Then these nutrients are put in an oxygen free environment to encapsulate them.

Once ingested in a capsule form, your body absorbs 100% of the nutrients into your blood and your levels of antioxidants increase significantly, resulting in a reduction of free radicals in your body by 75%. The amazing thing is this occurs after only 7 days of being on a whole food supplementation. This means you have reduced your chances of disease and death and greatly increased the health of the cells in your body.

So in short, whole food supplementation should be a part of everyone’s daily routine and while isolated supplements do have their place; you should consult an integrative practitioner before beginning mega-doses of isolated supplements.

For more information about **whole food nutrition**, worksite health promotion programs, [including onsite chair massage], individual & group coaching, call 802.446.2499 or Email [wellbeyond@vermontel.net](mailto:wellbeyond@vermontel.net).

#### **Resources:**

“Wholefood Nutrition: Recommended 7-12 Servings Of Fruits And Vegetables A Day | Suite101.com” -[http://patient-health-education.suite101.com/article.cfm/wholefood\\_nutrition#ixzz0FJ9384WM&A](http://patient-health-education.suite101.com/article.cfm/wholefood_nutrition#ixzz0FJ9384WM&A) - <http://loistrader.com> -<https://www.juiceplus.com/nsa/content/Welcome.soa>

## From Our Members

**Annie's Book Stop** will host Songs and Stories for kids with Carole McClure on August 4<sup>th</sup>, 11<sup>th</sup>, 18<sup>th</sup> and 25<sup>th</sup>. For more information call 775-6993.

**College of St. Joseph** announces the appointment of Kristie Johnson as the New Business Manager. Ms. Johnson began her career at the college in 1993 and has served as Controller and as an adjunct professor. For more information call 773-5900.

**Jackson Gore at Okemo Mountain Resort** will host Hops in the Hills, a beer festival on August 8<sup>th</sup>, 1-6pm. There will be a sampling of beers from local and regional brewers, music and a barbecue. The cost is \$20 per person. For more information call 228-1600.

**Red Clover Inn & Tavern** announces their new Chef Dennis Vieira. Chef Vieira brings a passion for fresh seasonal ingredients along with a background in European cuisine. For more information call 775-2290.

**Rutland Health Foundation** announces the 3<sup>rd</sup> Annual Phyllis MacMurtry Memorial Golf Tournament to benefit the Community Cancer Center at Rutland Regional Medical Center. Proceeds support the Patient Prescription Assistance Fund. The tournament will take place at Milestone Golf Club in Hampton NY with registration beginning at 1pm. To participate or more information call 518-282-9030.

**Tattersall's Clothing Emporium** presents Tips on Tying and Wearing Scarves and Buff Headwear on August 6<sup>th</sup>. For more information call 773-5007.

**The Community Cancer Center at RRMC** is announces the establishment of the Patten Oil Patient and Family Assistance Fund to benefit patients receiving treatment at the cancer center at RRMC. Patten Oil will designate a portion of every gallon of fuel from their new pink fuel truck to the cancer center. For more information call 775-7111.

**The Thrive Center of the Green Mountains** announces the reinstatement of adult Chiropractic Care within the State of Vermont Health Insurance Programs. Call 446-2499 for more information.

### Great Member Benefit

**\*\*Free\*\***

Notary Services for  
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## Rutland Region Workforce Investment Board

### Nancy Burzon, Executive Director

#### 2009 Business Survey



In the spring of 2009, I conducted a survey of 30 companies. I included a wide range of businesses, most of them in the small and medium size category in terms of employment.

The purpose was to determine two things.

1. What *will be* the priority skills needed as they come out of the recession and begin hiring again?

2. How will the trend towards the “green economy” impact the companies? Will new jobs be created for this industry? If so, what skills will be needed?

Here is a brief summary of what I learned.

1. **Computer Skills are now a prerequisite:** The world of work has definitely reached the point where all employees need at least the ability to use a messaging system, find information online, and manage some simple tasks (such as updates and changes to benefit plans) electronically.

2. **Certifications:** Nearly all employers interviewed specified *certifications* among the list of needs. The trend is to have verifiable documentation of knowledge and skill. Certifications will be a factor in the green economy, as they are required for many of the installations of alternative energy solutions.

3. **Work ethic, soft skills and customer service:** This trend is very supportive of Vermont’s new Career Readiness Certification, which includes soft skills verification.

4. **Highly skilled technicians** for manufacturing positions such as Industrial Electricians, Industrial Maintenance, Industrial Energy Auditors, Mechanical and Electronic Technicians were mentioned as being particularly hard to find.

