

# NORTHEAST KINGDOM CHAMBER OF COMMERCE



## BUSINESS SURVIVAL TOOL KIT

**NORTHEAST KINGDOM CHAMBER OF COMMERCE**

2000 Memorial Drive - Ste. 11

St. Johnsbury, VT 05819

802-748-3678, 800-639-6379

[www.nekchamber.com](http://www.nekchamber.com)

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**The Northeast Kingdom Chamber is here to help you with any of the topics covered in this booklet.**

**Office hours are Monday – Friday, 8:30 a.m. – 5:00 p.m.**

**2000 Memorial Drive-Ste.11  
St. Johnsbury, VT 05819  
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## **FOREWORD FROM THE NORTHEAST KINGDOM CHAMBER MEMBERSHIP COMMITTEE**

Dear Fellow Northeast Kingdom Chamber Members:

In the past few years, this region and nation faced the worst economic recession since the 1930s. We may come out of this downturn stronger and wiser, but there is little doubt that our spending habits will ever be the same. From here on out, it is pretty clear that we will all need to demand the most out of our purchases, and that translates to your membership in the Northeast Kingdom Chamber. We want to make sure that you receive the most benefits possible for your membership dues.

The chamber has instituted programs that benefit you, our members, including more one-on-one visits and greatly enhancing the beauty and ease of the chamber web site, [www.nekchamber.com](http://www.nekchamber.com). We added technology upgrades that will carry us into the future and increase web traffic to members, including enhanced web listings, a mobile web site, an expanded calendar of events and an online dining guide. This year, the chamber also established the Northeast Kingdom Young Professionals Group, drawing the region's young entrepreneurs into the business. We have also redesigned every single one of our publications, making them more attractive and useful for our visitors and chamber members.

These new initiatives complement our already strong membership benefits, which include great networking opportunities and some of the best benefit programs in the state (including health, dental and supplemental insurance plans). We also offer a discounted telephone plan and low-cost mailing opportunities for our members through our bulk-mail and chamber mailing initiatives. The intent of this Business Survival Tool Kit is to present, in one convenient packet, the many promotional, networking and marketing benefits that you receive as part of your chamber membership.

We urge you to keep this on your desk at work and review it from time-to-time to ensure you are receiving the most from your Northeast Kingdom Chamber membership.

Thank you for your continued support of the region through your membership in the Northeast Kingdom Chamber.

Sincerely,

The Northeast Kingdom Chamber Membership/Marketing Committee



## **- MISSION STATEMENT -**

The Northeast Kingdom Chamber of Commerce consists of businesses, professional firms and individuals from Northeastern Vermont.

The chamber initiates and supports efforts to increase the prosperity of our regional economy while preserving the distinctive quality of the Kingdom and its people.

## - NORTHEAST KINGDOM CHAMBER STAFF -

### **JENN GARAND ASSISTANT TO THE EXECUTIVE DIRECTOR**



Jenn, a life-long Vermonter, grew up in East Haven and after testing out a few other small towns in the Kingdom, settled in Danville. She and her husband, Derek, share a love for dogs and currently have one semi-spoiled beagle. After attending Lyndon State College, she happened across the NEK Chamber through a state program to gain work experience. What started as a three-month training program ended up being a 13-year (and counting) career. In her spare time she likes to decorate her home, spend time with family and shop for a bargain. She has always enjoyed the clean, Vermont outdoors, occasionally going camping, hiking, biking and even mini-golfing. Drawing, painting and crafts are other interests that she would love to find more time for.

Jenn's email address is [nekinfo@nekchamber.com](mailto:nekinfo@nekchamber.com)

### **BARBARA SINGLETON ACCOUNTING MANAGER**



Barb comes to the chamber from the Wildflower Inn, where she served as its bookkeeper for five years. Previously, she worked at AJA Caterers and as vice president and the bookkeeper at Mike's Automotive for 15 years. Originally from northern New Jersey, Barb has lived in the Northeast Kingdom for 25 years. Barb is also a graduate of Christian Life School of Theology, where she graduated in 2005 with an associate degree in theology and continues to work toward her bachelor's degree.

Barb's email address is [acct@nekchamber.com](mailto:acct@nekchamber.com)

### **DARCIE McCANN EXECUTIVE DIRECTOR**



Darcie McCann was born in St. Johnsbury and attended local schools until her family moved to Montpelier in 1970. She graduated from Montpelier High School, attended the University of Vermont and received a bachelor of arts degree in journalism from the University of Maine at Orono. She worked at newspapers in San Diego, Calif. and Wellesley, Mass. (where she served as the editor of the Wellesley Townsman), before returning back to the Northeast Kingdom with her own family in 1991. She worked as the publications director at Lyndon State College before accepting the executive director post of the Northeast Kingdom Chamber in 1995. She is married to Douglas Steward and is the mother of Kate and Kieran Steward. She has been known to have a penchant for the Red Sox and lupines and can make a mean chocolate chip cookie.

Darcie's email address is [director@nekchamber.com](mailto:director@nekchamber.com)

## **- NORTHEAST KINGDOM CHAMBER OF COMMERCE BOARD OF TRUSTEES -**

The Northeast Kingdom Chamber Board of Trustees consists of area business people that represent the diverse membership of the Chamber. Each board member is chosen for a three-year term, voted on by the membership at the annual meeting. The board meets once a month to foster the growth and development of the chamber. Members are welcome to attend the first part of board meetings to discuss issues and ideas with the group. Following is a list of current board members.

### **TERM ENDING 2012**

#### **David French**

Worksite Solutions  
220 Lindsay Road  
Newport, VT 05855  
Tel: 334-3176  
David.French@combined.com

#### **Brian Mulcahy (Vice-president)**

Rabbit Hill Inn  
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#### **Patton Hyman (Officer-at-large)**

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#### **Nikki Coyne**

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#### **Joe Kasprzak**

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#### **Michelle Langtange**

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#### **Kim White**

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### **TERM ENDING 2013**

#### **Pat Forest**

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#### **Tim Tierney**

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#### **Rich Lyon**

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#### **Cindy Robillard (Member-at-large)**

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#### **Maurice Barnes**

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**TERM ENDING 2014**

**Bob Morey (President)**

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**Hannah Manley (Past President)**

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**EXECUTIVE DIRECTOR**

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**TRUSTEE EMERITUS**

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## **- NORTHEAST KINGDOM CHAMBER OF COMMERCE COMMITTEES -**

The NEK Board of Trustees has established committees to aid the staff in areas of greatest interest. The committees are made up of members of the board, other chamber members and staff. We encourage members to become involved as members of a committee or by offering suggestions.

### **SPECIAL PROJECTS COMMITTEE**

- Identify special projects or events to raise funds for Chamber operations
- Coordinate and implement fund-raising projects and programs

The Special Projects Committee's successes include the Annual Chamber Super Raffle and the "Drop the Ball" golf ball drop.

