



**For Immediate Release (October 20, 2011):**

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

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**New Paltz Regional Chamber of Commerce October Business Luncheon Features Deborah Barrow of WAMC Northeast Public Radio, "Marketing Your Businesses to the Valley's Second-Homeowners"**

(New Paltz, NY) The **New Paltz Regional Chamber of Commerce** held its **October Business Luncheon** on October 19, 2011 at **Toad Holly Pub**, Tillson, sponsored by Hudson Valley Federal Credit Union. The luncheon featured Deborah Barrow of WAMC Northeast Public Radio, who presented tips for local businesses seeking to reach the second-homeowner market. Barrow's savvy presentation touched upon understanding what the market wants, including highlighting a dedication to the Think Local First principle by visibly supporting local arts and cultural events and pointing out which local products and services a business uses. It is also a good idea to market the substantial cost and time savings to be had by seeking services "in the country" as opposed to "in town."

October business luncheon sponsor and NPRCoC Supporting Partner **Hudson Valley Federal Credit Union**, has grown from a private, employee-based credit union to the multi-billion dollar, community-based organization you see today in Highland, Kingston and throughout Orange, Dutchess and Putnam Counties. **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 that's perfect for each business. For more information about HVFCU, visit [hvfcu.org](http://hvfcu.org) or call 845-463-3011.

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

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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](http://www.newpaltzchamber.org) or call the Chamber at (845) 255-0243.

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