5. **Physical Therapists, Occupational Therapists and Pharmacists** are the hardest occupations to find in the health care industry. Another needed area is in the **electronic medical records** area. The required certifications are CPC (Certified Professional Coder) and CCS (Certified Coding Specialist).

6. **Marketing and Sales:** Many reported depending on “word of mouth” for marketing their product or service. While some are hanging on during this downturn, it was striking to consider how they could potentially grow their business base through effective marketing strategies. If they had the “know how” to tap the Internet to drive customer demand, they could see gains in their revenue generation.

#### GREENECONOMY

1. **Fifty-nine percent** of the companies interviewed have been addressing the operational side of the “green” trend. There is a clear sensitivity to environmental impacts of the work product and companies have clearly been going after the “low hanging fruit” such as recycling, lighting and other recommendations of Efficiency Vermont.

2. **Thirty-eight percent** of the companies saw revenue growth potential and had work underway to go after those opportunities.

3. **Twenty-seven percent** identified job creation potential. Those who did were in the business of developing or distributing solar products and efficient lighting. Electricians, plumbers and carpenters were the most frequently cited job opportunities as well as sales people with technical knowledge. Those electricians and plumbers included in the study have the certifications for that type of installation but are not seeing great demand at this time.

If you would like a copy of the full report, please contact me at [njburzon@vermontel.net](mailto:njburzon@vermontel.net).

## Membership Directors Update ~ Joan Hill



Hi Everyone,

Thank you to the Best Western Inn & Suites for hosting the July mixer. The food, music, door prizes and presentation was wonderful.

Each month in the newsletter I highlight a different chamber benefit to keep you informed of the advantages of being a member of the Rutland Region Chamber of Commerce.

August's Benefit of the Month are the advertising opportunities that are available to our members:

Our Chamber Map (this is the #1 map of the area with 10,000 distributed every year).

Membership Directory which is placed in all our brochure locations and also mailed to businesses and individuals relocating to the area (many refer to the directory as the "yellow pages of our members")

Banner Ads on our website [www.rutlandvermont.com](http://www.rutlandvermont.com) (which averages 21,000 visitors per month.) Buy all 3 and save!! Please call me at the chamber office for details. Don't miss this opportunity! Call: 802-773-2747 ext. 203.

Welcome to our new members Indian River Rehabilitation and Nursing Center, Invigorate, Inc., Meub Gallivan Carter & Larson, Attorneys, P.C., and Woodstock Cookies, Inc.

**NEW PERKS :** Invigorate, Inc. is offering a 15% discount on their membership packages and The Thrive Center of the Green Mountains is offering 15% off selected retail products, \$15.00 off 70 or 90 minute therapeutic message sessions and 15% off initial one hour nutritional consult & 20 minute follow ups – by phone or in office.

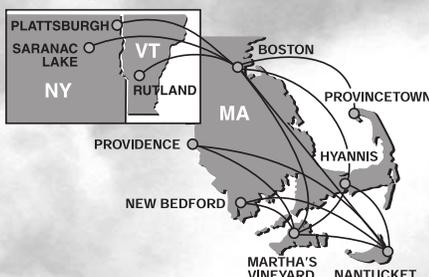
The 4<sup>th</sup> of July Fireworks Extravaganza at the Vermont State fairgrounds was a great success. Thank you to our sponsors Casella Waste Systems, Central Vermont Public Service Corp., Chittenden Bank, A Division of People's United Bank, FairPoint Communications, Price Chopper Supermarket, Rutland Herald, Ryan Smith & Carbine, Ltd. Verizon Wireless, Vermont Country Store and Wal\*Mart.

We need brochures from our members. Now that the visitors' center is open our supply is moving. If you are unable to drop them off at the Chamber office on North Main Street, please call me at 773-2747 ext. 203, and I will be happy to pick them up.

Mark your calendars for the Winter in August Celebration sponsored by Mac's Market and Mac's Flame Rite Heating Oil in the Center Street Alley slated for August 11<sup>th</sup>. Tickets can be purchased in advance at the Chamber office. If you would like to donate food, please call us so we can reserve your space.

Join a committee, offer perk card discounts and get involved to receive the most benefits from your Chamber. I look forward to seeing you all at Winter in August on August 11<sup>th</sup>.