### **COLORS OF THE KINGDOM FESTIVAL COMMITTEE**

- Determine and help organize festival activities
- Serve as volunteer for the Colors of the Kingdom Festival
- Promote increased attendance to the event

Planning of the St. Johnsbury Fall Foliage Festival by the NEK Chamber began in 1995. In 2010, the event's name was changed to Colors of the Kingdom Festival. The event has become a tradition for many, yet it continues to evolve in order to attract new audiences. In recent years, the committee has expanded the festival beyond its original Main Street location, added a themed parade and adjusted the date to coordinate with other organizations in the area. It now serves as the kick-off event for fall happenings in the area.

### **MEMBERSHIP COMMITTEE**

The membership committee looks at how the chamber positions itself to its members and visitors. Its sub-committees include:

- **Tourism** - the tourism subcommittee reviews and suggests needed changes for the following tourism-related brochures/programs: tourism/services brochures, travel show and web site
- **Membership** - how to attract and retain membership through various initiatives and events
- **Web site** - oversees web site, the most extensive in the Kingdom, covering visitor, relocation, business relocation, member and resource guide information.

This committee is very active. They meet monthly and continuously provide great new ideas and improvements to current projects. The Membership Fair, "Top Ten Reasons to Join the Chamber" magnets, Business Survival Tool Kit and Business-to-Business Networking meetings are just a few of the initiatives recently established by this committee.

### **FINANCE COMMITTEE**

- Assist Accounting Manager, Executive Director and Treasurer in the preparation of annual budget
- Meet as is necessary to assess financial status of chamber
- Review all items relating to possible revenue and expense streams prior to general board review/approval
- Investigate investment options for the chamber
- Review capital expenditures and determine long-term planning options with designated funds
- Determine audit review schedules.

### **ECONOMIC GROWTH COMMITTEE**

- Identify seminar topics and organize seminars
- Act as clearinghouse for information relating to economic development issues & recruitment strategies
- Work in liaison with local economic development entities and report back as needed to board of trustees.

### **YOUNG PROFESSIONAL GROUP (ages 25-40)**

- Discuss the challenges of doing business in the Northeast Kingdom as a young professional
- Share ideas and success stories to support one another
- Review what the chamber can do to support young professionals.



# GOOD NEWS FOR CHAMBER MEMBERS!

## NATIONAL STUDY SHOWS BENEFITS OF JOINING CHAMBERS OF COMMERCE

A national study by The Schapiro Group, an Atlanta-based market research firm, reveals a number of important findings about how consumers and business owners perceive the local chamber of commerce and the businesses that are their members.

### CONSUMERS ARE MORE LIKELY TO BUY GOODS AND SERVICES FROM CHAMBER OF COMMERCE MEMBERS.

For example:

- When consumers know that a business is a member of the local chamber, they are **44%** more likely to think favorably about it.
- Consumers who are told that a business is a chamber member are **51%** more likely to be highly aware of it and **57%** more likely to think positively of its local reputation.
- Consumers are **63%** more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce.



### MEMBER LOYALTY: CHAMBER MEMBERS BUY FROM OTHER CHAMBER MEMBERS

The study also has good news for businesses that sell to other businesses.

- When business decision-makers believe that a business is a chamber member, they are **37%** more likely to think favorably of the business, **51%** more likely to be highly aware of it, **58%** more likely to think positively of its local reputation, and **59%** more likely to buy goods and services from it.

### CHAMBERS SUPPORT THE LOCAL ECONOMY

Supporting the previous findings, the study also reveals a positive perception for the local chamber itself:

- Regarding the chamber's impact on the local economy, **82%** of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development.

**The results of the Schapiro study are clear: Positive perception increases among consumers and business owners when a business is identified as a member of the local chamber of commerce.**

### **NATIONAL STUDY:**

Consumers are 63 percent more likely to buy products and services from businesses that are members of chambers of commerce. And 82 percent of those who responded to the survey believe that chambers of commerce help create jobs and promote local economic development.

## THE BENEFITS OF BEING A NORTHEAST KINGDOM CHAMBER MEMBER

The Northeast Kingdom Chamber of Commerce, a chamber based out of St. Johnsbury with about 375 members, has business partnerships throughout the tri-county region known as the Northeast Kingdom - the counties of Caledonia, Essex and Orleans. The Northeast Kingdom Chamber is the largest and only full-service chamber in the region, handling travel promotion, community/economic development, legislative/governmental relations, business training and promotion of regional projects. The NEK Chamber displays member brochures in our brochure racks at the Green Mountain Mall.

### REFERRALS

The NEK Chamber handles an estimated 60,000 phone, mail, relocation/business relocation and visitor inquiries per year. These inquiries result from strong and aggressive advertising, brochure production and distribution efforts, visitor services and coordination with other chambers of commerce and business associations. The chamber also sends out hundreds of relocation packets each year.

### THE NORTHEAST KINGDOM'S NEWLY REDESIGNED WEB SITE

As a member of the Northeast Kingdom Chamber, members are given a **free listing, description, picture and web site & e-mail links** on the web site, the most extensive in the region. Visitors to our web site can find detailed tourism, relocation/business relocation, regional, business and chamber information. And the site is one of the Kingdom's best web resource guides, hands down, for tourism and business inquiries. A site redesign in 2011 has included many improvements, including more streamlined routes to find the information you need. And each and every page of the new web site has been professionally optimized to ensure the site attracts as many visitors as possible. Chamber members can promote their businesses through reasonably priced web banner ads and enhanced chamber listings. Check us out on Facebook, Twitter and the chamber's blog. See pages 18-19.

### ELECTRONIC NEWSLETTERS

The chamber sends notices to its members electronically about every two weeks. The newsletter includes information on events, member news and achievements, workshop details and chamber updates. Each is distributed to more than 500 businesspeople within the region. Chamber members can submit materials to the newsletter for free. This is a great way to promote your business to the greater chamber membership at no cost. In addition, members may place a logo style ad, including a hyper-link to their web site from the newsletter at a low cost.

### MEMBERSHIP DIRECTORY

The Northeast Kingdom Chamber publishes an 80-page directory of chamber members that is distributed to members and to individuals, both locally and in response to requests coming from all over the nation. Members get a **free listing** in the directory and the opportunity to advertise in the publication at low cost. The Annual Membership Directory is also located online and updated frequently on the chamber web site, [www.nekchamber.com](http://www.nekchamber.com).

### PUBLICATIONS

The Northeast Kingdom Chamber prints and distributes more than 50,000 brochures per year. The chamber aggressively promotes its own members and region through its brochures and web site. The chamber believes membership in the Northeast Kingdom Chamber and its initiatives and the additional association with the Northeast Kingdom Travel & Tourism Association makes a great one-two marketing/promotional punch for members.

