

REGIONAL
CHAMBER OF
COMMERCE
FOUNDATION nurturing community through education
AT NEW PALTZ

**REGIONAL CHAMBER OF COMMERCE FOUNDATION AT NEW PALTZ
NEWS RELEASE**

For Immediate Release (August, 2010):

****DIGITAL COLOR IMAGES AVAILABLE UPON REQUEST****

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**Cinda Baxter “The 3/50 Project: Building Business from the
Ground Up” at SUNY New Paltz as Part of Exclusive Four-Stop Northeast Tour**

(*New Paltz, NY*) On Friday, August 13, 2010, Cinda Baxter presented “The 3/50 Project: Building Business from the Ground Up” at SUNY New Paltz, co-produced by the Regional Chamber of Commerce Foundation at New Paltz and the Gardiner Association of Businesses (GAB). Cinda’s appearance in the Hudson Valley was one of only four stops on her exclusive Northeast Tour. Her presentation focused upon the whirlwind beginnings of the project, founded upon the simple premise “Pick 3, spend 50, save your local economy.” Attendees learned how The 3/50 Project builds cooperation between local business owners and helps reconnect consumers with locally owned, independent brick and mortar businesses.

Cinda Baxter understands small business from the inside out, having once been a retailer herself. As past recipient of two national Retailer Excellence Awards and press coverage ranging from *Modern Bride* to the *Wall Street Journal*, she now “pays it forward” to retailers and vendors through her consulting company, *Always Upward*, and as founder of The 3/50 Project. Her résumé includes seats on numerous influential boards in the gift industry; speaking engagements

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throughout the US and abroad; and as Contributing Editor for the trade publication “Gifts and Decorative Accessories Magazine”. Her blog on AlwaysUpward.com, is considered a “*must read*” in the industries that she serves.

Singled out by *Inc. Magazine* for her expertise in using social media to engage audiences offline, Cinda is a respected social networking pioneer. By the time Facebook had become part of our daily lives, she’d already founded numerous successful online communities, including RetailSpeaks, Brilliant Ink, and The Print Lab. Her launch of The 3/50 Project on March 30, 2009 garnered more than 15,000 registered supporting businesses and over 30,000 Facebook fans in its first nine months alone...without spending a penny on advertising or marketing.

Proud sponsors of this program include **Ulster Savings** and **Walden Savings Bank** (*Leading Sponsors*); **Chronogram Magazine** (*Media Sponsor*); **PDQ Business Printers** and **KathodeRay Media, Inc.** (*In-Kind Sponsors*); **Craig Thomas Pest Control**; Jenkinstown Day Spa; Leitha M. Ortiz-Lesh, Esq.; Marquette Building and Consultation Services; **Minnewaska Lodge**; **New Paltz Travel Center**; **Roots and Wings** and Uptown Attic (*Friendship Sponsors*).

The Regional Chamber of Commerce Foundation at New Paltz aids and augments the New Paltz Regional Chamber of Commerce’s current slate of successful educational programs. The Foundation also envisions a comprehensive program of educational activities and scholarships, all geared toward educating and supporting the community. The New Paltz Regional Chamber of Commerce, with more than 700 members, is an active and trusted voice in the regional business and residential community, advancing the business, industrial, agricultural and civic interests of the Hudson Valley. It responds to an estimated 22,000 requests and visits from tourists each year from its offices at 257 Main St. in New Paltz. For more information about Foundation and Chamber programs and Visitor’s Center hours of operation, visit www.newpaltzchamber.org, or call the Chamber at (845) 255-0243.

The Gardiner Association of Businesses (GAB) is a not for profit organization that promotes and supports business in Gardiner and provides a forum for communication between businesses and on business issues in the town. GAB membership is open to anyone who owns a business in Gardiner, or who lives in Gardiner and owns a Hudson Valley business. GAB members are provided opportunities to network with fellow business owners, spread the word about products, services, promotional events and special announcements related to their businesses. Members are listed in the organization’s business directory and on its website, www.GardinerNYBusiness.com.

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