



PONY EXPRESS NEWSLETTER

December 2011



UPCOMING EVENTS

December 17: Gingerbread BOSS competition

December 31: New Year's Eve Pony Island Horseshoe Drop & Masquerade March

January 1, 2012: Polar Pony Plunge at 1:12 p.m.

For details on each event:
chincoteaguechamber.com/events
or www.chincoteaguechristmas.com



**SEASON'S GREETINGS
HAPPY NEW YEAR**

CHAMBER BITS

- **HELP US BY KEEPING ALL CONTACT INFORMATION UP TO DATE FOR YOUR BUSINESS---email, phone, addresses, website, etc.**
- **CHECK TO SEE IF WE NEED YOUR RACK CARDS/BUSINESS CARDS/BROCHURES/ OR MENUS IN THE CHAMBER OFFICE**

HOLIDAY SHOPPING MADE EASY



**CHINCOTEAGUE OYSTER & SEAFOOD
FESTIVALS**

SEAFOOD FESTIVAL • May 5, 2012
OYSTER FESTIVAL • October 6, 2012



Tickets \$40 Each • www.chincoteaguechamber.com

HOLIDAY SHOPPING MADE EASY! Purchase and print your e-tickets in seconds.

VISIT CHINCOTEAGUECHAMBER.COM AND PRINT YOUR E-TICKETS IN SECONDS.....GREAT FOR HOLIDAY GIFTING

NEW MEMBERS

ISLAND DENTAL -- Dr. Barry Van Orman

GLAMOUR NAILS -- Danh Nguyen

CHINCOTEAGUE SUNSET RENTALS -- Julie Radford

THE LAW OFFICE OF DEBORAH ULLMANN

ISLAND ADVENTURE -- Randy Birch

T & W BLOCK -- Wendy Walker

& Genevieve Walker-Switzer

EASTERN SHORE DEFENSE ALLIANCE -- Peter Bale

CHRISTMAS BY THE SEA -- Steve Potts
& Kevin Krome

CAPTAIN TIMOTHY HILL HOUSE -- Paul Brzozowski & Louisa Flaningan

BLUE POINTE BAYSIDE -- Jay & Patricia Beatty

RENTAL CAR MOMMA -- Billy Rocker

TANGIER ISLAND ONANCOCK FERRY -- Mark Allen Crockett

EASTERN SHORE SIGNS LLC -- Andy Buchholz

ROBERTS CLEANING SERVICES -- Linda Roberts

BLUE CRAB BAY CO. -- Pamela Barefoot

WOCM OCEAN 98.1FM -- Phillip Smith, Sales Rep.

COAST TEE'S -- Angela Meyer

IT WAS A "CHAMBER DAY" AT THE 39TH ANNUAL OYSTER FESTIVAL

It was a gorgeous day by any standards---mid 70's with warm sunshine caressing every aspect of the sumptuous oyster feast!! The food was delicious, Island Boy Band was amazing as usual, and a good time was had by all.....
The sell-out crowd was treated to two surprises this year with the addition of a full salad bar and Boardwalk fries to the menu.

Festival Chairman Ted Lewis thanks everyone who worked so hard to make the festival a huge success. Many, many folks come together to make the Oyster Festival a special gathering each October on Columbus weekend. It is a tradition that has lasted almost 4 decades. The Chincoteague Chamber looks forward to making next year's event on October 6, 2012 a very meaningful day to mark the 40th Anniversary. Send us your thoughts on how we can celebrate!!!
Send via email to: chincochamber@verizon.net.

Tickets are on sale now: [Click here to order.....](http://www.chincoteaguechamber.com) (www.chincoteaguechamber.com)



Maddox Family Campground owner Kay Maddox takes a break to enjoy the festivities!

HIGHLIGHTS OF 2011

Perhaps the most memorable new project for the Chincoteague Chamber of Commerce in 2011 was gaining ownership of the spring Seafood Festival. January through April were a blur as we madly prepared to host another seafood festival, and this one only two weeks after our Easter Decoy & Art Festival!! What were we thinking??
With the help of MANY "friends" we pulled it off. The weather cooperated and the Chincoteague Seafood Festival was born.

We welcomed Bobbie Walker from Virginia Tourism Corporation in March for more Customer Service Training---boy do we need that constant reminder to "be nice"!! Sometimes it is not easy.....difficult customers and situations require us to always be prepared with our best smile and kindest words. Thanks again Bobbie!

Eric Schuster taught us how to build an effective website in June. He explained the importance of the use of attractive pictures and text, ease of interaction and search engine optimization to bring visitors to our site and keep them there.

Donna Weaver held a financial seminar in September, *Strategies to Help Your Business*, where she explored cash flow, attracting and retaining talented employees and business continuity and succession planning.

The Chamber took a major step into the 21st Century in November when we signed on with **Eventbrite**, an electronic ticketing company, to sell Chincoteague Seafood Festival and Oyster Festival tickets online---print your tickets in seconds and eliminate mailing fees, lost tickets in the mail, and processing through the office. In this fast-paced world we live in, it seems a natural progression (although a lot of kicking and screaming was involved initially!!).

Another step forward into the technology world involved setting up a "mobile only website" function for mobile phone users so our website can be accessed on smart phones. Another powerful benefit of chamber membership!

We held our General Membership Meeting in February, Easter Decoy & Art Festival in April, Chamber Awards Luncheon in May, Oyster Festival in October, and Old-Fashioned Christmas Parade the first Saturday in December as usual.

WHAT'S IN STORE FOR 2012?

The Chincoteague Chamber of Commerce is very excited about the new year.

- Our 2012 Visitor Guide is at the printers with an anticipated delivery date of early January.
- The Annual General Membership Meeting will be held in early February--details will be mailed at a later date.
- The Easter Decoy & Art Festival will be held April 6 & 7.
- And of course the Chincoteague Seafood Festival will follow closely behind on May 5. Information on sponsorship and marketing opportunities has been mailed for your consideration.
- The 40th Anniversary of the Chincoteague Island Oyster Festival will be an event to remember on October 6!! Don't miss out on the fun.....some of you have been with us since the beginning.

Seminars, workshops, Business After/Before Hours will be sprinkled throughout the year to stimulate, encourage, motivate and inspire.

If you would like to host a Business After Hours or Business Before Hours, please let us know so we can get you on the calendar. We look forward to sharing new ideas from our very talented members of the business community through networking opportunities. We want to hear from you.

We hope the new year brings lots of good things your way. We hope for an upturn in the economy and a strong tourism season. We continue to receive good press from various sources and expanded advertising by the chamber will hopefully reap large rewards. We appreciate your support and look forward to a prosperous 2012.

CHINCOTEAGUE IN THE NEWS FOR AUTUMN FUN

- [Chincoteague Chosen in Top 10 Fall Destinations by Fox News](#)
- [Assateague Named One of North America's Most Charming Islands says Budget Travel](#)
- [Coastal Living Magazine "Explores Virginia's Eastern Shore" in Sept. 2011 Issue](#)