**Tourism & Services Guide & Map** - About 50,000 printed each year. Distributed to all rest areas, all tourism/relocation inquiries, co-op advertising efforts, mailings and travel & trade shows, etc.

### SEMINARS AND WORKFORCE TRAINING

Classes and training are done in conjunction with area business and professional people, as well as guest experts on subjects of interest to our members. Please let us know if you would like to hold a seminar on a particular topic or would like to use our conference room/business resource center for an employee training.

### EVENTS & ACTIVITIES

The Northeast Kingdom Chamber sponsors and organizes a number of events throughout the year including:

- **Annual Meeting** - Held in late winter. Features a business speaker and awards to members for business improvements.
- **Monthly Legislative Breakfasts / Chamber Briefings** - Held the last Monday of each month during the legislative session. Hear updates from our local legislators and get the chance to ask questions.
- **Business For Business Networking Sessions** - Gives chamber members the opportunity to network with fellow businesses on their services & products.

- **Colors of the Kingdom Festival** - A one-day event in mid-September, featuring local culture, nature highlights and area history to kick off the foliage season, held in conjunction with numerous St. Johnsbury organizations. Upwards of 2,000 to 3,000 visitors and residents take part in the festivities.
- **Business Celebration** - A luncheon to celebrate our local business accomplishments. About 20 business representatives give a brief presentation of their recent achievements. A "Business Person of the Year" is also awarded. Held in November.
- **Citizen of the Year** - Held each spring. Celebrates the good deeds of a local citizen. Nominations are sought the beginning of each year.
- **Super Raffle** - The chamber's biggest fund-raiser, held in July, with more than \$5,000 raised for the chamber in one night. 100 tickets are sold, with each ticket holder receiving a prize. A fun evening of friends, food and prizes.
- **Ribbon Cuttings** - Held on an ongoing basis, to celebrate businesses opening in the area.
- **Business Roundtable Sessions** - An issues-related forum, giving companies the opportunity to address business concerns that the chamber may help to address. Held as needed.
- **Membership Benefit Forums** - Highlighting the many advantages of NEK Chamber membership. Held as needed.
- **After-Hours Mixers** - Held quarterly at member businesses. Includes music, food and prizes.
- And many other events and activities.

### **SAVING MONEY / PURCHASING POWER / POWER IN NUMBERS**

Additional benefits include:

- **Health Insurance Plan** with the state's largest insurance carrier, BlueCross BlueShield of Vermont. See page 12.
- **Dental Plan** with one of New England's largest carriers, Northeast Delta Dental. See page 13-14.
- **Low-Cost Supplemental Benefits Plan** with one of the nation's largest such insurance companies, Worksite Solutions (the only chamber in the state to offer the plan). See page 15.
- **Low-Cost Long Distance and Local-Service Telephone Services** with the Connect One plan (one of the only chambers in the state to offer this plan). See page 17.
- **Identity-Theft Program.**
- **Staples Business Advantage Program** to receive office supplies and services at a reduced cost.
- **Use of the chamber bulk-mail permit** number for bulk mailings, which saves members money. If you have a mailing of a newsletter, notice of an event or something similar being sent to a large audience, we may be able to reduce the cost of postage with the use of our standard mail permit. See page 27.
- **Certificate of Origination Verification Services**, for members wishing to ship items or products out of the country.
- **Member-to-Member Discounts**, with member businesses giving discounts for services to their fellow chamber members. See pages 21-23.
- **Networking** possibilities at chamber mixers and our many events.
- **Low-Cost Advertising** co-op possibilities in chamber publications and co-op ads. Notices are sent to membership throughout the year. They include trade shows, print ads and on-line promotions. Most opportunities are annual so if you miss a promotion you might have an interest in, let us know and we will contact you the next time it becomes available.
- **Membership Labels** at a nominal cost. Members can purchase labels of the membership for use in their own mailings.
- **NEK Chamber Membership Discounts** to those bringing in new memberships. If you recommend chamber membership to another business, be sure they mention it to us. It will give you a reduced rate in dues the next year. And, the more members you refer, the more of a discount you get.
- **Grant-support Letters**, for those seeking alternative funding. If you are in need of a support letter, please contact us.
- **Member Advocacy**, supporting you close to home and in the capital. If you have a cause or issue you would like the chamber to assist you with, please contact us.

Many of these benefits are highlighted on the following pages. If you have questions or would like to discuss any of these opportunities contact us at the chamber office. Office hours are Monday through Friday, 8:30 a.m. – 5 p.m.

## THE NORTHEAST KINGDOM CHAMBER OF COMMERCE/ BLUECROSS BLUESHIELD OF VERMONT INSURANCE PLAN



The BlueCross BlueShield of Vermont health insurance plan is one of the chamber's most enduring benefits. The Northeast Kingdom Chamber of Commerce offers a competitively priced, flexible and comprehensive health insurance plan for its members with 50 or fewer full-time employees. The business must be located in Vermont to qualify. Compare the prices and check out the plan, and see if it saves you money!

- **NO GATEKEEPER** - You choose the doctor you want from BCBS's extensive statewide network in Vermont and New Hampshire.
- **OUT-OF-POCKET MAXIMUM** - There are per year out-of-pocket maximums on each plan.
- **WIDESPREAD COVERAGE** - Includes an unlimited lifetime maximum.
- **PROVIDERS BILL BCBS DIRECTLY** - No paperwork for you.
- **PREVENTATIVE CARE IS EMPHASIZED** - No charge for mammograms, routine preventative care & well-woman care. A co-pay for most outpatient treatments and prescriptions, and it includes a healthy baby program.
- **OPTION TO SUIT YOUR NEEDS** - There are now seven plans to choose from, with three Health Savings Account compatible plans possible.
- **EMPLOYEE ASSISTANCE PLANS** - 100 percent Employee Assistance Plan for 1-3 visits.