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## Computer Ease By: Larry Gold

### Social Networking and Business?

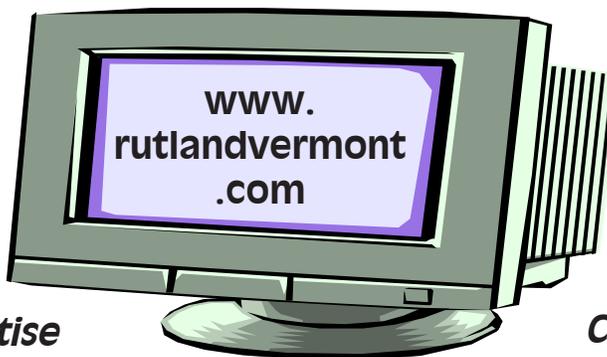


Wait a second. Social networking and Business networking are different things, right? Why are businesses asking about Facebook/Flickr/MySpace/LinkedIn/Plaxo/etc.? Are they thinking about the social aspects of marketing the business? Or the business aspects of being on a social networking web site. Whoa. Are these so-called social networking sites, becoming business tools? In the world of IT/Web, when you start to think like that, the odds are good that you missed the boat already. Not always the case, but, this industry is fast. I won't take the time to remind you about all the amazing online marketing ideas that have come, and gone. So, which employees at your business do you allow to access these types of sites? All of them? Really? It doesn't take long for the bad guys to figure out how to send viruses around through these types of sites, so word to the wise. Allowing access to these types of sites, is kind of like saying, "all types of business are good". True statement? Hard to say. As you pursue marketing your goods and services in the world, you have to pick and choose which places, on line places as well, make the most sense. So far, these social networking sites seem to come and go with regularity, so from the "On Line" marketing standpoint, keep your eyes open. It might be that you have only heard of just the most popular ones. Not hard to imagine, when you are busy running that business. Don't believe me? Do a search for "social networking sites" on Google, and click on the link to the Wikipedia page. Amazing how many there are. Actually quite a few with very specific target markets. Don't forget to back up that data!

## June 2009 Website Report

### Top Chamber Web Site Member Listing Page Views

1. Lodging 1,319
2. Attractions 1,110
3. Restaurants 713
4. Retail 337
5. Recreation 214



6. Real Estate 201
7. Services 127
8. Health Care 126
9. Food 64
10. Construction 61

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### Other Top Page Views of Interest

Calendar 2,397  
Things To Do 1,195

Photo Album 889  
Visiting 756

Shopping 540  
Jobs 311

## Participate in "Disability Mentoring Day" on October 14th

The Rutland County region will be celebrating its seventh year of participation in this event.

Disability Mentoring Day is a large-scale, broad-based effort designed to promote career development for students and other job seekers with disabilities (mentees) through hands-on career exploration, job shadowing, and internship or employment opportunities, and the matching of mentee-mentor relationships. Through Disability Mentoring Day, employers from all sectors benefit from mentoring people with disabilities as a way of learning about the experience of disability, developing lasting relationships with disability community leaders, and recruiting new and emerging talent for meaningful internship and employment opportunities.

One out of every five people in Vermont has a disability. In the past, Governor Douglas said "I urge the Vermont business community to recognize that there are excellent potential employees for positions of any skill level; and that equal opportunity to employment for all Vermonters is in everyone's best interest," the Governor added. "It is important that we continue to address the barriers to employment faced by people with disabilities. And often just a very simple accommodation will pave the way for a mutually successful employer-employee relationship."

Rutland County leads the state with the most participating businesses that provide mentoring experiences for people with disabilities. The collaborating agencies involved in this event include VocRehab Vermont, VABIR (Vermont Association of Business, Industry and Rehabilitation), Vocational Opportunity Works (VOW), JOBS, Career Choices, the Department of Labor (DOL), and Lenny Burke's Farm.

The Regional Coordinator is Stacey Lancour, VOW Employment Specialist. If your business wants to participate, please contact Stacey at (802) 786-4935 or Gary Jaquith, VocRehab Vermont Senior Job Developer, at (802) 786-5934.

## August Chamber Meetings & Events

- 4 Special Events Committee, 8:30am
- 6 Membership Development Committee, 8:30am
- 11 28th Annual Winter In August, 5-8pm; Center St. Alley, \$10pp
- 13 Tourism & Marketing Committee, 8:15am
- 26 RRCC Board of Directors, 12:15pm

**The Rutland Region Chamber of Commerce fielded 585 phone inquiries during the month of June 2009**



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TEL: 802-775-4337  
Email: mykehenry@aol.com  
www.michaelhenrybroker.com

Rutland Region Chamber of Commerce



*invites you to the*

*28th Annual*



*Winter In August Celebration*



*Tuesday, August 11, 2009 ~ 5-8pm*

*Location: Center St. Alley, Downtown Rutland*



*Inclement Weather Location: Diamond Run Mall*



Tickets: \$9 in advance, \$10 at the door.

Come help us pay tribute to the positive economic impact Killington and Okemo Resorts have on the Rutland Region.



*Great Food ~ Great Company*

*Music ~ Door Prizes!*



***Next Month: Mixer at Applewood Bed & Breakfast ~ 5-7pm***