

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 (July 14, 2009):
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**Regional Chamber of Commerce Foundation at New Paltz to Hold Professional
Development Series Panel Discussion “Embedding a Culture of Customer Service
Excellence for Profitable Growth”**

(*New Paltz, NY*) The Regional Chamber of Commerce Foundation at New Paltz will hold a panel discussion, “**Embedding a Culture of Customer Service Excellence for Profitable Growth**” on **Friday, July 31, from 9:00 – 11:00 a.m. in van den Berg Hall, room 110 on the SUNY New Paltz campus**. The panel discussion is the third in the Foundation’s 2009 Professional Development Series and is free to New Paltz Regional Chamber of Commerce members, \$15 non-members. Reservations are required. For more information or to reserve a space, call 845-255-0243 or e-mail info@newpaltzchamber.org.

Satisfied customers tell three people about their experience; unsatisfied customers tell everyone they know. This panel discussion will help you learn how to provide top flight customer service in a fast paced economy, how to manage your online reputation, and ways to elicit constructive feedback from customers to enhance their experience and your profits. Panelists are Chris Winfield, president and co-founder of 10e20; Eric Roosa, training manager at **Mohonk Mountain House**; and consultant Christina Bark.

Chris Winfield is the President and Co-Founder of 10e20. Chris is responsible for the overseeing all of 10e20 campaigns and the strategic direction of the company. He has been featured in multiple articles by The Wall Street Journal, The New York Times, USA Today, Investor's Business Daily, The Boston Globe and over 100 other media outlets. Chris is a graduate of the State University of New York at Albany and attended University at Westminster in London. 10e20 is a New York-based Internet marketing and web solutions company which, since its foundation in 2001, has grown into a full-service search marketing company that is able to provide total Internet marketing solutions to small and mid-sized companies.

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As the Human Resources Training Manager for **Mohonk Mountain House**, **Erick Roosa** is responsible for educating more than 750 employees on the resort's national award-winning Service Program. He also directs training for new employees at this 140-year-old National Historic Landmark. Erick has more than twenty years of experience within the hospitality industry. He has worked directly with guests as well as employees in a multitude of positions beginning as a busperson. Along with **Mohonk Mountain House**, Erick has held positions at the Stouffer Orlando Resort and the Restaurant Associates at Alliance Bernstein in Manhattan. He has managed customer service leadership training for staff ranging in size from five to 800. As Training Manager of **Mohonk Mountain House**, Erick believes that every interaction you have with someone can be seen as a customer service experience—good or bad, there is a lot to be learned no matter which end of the experience you are on.

Christina Bark is a business advisor with an expertise in strategy, risk management, operations, leadership development and change implementation. Christina's diverse experience as a corporate leader, attorney and entrepreneur drive her uncanny ability to design and promote achievable solutions when 'the odds are against.' Her results-oriented approach is well-suited to accelerate growth opportunities, optimize operations, and introduce new methods for success. Whether it's starting a venture, expanding a business, energizing teams and leaders, managing change or exiting a business successfully, Christina serves as a catalyst for breakthrough results. Christina graduated from Vassar College (A.B., Sociology) and Stanford Law School (J.D.). 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 to take place at the Chamber's proposed new Education and Visitor's Center.

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 current rented offices at 124 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.

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