### 2012 MONTHLY RATES

Vermont Freedom Plans (PPO)	SINGLE PREMIUM	TWO-PERSON PREMIUM	FAMILY PREMIUM	MEDICARE SUPPLEMENT PREMIUM
\$1,500/\$3,000 deductible PPO	\$550.00	\$1,073.00	\$1,433.00	\$496.00
\$2,500/\$5,000 deductible PPO	\$404.00	\$793.00	\$1,124.00	\$322.00
\$3,000/\$6,000 deductible PPO	\$410.00	\$800.00	\$1,135.00	\$325.00
\$4,000/\$8,000 deductible PPO	\$348.00	\$681.00	\$967.00	\$279.00
Prescription Coverage for all PPO plans	Included in price above			
Comprehensive Consumer Directed Health Plan (HSA Compatible)	SINGLE PREMIUM	TWO-PERSON PREMIUM	FAMILY PREMIUM	MEDICARE SUPPLEMENT PREMIUM
\$2,000/\$4,000 deductible CDHP (aggregate*)	\$299.00	\$587.00	\$827.00	\$241.00
\$2,450/\$4,900 deductible CDHP (stacked^)	\$389.00	\$760.00	\$1,079.00	\$308.00
\$5,950/\$11,900 deductible CDHP (stacked^)	\$285.00	\$556.00	\$785.00	\$230.00

**\*Aggregate Deductible:** Full individual or entire family deductible must be satisfied before benefits are paid.

**^Stacked Deductible:** Plans pay benefits for an individual after they've met the individual deductible.

**Effective to 12/31/2012**

Contact the chamber office for more details and a list of chamber insurance agents who sell the program. Check out [www.vaceinsurance.com](http://www.vaceinsurance.com) for a summary of each health plan.

## **ADVANTAGES OF THE VACE INSURANCE PROGRAM - NORTHEAST DELTA DENTAL -**

VACE Insurance Program recognizes that good dental care is an important part of a well-rounded health program. VACE, in cooperation with Northeast Delta Dental, has developed a dental benefit for your consideration.

As a member of the Northeast Kingdom Chamber, employers can include a dental plan as a benefit for their employees and their families.

When you participate in VACE's dental program you receive special group rates, an option designed especially for participants of VACE Insurance Program, and the benefits of Northeast Delta Dental's 50+ years of experience with dentists in Vermont, New Hampshire and Maine.

Northeast Delta Dental has a relationship with nearly four out of five dentists in the nation. You may see any dentist you wish, participating or nonparticipating. Patients get the best value from their voluntary dental benefits when they receive dental care from a participating dentist. These benefits include:

- **NO BALANCE BILLING** - Patients cannot be billed the difference between a participating dentist's submitted charge and Delta Dental's approved amount.
- **LESS PAPERWORK** - Participating dentists complete and forward dental claim forms directly to Northeast Delta Dental.
- **DIRECT PAYMENT** - Northeast Delta Dental pays the participating dentist directly, so the patient does not have to pay the covered amount up front and wait for a reimbursement check.
- **NO MINIMUM EMPLOYER CONTRIBUTION.**
- **A VISION DISCOUNT PROGRAM** is available to you and your employees simply by showing your Northeast Delta Dental identification card when visiting participating EyeMed providers. For more information, please visit [www.eyemedvisioncare.com/deltadental](http://www.eyemedvisioncare.com/deltadental).
- **BACKING BY THE VACE INSURANCE PROGRAM & NORTHEAST DELTA DENTAL**, the oldest, largest, and most innovative dental plan in the country.
- **GUARANTEED SERVICE**, backed by a meaningful group refund policy, the Guarantee Of Service Excellence<sup>SM</sup> program.

**To enroll your group today, please contact:**

The Northeast Kingdom Chamber  
for a list of member Insurance Agents.

## NORTHEAST DELTA DENTAL PLAN COVERAGE & RATES:

<p><b>Coverage A (Immediate Coverage)</b>  <i>No Deductible</i>  <b>Diagnostic:</b></p> <ul style="list-style-type: none"> <li>• Evaluations once in a 6-month period</li> <li>• Full mouth/panorex X-rays once in a 3-year period</li> <li>• Bite wing X-rays once each 12-month period</li> <li>• X-rays of individual teeth as necessary</li> <li>• Oral cancer screening once in a 12-month period</li> </ul> <p><b>Preventive:</b></p> <ul style="list-style-type: none"> <li>• Cleanings once in a 6-month period</li> <li>• Fluoride once in a 12-month period to age 19</li> <li>• Space maintainers to age 16</li> <li>• Sealants for children to age 19 on permanent teeth once in a 3-yr period</li> </ul>	<p style="text-align: center;">*Northeast Delta Dental Pays 100%</p>
<p><b>Coverage B (After 6 Months)</b>  <b>Restorative:</b> Fillings  <b>Oral Surgery:</b> Extractions and other surgical procedures  <b>Endodontics:</b> Root canal therapy  <b>Periodontics:</b> Treatment of gum disease; Periodontal prophylaxis (cleaning)  <b>Denture Repair:</b> Repair of removable dentures  <b>Clinical Crown Lengthening</b>  <b>Emergency Treatment</b></p>	<p style="text-align: center;">*Northeast Delta Dental Pays 80% <i>after a 6-month waiting period</i></p>
<p><b>Coverage C (After 12 Months)</b>  <b>Prostodontics:</b>  Removable and fixed partial dentures (bridge); complete denture; Rebase and relines (denture); Crowns; Onlays; Implants</p>	<p style="text-align: center;">*Northeast Delta Dental Pays 50% <i>after a 12-month waiting period</i></p>
<p><b>Coverage D (After 24 Months)</b>  <i>No Deductible</i>  <b>Orthodontics:</b> Correction of malposed (crooked) teeth for adults and children</p>	<p style="text-align: center;">*Northeast Delta Dental Pays 50% <i>after a 24-month waiting period</i> Lifetime Maximum: \$1,500 per patient</p>
<p>Lifetime deductible per person/per family (not applied to coverages A &amp; D)</p>	<p style="text-align: center;">\$100/\$300</p>
<p>Calendar year maximum per person (coverages A, B, and C combined)</p>	<p style="text-align: center;">\$1,500</p>
<p><b>Monthly Rates</b>  One person:  Two person:  Three or more persons:</p>	<p style="text-align: center;">\$ 52.00  \$ 89.00  \$ 154.00</p>

\* Benefit percentages shown are based upon the actual charge submitted to a maximum of the participating dentist's approved fees, or Northeast Delta Dental's allowance for non-participating dentists.

Rates Valid through 12/31/12



## NEK CHAMBER OFFERS NATIONALLY KNOWN WORKSITE SOLUTIONS PROGRAM TO CHAMBER MEMBERS

In their one-on-one meetings with your employees, our benefits specialists help employees to create a plan targeted to each person's concerns. Combined Worksite Solutions offers a full array of Combined Insurance policies that address these important and personal matters. Product availability may vary by state.

**Disability Income Protector:** Provides money in the event that an employee becomes sick or hurt and is unable to work.

**Universal Life Protector:** Provides permanent life insurance coverage in case of death and allows money to grow in a tax-deferred basis while living. Coverage is available for spouses, children and grandchildren.

**Accident Protector:** Provides money to help with costs that come from spending time in a Hospital or Emergency Room or having Outpatient surgery due to an accident. A rider to also cover sicknesses may be available in many states.

**Accident & Sickness Hospitalization Protector:** Provides money paid directly to you for each day you are hospitalized for covered accidents and illnesses. Outpatient and Emergency Room benefits also are available.

