



# Commerce Connection

*Business Is Good*

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July 2019



### **Nomination Deadline for Citizen of the Year and Above and Beyond Award: July 26**

Each year, the Vermont Chamber of Commerce honors an outstanding Vermonter as our Citizen of the Year at a special awards banquet in the late fall. This award is presented to the individual

who:

- Has made major contributions to the betterment of Vermont;
- Has been distinguished through outstanding service to his/her community and region; and
- Typifies the true spirit of service and self-sacrifice in representing the finest ideals of Vermont citizenship.

To nominate an individual who exemplifies these ideals, please review and submit the [Citizen of the Year nomination form and instructions](#). View our [list of past honorees](#).

The Vermont Chamber also awards "Above and Beyond" individuals who have been nominated for demonstrating exemplary service and commitment to their job, industry or economy, thus contributing to a more vibrant state for Vermonters to live

and work. To nominate an individual who exemplifies these ideals, please review and submit the [Above and Beyond nomination form and instructions](#).

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## Tariffs & Border Issue Impact Members

Vermont business leaders say President Trump's tariffs could cost them money. We sat down this month with [Congressman Peter Welch](#) and members that included [Vermont Country Store](#), [MBF Bioscience](#), [Liquid Measurement Systems](#) and [Leader Evaporator](#) at a roundtable discussion to talk about their substantial concerns.



Tariffs on China imports impact Vermont businesses because many products sourced across the state come from China. With short notice on price increases, it makes it challenging for businesses to project costs and adjust their operations in a timely manner.

"We had folks everywhere from agriculture to high tech and what they're saying is, No. 1, the tariffs are increasing their expenses. No. 2 is cost to consumers. No. 3, it's threatening the relationships with customers, and if you lose a sale, you lose a customer," Welch said to [NBC 5](#), who were in attendance along with [WCAX 3](#).

Please contact [govaffairs@vtchamber.com](mailto:govaffairs@vtchamber.com) if you have input on tariff impact.

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## Vermont Chamber Visits Windsor County

Last month on a perfectly sunny Vermont day, we visited business members around Windsor County to understand their challenges and opportunities!

Some of the great places we saw included:

[Okemo Mountain Resort](#)  
[The Springfield Regional Chamber of Commerce](#)  
[Quechee Gorge trail \(see the frog?\) at the Hartford Area Chamber of Commerce](#)  
[Simon Pierce Glass Blowing Factory](#)

Stay tuned to the Commerce Connections Newsletter to see what counties we travel to next... If you are interested in having us visit your business contact us [news@vtchamber.com](mailto:news@vtchamber.com).

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## Vermont Futures Project Completes Internship Research

Research from the [Vermont Futures Project](#) shows ample supply of internships, but a low job conversion rate. Employers' offers to new college graduates is low. Only 26% of jobs require a four-year degree, consistent with the national average, but significant if we want to retain students past graduation.



### Policy Leaders are Listening to Vermont Businesses

Prevailing post-adjudgment reports have sidelined the praise both the Legislature and the Administration deserve for their contributions to Vermont's economy. While it is tempting to continue debating the 2019 political turmoil, the Vermont Chamber of Commerce instead chooses to celebrate some of the many areas where legislators actively responded to the needs of the business community.

[Governor Scott](#) and the Legislature truly embraced the opportunity to work together whenever possible, placing the interests of Vermonters far ahead of temptations to partake in unproductive political gamesmanship. Evidence of this is most apparent in the bipartisan focus on economic development that characterized the 2019 legislative session.

Like all states, Vermont faces many challenges—high taxes, cumbersome permitting requirements for development and an overall high cost of doing business, to name a few. But considering the real economic progress made in 2019, this session was undoubtedly a win for the business community. Read more [here](#).

### Manufacturing Summit Save the Date: September 26

The [Manufacturing Summit](#) is on September 26, 2019. We are proud to host over 20 OEMs and over 110 exhibitors who will be able to connect with meaningful B-2-B meetings during the event. Last year we had over 600 meetings take place and expect even more this year. Vermont is central to the Aerospace Corridor reaching from Connecticut up to Quebec. This is the boutique supply chain event where real connections are being made. Attend and network with buyers, suppliers and partners at the largest B-2-B manufacturing trade show for advanced manufacturing in northern New England.

