MEMBER UPDATES

You’re invited by the Olean General Hospital to a Girls Night Out! on September 22 at the Seneca Allegany Casino & Hotel - 777 Seneca Allegany Blvd, Salamanca. Tickets are $25 advance purchase/$30 at door and includes $10 food and refreshments. Door prizes and play is 8 PM. What is at this GIRLS NIGHT OUT! Watch the hospital’s physicans get ‘make-overs’ as they discuss skin cancer & stress relief. Sex education and breast exam tips will also be covered. You will never told you about: Doctor Calumet Comparison Shopping – What to look for in a radiologist. The schedule is 5 PM - Casino free play cards available (Events Center); 7 PM –ﬁshing rod and tackle, $25 in door prizes; 9 PM – Doors Open – Complimentary registration/marine sampling, buy your hero, check out of sewers, stations, museum, purchase and auction cash bar 7 PM - Female physician Power Hour and fun with the competition. The schedule is 5 PM - Casino free play cards available (Events Center); 7 PM –ﬁshing rod and tackle, $25 in door prizes; 9 PM – Doors Open – Complimentary registration/marine sampling, buy your hero, check out of sewers, stations, museum, purchase and auction cash bar 7 PM - Female physician Power Hour and fun with the competition.

SIX TIPS FOR SUCCESSFUL E-NEWSLETTERS

Represented with permission from the U.S. Chamber of Commerce. Although many people feel that email marketing is a take-a-back to other techniques such as social media and mobile marketing, email marketing continues to be an effective and low-cost method of acquiring, informing, and keeping customers. Here are six elements for successful email marketing campaign.

• Segment your list and make the content relevant to your customers’ areas of interest. Segment into various verticals – newsletters by age, gender, location and segment your subscriber list according to areas of interest.

• Integrate your social network profiles. Include social sharing in your emails, and promote your newsletters on your social networking sites.

• Personalize subject lines. Half the battle of successful email marketing is getting your subject line opened. Personalize your newsletter by including the names of your customers.

• Comply with the CAN-SPAM Act. Don’t force others to receive email you don’t want. A compliant subject line contains a clear unsubscribe option, a prominent unsubscribe link, and a clear description of what you are providing or selling.

• Always create a plain text version of your HTML email. The plain text version has the same information as the HTML email but is easier for search engines to index. It also includes graphics and hyperlinked words.

• Respect your subscribers. Send emails to them according to their preferences, do not sell them on emails that are not relevant.

MEMBER EVENTS

As noted in the Chamber Executive Newsletter, Chamber of Commerce Members can take advantage of special events and put their ingenuity to work for the advancement of the area’s economic well being and quality of life.

CONGRATULATIONS TO:

Tom Moser, director of the Dresser-Rand Challenger Learning Center in Allegany. Moser was the recipient of the Year Award from the Chautauqua chapter of the Air Force Association. He was honored for demonstrating excellence in education, in the spirit of Christa McAuliffe, and in recognition of sustained, outstanding contributions to education.

DOWNTOWN WINDOWS

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The Board of Directors of the Cattaraugus Region Community Foundation has announced grant applications for the Community Foundation are due November 1.

“The Community Foundation is an unrestricted fund to meet the changing needs of our community. As a result of grants made by donors, according to Karen Niemiec Buchheit, CRCF Executive director and Chair Fund grants, have been generally in the range of $100 to $2,000, and they benefit a wide range of services and projects,” said Buchheit.

Grants from the Community Foundation are awarded to 501 (c) (3) organizations, or other not-for-profits, according to the Community Foundation’s mission. To be eligible for a grant, the organization’s stability, the impact its work has on the community and the feasibility of the project must be considered. Grants can benefit a wide range of services and projects.

Through its fund, the Community Foundation is helping to connect donors to the causes they care most about in our region. Grants from the Community Foundation benefit many areas including education, scholarships, health care, the arts, community development, human service and youth development, to name just a few, email us at www.cattfoundation.org.

For more information please contact the Community Foundation at (716) 372-4433 or Katlin Steimel at ksteimel@cattfoundation.org or visit www.cattfoundation.org. Find us on Facebook for help starting a job search. In addition, a staff director is available through the Olean Public Library can provide career coaching and training.

Looking for a job? Through the Olean Public Library can help with every step of the job search. Career coaches are available to help you brush up on your skills, write a winning resume, and provide help starting a job search. In addition, a staff director is available through the Olean Public Library.

The database is made possible by a federal American Recovery and Reinvestment Act (ARRA) Broadband Technology Opportunity Program (BTO) award. The Olean Public Library is one of thirty libraries across New York state to participate in the grant. As a result the Olean Public Library is now able to offer more services to the public, focusing on computer training and employment.

You can access Job Now! through the Main page of the library website at www.ohanlib.org. If you have questions, call the Reference Desk at (716) 372-0620 or visit the library website at www.ohanlib.org.

The Olean Public Library is located at 134 North Second Street, Olean, New York.

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