**Cancer Protector:** Provides you with money to use toward expenses associated with cancer treatment usually not covered by an HMO or major medical insurance.

**Critical Care Protector:** Supplies additional money if diagnosed with one of several critical illnesses or conditions, including cancer, heart attack or stroke.

**Accidental Death and Dismemberment Coverage:** Provides additional money to the family in the event of an accidental death, permanent loss of sight or a dismemberment. Coverage is also available for immediate family members.

**Term Life Protector:** Gives family members additional money in the event of an untimely death. Coverage is also available for immediate family members.

**For more details about this program, contact:**

David French  
Worksite Solutions  
220 Lindsay Road, Newport, VT 05855  
802-334-3176  
david.french@combined.com





## - STAPLES ADVANTAGE CORPORATE ACCOUNT -

### WOULD YOU LIKE TO SAVE MONEY ON THE OFFICE SUPPLIES YOU USE THE MOST?

The Northeast Kingdom Chamber has partnered with Staples Business Advantage/Corporate Division to give you discounts on the supplies you need the most. We have established a very aggressive program for our members and by joining the Staples Advantage program, you will be able to receive our pre-negotiated corporate pricing.

“**Staples Advantage**” offers consistent savings over a wide selection of high-quality products and services, helping you find ways to reduce your office-supply costs.

#### **STAPLES ADVANTAGE BENEFITS:**

- Ensures the lowest price on the items you order the most.
- Convenient online ordering through [www.staplesadvantage.com](http://www.staplesadvantage.com).
- The ability to phone or fax orders if needed.
- Streamlined billing and pricing.
- Dedicated customer-service team.
- Fast delivery, next day in most cases.



**BUY MORE & SAVE:** The new program offers more than just basic office supplies. The Staples Business Advantage Program includes value-added service such as Print/Copy, Janitorial Supplies, Furniture, as well as detailed reporting functions designed to help control costs.

**PRICING:** A sample pricing list can be found on the chamber web site, [www.nekchamber.com](http://www.nekchamber.com), by clicking on “The Chamber” tab and then clicking on “Staples VACCE Advantage” in the blue box on the left side of the page. When you get to the “Staples Advantage” page, there will be a “Documents” box on the left, indicating a “Sample Pricing Sheet.”

There is also a document for the “Staples Advantage Registration Form.” To register today, please complete this online form or contact the NEK Chamber for a hard copy and **return completed form by fax to Mike Materna at 802-658-8191.**



#### **FOR MORE INFORMATION:**

**Mike Materna**

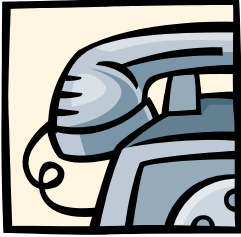
Business Development Associate, Staples Business Advantage

**Phone:** 877-482-8026, ext. 147 **Fax:** 802-658-8191

**Cell:** 802-999-8524

[Michael.Materna@staples.com](mailto:Michael.Materna@staples.com)





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A benefit designed exclusively for members  
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Chamber of Commerce**

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**HUGE  
Line Savings  
25% to 58%**

Savings are based on business dial tone line rates.

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## **- WEB BENEFITS OF BEING A NORTHEAST KINGDOM CHAMBER MEMBER -**

### **THE CHAMBER WEB SITE IS THE MOST EXTENSIVE IN THE REGION**

The Northeast Kingdom Chamber web site, [www.nekchamber.com](http://www.nekchamber.com), is considered one of the best resources in the Northeast Kingdom for tourism, relocation/business relocation, regional, business and chamber information. While the web site has consistently remained high on all the search engines, the chamber took steps with its 2011 redesign to optimize each and every page of the site to ensure even more traffic to [www.nekchamber.com](http://www.nekchamber.com). More visitors to the site should result in additional business for our region, through increased visitors coming to the area and business patronization of chamber-member services.

One of the enduring strengths of the chamber web site has been its ability to highlight hospitality as well as service industries. Whether you want to find a real estate agent, event, lodging establishment or plumber, [www.nekchamber.com](http://www.nekchamber.com) is the best place to go to find that information.

### **WE KEEP OUR WEB BENEFITS AFFORDABLE: MANY ARE FREE!**

Is there anything more frustrating than paying a bill, only to see hands immediately outstretched, looking for more money from you? Your web benefits are part of your chamber dues, period. We don't charge extra for pictures, a business description or links to your web site and e-mail. These benefits are free! We have heard from our members that our web benefits are the major reason they join and stay with the Northeast Kingdom Chamber.

Not only can you get free multiple listings under different categories in our online member directory, you have the opportunity to purchase an enhanced member page, allowing you to post and update your own information (pictures & text) for only \$50 a year! As part of this enhanced page, visitors can download directions to your business through a direct Google Map connection. In addition, chamber members can promote their businesses through reasonably priced banner ads on the chamber's four sections: Visiting & Playing, Living & Working, Doing Business and The Chamber.

### **WHY WE MADE SUCH CHANGES TO OUR CHAMBER WEB SITE**

Unlike some businesses where a customer purchases a product and is never heard from again, that is not the case at the Northeast Kingdom Chamber. We get some of our best ideas from our members! Our members told us they wanted an attractive, cutting-edge web site that was easier to maneuver, find member services and highlight them better. We have taken these suggestions to heart, with streamlined categories to find member businesses easier, user-friendly area and business calendars and better search-engine optimization throughout. We will also keep in better contact with our web visitors and members through Facebook, Twitter and our chamber blog.

**- Check out the Northeast Kingdom Chamber web site at [www.nekchamber.com](http://www.nekchamber.com)  
Contact [director@nekchamber](mailto:director@nekchamber.com) or 802-748-3678 for more info on web benefits –**

Visiting & Playing

Living & Working

Doing Business

The Chamber



Let us help you find Attractions Dining Events Lodging in the Northeast Kingdom!

**The Northeast Kingdom is a Great Place to Visit Any Season of the Year!**

For those visiting the Northeast Kingdom of Vermont, the Northeast Kingdom Chamber web site is a great resource to find information on attractions, lodging, dining and the region. Recognized in international and national travel guides, the Northeast Kingdom is a wonderful place to visit year-round, whether you want to bike Kingdom Trails, ski Burke Mountain, swim in our pristine lakes or visit our many museums. Want us to help you plan a vacation in the Northeast Kingdom? Please contact us, and we would be glad to offer suggestions. The Northeast Kingdom Chamber is your one-stop chamber for information on Vermont's Northeast Kingdom.

**Northeast Kingdom Chamber Has Moved!**

The Northeast Kingdom Chamber recently moved into new offices at the Green Mountain Mall in St. Johnsbury Center, Vt. The chamber offices are located between Radio Shack and Union Bank, directly across from the JC Penney mall entrance. While all of our phone numbers will stay the same, our new address is: 2000 Memorial Drive-Ste. 11, St. Johnsbury, VT 05819. The chamber has its brochure racks at the mall, full of wonderful information on our members and region, so please come visit us.