Attendee Registration opens August 1st

Learn more in the video below



## Best Practices for Social Media

June 30th was social media day, celebrated with the hashtag #smday! To celebrate, we at the Vermont Chamber want to thank you for all of your support on our social media channels. Communication through this newsletter and on our social channels is very important to us.



As a small business ourselves, we are constantly working to evolve and promote ourselves on social media. Here are five tips we have learned that might also help you in growing your social media channels:

1. Start with a Plan - we have a yearly plan in the form of a calendar to track ideas on what to post.
2. Build Relationships - we love sharing your page's content and appreciate when you share ours.
3. Focus on Quality over Quantity - a good rule of thumb is to post a certain number of times based on the channel trends and make sure your images are clear and of high quality.
4. Know and Expand your Audience - conduct an audit on who is following you and know who your target audience is and how to reach them.
5. Keep it Consistent - keep on posting and learn as you go! Don't give up, it will be worth it to use social media as a communication and outreach tool.

Follow us on Social, we'd love to hear from you!



**Attract more visitors to your business**  
with our Vermont Tourism Marketing Program

- 3.3 million visitors to Vermont Welcome Centers
- 700,000 eGuide pageviews and 70% are unique users!
- 300,000 vacation guides distributed through various channels
- 1.7 million visitors to VermontVacation.com
- 125,000 subscribers reached via monthly VOTM email campaign

Contact Marc Plouffe at [mplouffe@vtchamber.com](mailto:mplouffe@vtchamber.com)  
or Megan Bullard at [mbullard@vtchamber.com](mailto:mbullard@vtchamber.com)

**VERMONT CHAMBER**  
of Commerce

## Get the Biggest Bang for Your Buck: Digital, Print and Essential Distribution

Extend your local advertising reach to essential key traveler destinations. Include your business in the official **fulfillment piece** for the Vermont Department of Tourism and Marketing. This program is loaded with great content designed to attract visitors to Vermont. Now is the time to

feature your business in the only statewide [Vacation Guide for Vermont](#). The [Stay & Play](#) directory, included in this offer, allows the Vermont visitor to search from their device for unique accommodations, restaurants, attractions, recreation and more.

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## Welcome New Vermont 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:

[Arrowhead Auto Detailing](#)  
[Johnson Gage Company](#)  
[Cirtronics Corporation](#)  
[East Coast Metrology, LLC](#)  
[LionsGate Inn](#)  
[Old Route Two Spirits](#)  
[UTD-United Tool and Die](#)  
[Uniro Inc.](#)  
[Modula Inc.](#)  
[Thomas Hirschak Company](#)  
[Innovance](#)  
[Specialty Bolt & Screw Inc.](#)

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## #LetsGrowVT

[Vermont to expand Stay-to-Stay Weekends to attract more people to the state](#)

[Norwich University will commemorate its 200th anniversary](#)

[Unemployment rate hits new low of 2.1%](#)

[LEDDynamics move its new headquarters](#)

[Caledonia Spirits Distillery expands in Montpelier](#)

This section features news about growing Vermont companies. Add [news@vtchamber.com](mailto:news@vtchamber.com) to your distribution list.

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## In Other News:

[State tries new approach on northern lake](#)

[Q&A with Deringer's Jake Holzscheiter on the front lines of trade tensions](#)

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**Save the Date:**

[Vermont Tech College - Leadership Camp -July 7-12](#)

[New Music Festival, The Cheese Ball, set to take place in Northfield, VT - July 19](#)

[Sugarbush hosts Mid-Summer Harvest celebration & pig roast in new Gate House Courtyard - July 20](#)

[Citizen of the Year & Above and Beyond nomination deadline - July 26](#)

[Manufacturing Summit - September 26 - registration opens August 1](#)

[7th Annual High Fives Vermont golf tournament - August 9](#)

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

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