



## NEW PALTZ REGIONAL CHAMBER OF COMMERCE NEWS RELEASE

**For Immediate Release (May 21, 2010):**

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

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### **Chamber's May Business Luncheon Features Market Research Strategies Presented by Ted Clark, SUNY New Paltz School of Business**

(New Paltz, NY) The **New Paltz Regional Chamber of Commerce** held its **May Business Luncheon** on **Wednesday, May 19**, at **Wiltwyck Golf Club**, Kingston. The luncheon, sponsored by **SUNY New Paltz Foundation** and **SUNY New Paltz Office of Regional Education**, featured marketing research strategies presented by Ted Clark of **SUNY New Paltz School of Business**, helping attendees reinforce and focus marketing research skills, gain knowledge and tools to develop and manage research projects, and debunking the myth that you have to spend a lot of money to gain valuable information for decision making.

Since its founding in 1976, luncheon co-sponsor **SUNY New Paltz Foundation** has raised more than \$20 million in gifts of cash, artwork and other goods to support SUNY New Paltz. The Foundation's leadership includes volunteer alumni and friends who serve as Board members. It also awards nearly 350 scholarships totaling more than \$200,000 each year. For information about Planned Gifts, or to speak with a gifts officer, please call 845-257-3238. Co-sponsor **SUNY New Paltz Office of Regional Education**, in collaboration with SUNY New Paltz's major academic units, serves students in the Hudson Valley region through several different programs, including the Extension Program, the Distance Learning Program, Summer Session, Classroom Technology Institute (CTI), Graduate Admissions Advising and University in the High School. For more information, call (845) 257-2900.

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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 Mid-Hudson Valley Region. Programs and services of the Chamber are made possible, in part, by the support of its Corporate Partners for 2010: **Central Hudson Gas and Electric Corp.** (Leading Partner); **Brinckerhoff and Neuville Insurance Group** (Associate Partner); **Health Quest, Hudson Valley Federal Credit Union, KIC Chemicals, Inc., Ulster Savings** and **Vanacore, DeBenedictus, DiGiovanni 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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