Click for our Video

The Northeast Kingdom Chamber offers many great benefits to its members. New members get an enhanced web listing for the first year. Please contact us if you know a business interested in joining the chamber. Our membership dues are very reasonable.

**Upcoming Events**

**Fri, Mar 16 - Fri, May 14**  
**2nd Annual Elementary & Middle School Art Show**  
 hosted by NVRH  
 NVRH Gray Gallery, Hospital Drive, St. Johnsbury, VT

**Thu, Mar 29, 2012**  
**NEK Chamber General Board Meeting**  
 Public invited first 15 minutes  
 TBA

**Fri, Mar 30 - Fri, Apr 1**  
**15th Green Mountain Film Festival**  
 Catamount Arts Theater 1, Theater 2, Cabaret Room, St. Johnsbury Academy. Check out the website for detailed locations for each film.

**Sat, Mar 31, 2012**  
**Cabin Fever Craft Fair**  
 Over 20 crafters.. Jewlery, maple products, pottery, plants,scentsy,hand made soap,wooden products, stained glass, easter items and much more...  
 Holland School, 26 School Rd, Holland, VT

**Sat, Mar 31, 2012**  
**First Universalist Parish Coffeehouse with folk duo Hungrytown**  
 The folk duo Hungrytown will perform at the First Universalist Parish coffeehouse in the parish hall. This husband-and-wife duo is as classic as they come, performing original ballads that sound as if they have been passed down from generation to generation. Award-winning songwriter Rebecca Hall lends her smooth voice and understated lyrics, while Ken Anderson's rich but spare arrangements make use of his multi-instrumental talent.  
 112 Main Street, Derby Line, Vermont

[See More Visitor Events >](#)  
[See More Business Events >](#)  
[Submit an Event](#)

**Current Weather**

**FAIRBANKS MUSEUM & planetarium**  
 03/28/12 5:09 PM  
 St. Johnsbury, VT

Temperature: 38.2 °F  
 Low pressure over southwestern Quebec will cross the area tonight, encouraging rain showers to switch to snow. Accumulation will be minor and mainly confined to northern mountain areas.  
[Click Here for Full Forecast](#)

**Plan Your Trip!**

Check In:   Nights:

Check Out:

Adults:  Children:

[Modify Existing Itinerary](#)

[Become a Fan of the NEK Chamber](#)

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 Enjoy Small Town's Magazine - Good For the Whole Mouth  
**KINGDOM** FREE Annual Reference Guide and Community Almanac

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 www.ziplocal.com  
 Life happens when you're looking for it

NORTHEASTERN VERMONT REGIONAL HOSPITAL  
**Occupational Medicine Program**  
 FOR WORKPLACE HEALTH 802-748-4393

## **- MEMBER-TO-MEMBER DISCOUNTS -**

In joining the Northeast Kingdom Chamber, you become part of a group of businesses working together to promote the area as a place to do business. Many of our members have chosen to reward this partnership with member-only discounts and specials. Read through the member-to-member offers bellow and support our local businesses as you take advantage of these great benefits.

**NEK CHAMBER**, 2000 Memorial Drive-Ste. 11, St. Johnsbury - 802-748-3678, [nekinfo@nekchamber.com](mailto:nekinfo@nekchamber.com)

Save on your membership dues when you refer other businesses to the NEK Chamber. The more new businesses you get to join, the more you save. Discounted health, dental and phone plans, as well as use of bulk mailing permit and member mailing labels at a reduced rate to chamber members.

**ANTHONY'S RESTAURANT**, 321 Railroad St., St. Johnsbury - 802-748-3613

A restaurant designed for all members of the family. Serving breakfast, lunch and dinner. Located right in the heart of downtown St. Johnsbury, right across the street from the St. Johnsbury Welcome Center. Fantastic burgers, great sandwiches, fresh seafood, tasty homemade soups and delectable pies and desserts.

- 10 percent off any one item.

**BRANCH BROOK B&B**, 38 Branch Brook Ln., Lyndon - 802-626-8316

Join us in our renovated Federal Period home. Branch Brook offers the best country surroundings in a small village setting. Choice of five rooms, three with private baths. Delicious full breakfast, prepared on "AGA" cooker and served in charming dining room.

- 10 percent off - limited. Not available Fall Foliage and Holiday weekends, not to be used with any other discounts.

**CARROLL'S AUTOMOTIVE**, 4772 Memorial Dr., St. Johnsbury – 802-748-5200

Complete automotive service & repair for domestic & foreign vehicles. Specializing in fleet maintenance & diesel work. Diagnostics, Brakes, Exhaust, Tires, Alignments, Steering & Suspension, Auto Glass, Factory Recommended Services. Over 25 years.

- 5 percent off all service and repairs for owners and employees. Contact business for a sign-up sheet.

**COMFORT INN & SUITES**, 703 U.S. Route 5, St. Johnsbury - 802-748-1500

Conveniently located off I-91, Exit 20, Route 5 South. Vermont's newest Comfort Inn & Suites invites you to stay in Comfort. Featuring 107 luxurious one-room suites, heated indoor pool, sun deck, fitness center, sauna, whirlpool, video arcade, expanded cable, in-room data ports, direct VAST trail access and function facility.

- 15 percent off Gym Membership - Family or Individual.

**DEAD RIVER COMPANY**, 189 Railroad St.-P.O. Box 540, St. Johnsbury - 802-748-8934

You can count on Dead River Company for all of your heating needs, including home heating oil, propane and kerosene delivery with convenient payment options; heating equipment installation and financing; 24-hour emergency service and much more.

- \$20 off new heating equipment-service plan for the first year.

**DUFRESNE GROUP**, 459 Portland St., St. Johnsbury - 802-748-8605

Civil engineering services in water, wastewater, stormwater and land development, including municipal and waste-water services. Work with municipalities on gradework, permitting, prep work and erosion solutions. Stormwater treatment and design. Dufresne Group keeps its clients apprised at every step.

- Free engineering services cost estimate.

**ELIZABETH'S LARGE SIZE FASHIONS**, 1 Eastern Ave., St. Johnsbury - 802-748-3180

Being a larger woman does not mean you have to sacrifice fashion. Complete line of casual, sports and career wear for the greater woman. Sizes 14 and up. Featuring a great selection of jewelry, accessories and scarves. For the styles you deserve in the sizes you need. The only store of its kind in the Kingdom.

- 20 percent off any one non-sale clothing item.

