

You are invited to join the Chatham Business Alliance.

The Chatham Business Alliance, a coalition of area business and organizations, works to maintain and promote Chatham, NY as a healthy, positive environment for shopping, dining and conducting business.

As an organization, we pledge to:

- Promote the business community within the Chatham, NY area.
- Work to maintain Chatham, NY as the vital retail center of Northern Columbia County.
- Preserve the historic integrity of the area.
- Celebrate Chatham through organized festivals and special community days.
- Work to improve the community in which we live and/or work.

2007 was a busy year for the more than 65 members of the Business Alliance. As an organization we have been actively planning for the 2008 DOT renovation project in Chatham Village. During the past year we have worked hand in hand with the Columbia County Chamber of Commerce in presenting a 3-part forum: Paving the Way to Success. We have learned from the experiences of folks who have already undergone DOT reconstruction. We have had a dialogue with both DOT officials and Colarusso Construction workers and now have an ongoing exchange of information. Sue Trevellyan directed a panel of experts in a discussion internet use for increased sales.

Jim Fairbrother designed a “Village People” marketing campaign that shows our pride in the Village. (It is all about pride! Pride in being a great village, Pride in being a part of what is happening! – J. Fairbrother) We have been using the logo in all our advertising. T-shirts with the “Village People” logo are now available.

Various merchants in the Village are now distributing Chatham Dollars designed with the “Village People” logo. For every ten dollars spent pre-construction, customers receive one Chatham Dollar redeemable during spring construction.

Our beautiful new website chathambusinessalliance.org is up and running. The site is elegant and easy to use – thanks to Trevellyan Graphic Design & Marketing who once again rose to the occasion.

The CBA held a photo contest with the prize-winning photos being featured in a 2008 CBA calendar.

We celebrated Summerfest, a rainy but fun Halloween Spooktacular, and a brilliant Winterfest. A community decoration contest sponsored by the Chatham Courier and the Business Association was held in conjunction with Winterfest. Many merchants generously donated to The “Gift of Chatham” drawing. One lucky winner walked away with a gift from almost every CBA member.

The Chatham Courier has been very generous in giving us front-page space for our “On The Right Track” column. We have been able to address a variety of issues using this venue.

Please join us - become a member of the Chatham Business Alliance. With the DOT project going forward this year, we all need to work together to remain alert and alive. The cost is minimal, the return enormous. Membership remains a bargain at \$50 for the year. To be included in the full-color Chatham brochure please enclose an additional \$75. (Total \$125)

Sincerely,
Kathy Stumph, President



2008 Application for Membership



Business Name: _____

Business Address: _____

Business Phone: _____

Business e-mail address: _____

Website address: _____

Contact: _____

I am interested in working on the following committees and/or events:

- Membership
- Summerfest
- Halloween
- Winterfest
- Marketing
- Publicity
- Calendar 2009
- CBA Window display
- Celebration when DOT work is finished
- 2008 Brochure

<p>I have enclosed: (Check those that apply)</p> <p>\$50 CBA 2008 Membership</p> <p>\$75 to be included in the 2008 brochure</p> <p>\$ Total enclosed</p>
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Text for brochure (40 words or less): _____
