



For Immediate Release (October 4, 2011):

Contact: Christine Crawfis
Director of Marketing & Communications
New Paltz Regional Chamber of Commerce
257 Main Street, New Paltz, NY 12561
(845) 255-0243
christine@newpaltzchamber.org
www.newpaltzchamber.org

New Paltz Regional Chamber of Commerce October Business Luncheon: "Market Your Business to Weekend & Summer Homeowners," Featuring Deborah Barrow of WAMC Northeast Public Radio

(New Paltz, NY) The **New Paltz Regional Chamber of Commerce** will hold its **October Business Luncheon** on **Wednesday, October 16, 2011** from **12:00 noon until 1:30 p.m.** at **Toad Holly Pub**, 713 Route 32, Tillson. The event, sponsored by **Hudson Valley Federal Credit Union**, will focus upon how local businesses can market effectively to the region's second homeowners, presented by Deborah Barrow of **WAMC Northeast Public Radio**. This luncheon is complimentary to NPRCoC Corporate Partners, \$20 for NPRCoC members and \$25 for non-members. Reservations are required. Call 845-255-0243 or email info@newpaltzchamber.org for more information or to RSVP.

Since the 19th Century, the Hudson Valley's breathtaking scenic beauty and proximity has made it a natural home-away-from-home for folks who need to get away from New York City for rest and relaxation. A lot has changed since the days of the Vanderbilts and Rockefellers, but our region remains a premier destination for second home ownership. Join Deborah Barrows of **WAMC Northeast Public Radio** as she presents the best ways to market local business to the Hudson Valley's weekend and summer homeowners.

October business luncheon sponsor and NPRCoC Supporting Partner **Hudson Valley Federal Credit Union**, by embracing the philosophy of "People Helping People," has grown from a private, employee-based credit union to the multi-billion dollar, community-based organization you see today. **Hudson Valley Federal Credit Union** understands how important time and convenience is to a small business owner. Whether seeking cash management, financing solutions, investing, insurance, or a combination of all of these things, **HVFCU** can tailor a financial solution. For more information about Hudson Valley Federal Credit Union, visit www.hvfcu.org or call 845-463-3011.

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New Paltz Regional Chamber of Commerce October Business Luncheon
Page 2 of 2

The New Paltz Regional Chamber of Commerce, with more than 600 members, is an active and trusted voice in the regional business and residential community, advancing the business, industrial, agricultural and civic interests of the Mid-Hudson Valley Region. Programs and services of the Chamber are made possible, in part, by the support of its Corporate Partners for 2011: **Central Hudson Gas & Electric Corp.** (Leading Partner); **Brinckerhoff and Neuville Insurance Group** (Associate Partner); **HealthAlliance of the Hudson Valley, Health Quest, Hudson Valley Federal Credit Union, KIC Chemicals, The Law Offices of James Yastion, PLLC, M & T Bank, Ulster Savings, M&T Bank and Vanacore, DeBenedictus, DiGovanni and Weddell LLP, CPAs** (Supporting Partners).

Members and visitors are welcome at the Chamber's Visitor Center, located at 257 Main Street in New Paltz. For more information about Chamber programs and Visitor's Center hours of operation, visit www.newpaltzchamber.org or call the Chamber at (845) 255-0243.

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