**EMBROIDERY BY EVERYTHING PERSONAL, LLC.**, 42 Cottage St., Littleton, NH - 603-444-0130

Specializing in custom embroidery, either on your product or ours. Full range of quality wearables and accessories can be embroidered to enhance your company's image, provide distinctive identity to your club or team, or create the ideal gift for all occasions. We accept single items as well as multiple items or large items.

- 15 percent off on goods and services.

**FAIRBANKS MUSEUM & PLANETARIUM, 1302 Main St., St. Johnsbury - 802-748-2372**

Northern New England's Largest Museum of Natural History. World-class collections including birds and beasts, dolls and dinosaurs, tools and toys, and much more. Vermont's only public Planetarium (open weekends, daily in July & August), home of "The Eye on the Sky" broadcasts.

- Two for one Admission Discount. Offer valid on General Admission only, does not include the Planetarium.

**FROGS & LILY PADS, 443 Railroad St.-Ste. 3, St. Johnsbury - 802-748-2975**

Come shop the largest children's store in the Kingdom! Offering creative educational toys, a beautiful selection of children's clothing, Capezio dance shoes & bodywear, baby equipment, gifts & children's Vermont T-shirts. Official Girl Scout supplies. Toy store.

- 20 percent off one regular-priced clothing item.
- 10 percent\* off one crib, stroller, diaper bag or toy (\*In-stock items only, minor exclusions apply).

**GREEN MOUNTAIN BOOKS & PRINTS, P.O. Box 247, 1055 Broad St., Lyndonville - 802-626-5051**

General stock of used and new books, including a large selection of art remainders. Ceiling to floor inventory of books on history, biography, crafts, politics, literature, Native American, Vermont, Vermont writers and more. Inviting children's room. Browsing and special orders always welcome. Monday-Saturday, 9 a.m.-5 p.m.

- 10 percent off all stock.

**KINGDOM EXPRESS, LTD, 1161 Portland St., St. Johnsbury - 802-535-3354**

A private Charter Service that gives you the freedom to plan your group tour for 1-18 people, including wheelchair and semi-ambulatory individuals. Registered with Federal Motor Carriers and US DOT. Drivers are background checked and updated yearly.

- \$25 off your first Charter trip of 3 or more hours.

**MAJESTIC TROPHY/NEK SIGNS, 246 Main St., Newport - 802-334-2477**

We carry a wide variety of trophies, awards, plaques and special recognition items. We also offer gift items and engraving services.

- 10 percent off merchandise order, minimum \$50 – excludes engraving services.

**MAYO'S FURNITURE & FLOOR COVERING, 802 Railroad St., St. Johnsbury - 802-748-8725**

Furniture for the home, featuring Catnapper, Serta Mattress, England-Corsair Upholstery, Webb Bedroom. Floor-covering department, offering ceramic tiles, hardwoods, carpet, vinyl and laminate. Wallpapers and window treatments also offered.

- 25 percent off retail price of any one furniture item, sales prices, other cards (discount) excluded.

**MET LIFE, 301 E. Pine St., Suite 800, Orlando, FL - 866-707-5282**

Don't be reluctant to contact Bill Dutra even though he has a Florida address. This NEK native is in the region every few weeks to talk with clients. Met Life can assist you in providing the solutions to your protection and retirement needs and an estate analysis. Met Life also provides group benefit products for any size employer.

- Free 1-hour consultation to discuss your business succession plan and your retirement planning needs, both pre- and post planning.

**MILNE FINANCIAL PLANNING, 770 Railroad St., St. Johnsbury - 802-472-0602**

Fee-only financial planning, investment, retirement planning, college planning, estate, insurance, tax planning, divorce planning and budgeting and cash-flow services. Also offer workshops on retirement savings, investment portfolios, employee benefits, asset allocation and couples and money.

- \$100 off the Basic Review.

**NORTH RIDGE BOOKKEEPING, 4580 Memorial Dr., St. Johnsbury – 802-535-1149**

Assisted & Full Bookkeeping Services including Payroll, Invoicing, Accounts Payable/Accounts Receivables, IFTA Returns, Financial Reports. Quickbooks Setup and Training. Certified Quickbooks Pro Advisor.

- One month free payroll service with sign-up.

**ST. J. FOOD CO-OP, 490 Portland St., St. Johnsbury - 802-748-9498**

St. J. Food Co-op is a community based and cooperatively owned natural foods grocery store. Purchase fresh, local, organic food. Gather with friends; take a workshop and be part of an organization aspiring to meet the needs of our community. The co-op is open to the public, and everyone is welcome to shop.

- Chamber members entitled to Co-op member sale prices.

**STERLING COLLEGE**, *P.O. Box 72, 16 Sterling Drive, Craftsbury Common - 800-648-3591*

Sterling College is a four-year liberal arts college combining structured academics, hands-on experiential challenges & plain hard work into a curriculum deeply rooted in environmental studies. Interdisciplinary studies, internship program and more.

- Waiver of Sterling College Admission Application fee of \$35.

**THE FRAMING FORMAT & GALLERY**, *485 Lafayette St., St. Johnsbury - 802-748-3964*

One of the state's most respected framers, Framing Format offers custom framing, stretching of needlework, dry mounting, matting, oil paintings, limited edition prints, pastels, wildlife art, antique quilts, art glass and an art gallery retail shop. The shop features works of Robert Duncan, Edward Gordon, Will Moses and Fred Swan.

- 10 percent off custom framing.

**WES WARD AUTO REPAIR**, *1193 Portland St., St. Johnsbury - 802-748-3636*

Wes Ward Auto Repair is the foremost automotive service facility in the area. VOTED AAA #1 SHOP OF THE YEAR, AGAIN! Bring your vehicle needs to us - we will provide you with the best service in the area.

- 10 percent off parts when vehicle is serviced, excludes oil changes, tires and specialty factory sourced items.

**To take advantage of these member discounts, please mention this promotion and that you are a NEK Chamber member. Some restrictions may apply. Please feel free to copy these pages and bring them to the chamber member business. For updates, check the chamber info section of our website, [www.nekchamber.com](http://www.nekchamber.com).**

**If you have a discount you would like to offer to NEK Chamber members, please contact us.**



## - NORTHEAST KINGDOM CHAMBER TESTIMONIALS -

Although we believe there are many marketing and promotional benefits to joining the Northeast Kingdom Chamber, it is always nice to hear what our members are saying about us. The following testimonial quotes are just a sampling from our chamber members.

**FROM A RETAILER** - "I think you (the chamber) are doing a great job. You reached out to help us integrate into the community. You came in and talked with me and explained how to network in the community."

**FROM A SERVICE BUSINESS** - "Everything that you have done has helped us. I look at you as our eyes and ears of the community."

**FROM A RETAILER** - "Keep up doing all of your good work. I think you are doing a good job."

**FROM AN EDUCATIONAL INSTITUTION** - "The chamber is a resource. I can come in and get information and feel welcome doing it."

**FROM A SERVICE ORGANIZATION** - "The connecting opportunities are invaluable. The chamber coordinating these (events) are fantastic. Having a chamber promoting business in the area is very important."

**FROM A SERVICE BUSINESS** - "You coming in today has prompted us to consider so many more things we could be doing. You helped bring us to the area. The chamber helped us find a spot (to relocate our business). We didn't realize the extent of what you guys do."

"We hear out (in the community) that you are strong, a good value to a business and they mention you (Chamber Director Darcie McCann), in particular. I have never heard anyone complain about the chamber."

**FROM A FINANCIAL INSTITUTION** - "You don't have to sell yourselves to us. We have seen what you do in the community."

**FROM AN EDUCATIONAL INSTITUTION** - "The Northeast Kingdom Chamber is a great chamber, a vital chamber."

**FROM A SERVICE BUSINESS** - "I went on the web site of the Northeast Kingdom Chamber and (one of the biggest chambers in the state). Guess what? The NEK Chamber has more benefits than (that bigger chamber)."

**FROM A SERVICE BUSINESS** - "We see the Northeast Kingdom Chamber as good for local businesses. The chamber has a good reputation out in the community and we see the chamber as very helpful. You have worked hard for our company."

**FROM A HOSPITALITY BUSINESS** - "You have the utmost reputation in the community. I have never heard anything bad said about your organization. You have been very helpful to our business."

**FROM A BUSINESS PERSON WHO OWNS THREE BUSINESSES IN CHAMBER** - "The NEK Chamber has a key presence in the community, which is great for the community and region. This helps the businesses in the area."

## A LETTER OF THANKS FROM A MEMBER, BURKE MOUNTAIN -

Burke Mountain  
Sherburne Base Lodge  
223 Sherburne Lodge Road  
East Burke, Vermont 05832

To: Darcie McCann

On behalf of Burke Mt. Operating Company I would like to thank you, the NEK Chamber staff, and the NEK Chamber members, for your efforts to help make Burke Mt. Ski Area successful. The Chamber's willingness to go *above and beyond* the call of duty in order to assist us in our marketing efforts is very much appreciated. On numerous occasions you and your team have put forth efforts to assist our team in disseminating information about the ski area and the region. Darcie, you lead your team with a "will-do, can-do" philosophy which is a positive force in our community.

The Chamber serves businesses of all sizes and types and it is nice to see an organization that understands the big picture needs of the community while paying attention to the many smaller details which are necessary in a small town business environment.

I appreciate the Chamber's efforts to bring business owners and operators together to discuss business opportunities in an effort to nurture a positive successful business environment. I think everyone would (should) agree that a collaborative effort can only strengthen our business community.

Thank you!

Sincerely,

***Joe Kasprzak***

Joe Kasprzak  
Director of Service Operations  
Burke Mountain Operating Company



**NORTHEAST KINGDOM CHAMBER  
NOW OFFERING  
- EXPANDED RIBBON-CUTTING SERVICES -**



The Northeast Kingdom Chamber has greatly expanded its ribbon-cutting and grand-opening ceremony services for businesses. The chamber will continue to offer its past services of inviting dignitaries and promoting the ribbon cuttings and grand openings prior to the event. In addition, the chamber will write press releases after the event and distribute them, along with photos, to regional and state media outlets.

The business will also be given a memento of the celebration – a framed photo of the actual ribbon cutting.

The Northeast Kingdom Chamber is committed to the highest level of customer service. The chamber wants to explore every opportunity possible to promote our local businesses to a broader and larger audience.

The service is being offered to businesses, regardless of chamber membership, and the NEK Chamber will work with other chambers and associations in the region to ensure representation at the event.

**For more details on these services or to schedule an event, contact:**

Darcie McCann, Executive Director  
Northeast Kingdom Chamber of Commerce  
802-748-3678  
director@nekchamber.com

## **- NEK Chamber Bulk Mailing Guidelines -**

The NEK Chamber holds a Presorted Standard Bulk Mail Permit with the St. Johnsbury Post Office. The permit is renewed each year to allow us, and you, access to lower postage rates on large quantity mailings. There are many variables in preparing a bulk mailing, however, here are some of the basic guidelines. If you are interested in using this service through the NEK Chamber, please contact our office in advance to review your options and possible savings.

### **Questions to ask:**

#### **1. Do I have enough pieces?**

A bulk mailing consists of 200 or more alike pieces to US addresses.

#### **2. Do I have enough time?**

A bulk mailing may take a little extra time to prepare, as well as, extra time to mail. Considered a third-class mailing, the post office may retain the mailing for up to 2 weeks. Be aware of this if your mailing is timely.

#### **3. How do I prepare the mailing?**

We ask that you fully assemble your mailing, using our permit number in the place of a postage stamp. You may have the permit printed on the materials or use our rubber stamp to apply it manually.

Delivery addresses must be complete and verified within the last 95 days. If you have not recently verified that your addresses are correct, please print "Return Requested" under the return address. There will be additional postage charged for pieces returned to you. If you do not choose this method, any pieces that are unable to be mailed will be tossed away. Please let us know what method you have used to check your addresses.

If you are mailing a newsletter or folded piece without an envelope, secure the top edge with seals or tape (no staples). Organize the pieces in zip code order.

Count how many pieces there are in your mailing.

#### **4. How do I mail the pieces?**

Bring the fully assembled mailing, in zip code order, with a full piece count to the NEK Chamber office. (Please notify us in advance when you will be dropping it off so we can fit it into our schedule.)

Our staff will organize the mailing into the appropriate categories for the type of mailing, verify the count and calculate the postage. This can take either one hour or several hours, depending on the size and type of mailing, as well as, the accuracy used in preparing it.

When the mailing is ready for the post office, we will call you with the postage amount. You pick it up from our office and bring it to the St. Johnsbury Post Office with the completed paperwork and payment.

#### **5. How much does it cost?**

We charge a \$25 permit usage fee per mailing, payable to the NEK Chamber. This flat fee is used to off-set the annual permit fee and staff time used.

The actual postage amount varies, but is a substantial savings over first class postage. Postage is calculated on the size and weight of the mailing piece.

- a. If it is a regular, letter-size, it will usually fall into the \$.265/pc. and \$.281/pc. rate categories. These two rates depend on the number of pieces to a mailing area. (Rates current as of June 2012.)
- b. If it is a larger piece or "flat" the rate can vary greatly, depending on the number of pieces to a mailing area and the weight of each piece. (For example: a 4oz flat can cost between \$.386 and \$.537, depending on how many of these pieces being sent to a zip code area.)

**We would be happy to answer any other questions you may have.  
Contact Jenn Garand at 802-748-3678 or [nekinfo@nekchamber.com](mailto:nekinfo@nekchamber.com).**