

Encouraging Business

Calvert County, Maryland

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In This Issue

- 5 Tips on Using PR to Your Advantage
- Calvert County Business Appreciation Week 2007
- Did you know?
- Coop Advertising Program Helps Calvert's Tourism Industry Stretch Marketing Dollars

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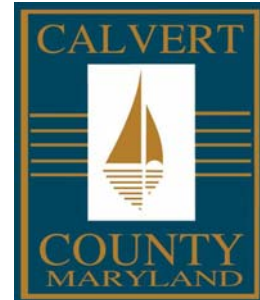
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Quick Links

- Calvert County Department of Economic Development (CCDED)
- More House for Less - House Keys for Employees
- Maryland Department of Business and Economic Development (DBED)
- Maryland Technology Development Corporation
- Small Business Development Center (SBDC)
- Calvert Tourism Information
- Patuxent Business Park

Welcome

Welcome to Encouraging Business, a quarterly electronic news bulletin developed by the Calvert County Department of Economic Development. As the Department learns of information that might be useful to the business community, we will use this bulletin as a vehicle to forward information to you. We hope that you find these bulletins useful. Please e-mail us at info@ecalvert.com to let us know what is on your mind and how we might assist you and your business enterprise.



● 5 Tips on Using PR to Your Advantage

- Public relations should be an important part of your marketing effort. Use it to promote special events such as grand openings, and to build the image of your business in the public eye.
- Get involved in your community. Join the chamber of commerce, business organizations, service clubs and charities. Network yourself and keep your antennae up.
- Gain third-party credibility by sending the media news releases. Limit copy to one page, if possible, and send releases to local and regional media when you have an important story to tell.
- Maintain relations with the markets you serve. By following the trends and news that affects your market, you will become the "town expert." The public and the media will come to you for your opinion or to learn about marketplace trends.
- Sponsor a radio or TV public service announcement (PSA) for a local charity. This will give you name recognition and show community support.

Brought to you by SCORE "Counselors to America's Small Business."

● Calvert County Business Appreciation Week 2007



Once again this year, the Calvert County Board of County Commissioners and the Department of Economic Development will celebrate Business Appreciation Week. The week of May 7-11 will feature a host of special events and activities to recognize and thank businesses of all sizes and industries for their contributions to the County's economy and quality of life and help the community better understand the important role that businesses play in our local economy.

The week will include special events, workshops, networking activities, a special wrap-up event hosted by the College of Southern Maryland and personal visits with County business owners by the Board of County Commissioners and staff from the Department of Economic Development.

Schedule of Events (Please note that seating is limited at most events and advanced on-line registration is required at www.ecalvert.com.)

- **Monday, May 7, 2007**

BAW Evening Kick-Off Reception, invitation only
Fridays Creek Winery, Owings.

- **Tuesday, May 8, 2007**

8:30 a.m. - 4:30 p.m.

Company site visits with Ambassador Teams, including Calvert County Board of County Commissioners
various locations.

6:00 p.m. - 8:30 p.m.

B2B Power Networking Session: Business Leaders and Legends Reception and Panel Discussion

Hosted by the Concerned Black Women of Calvert County and the Calvert County Minority Business Alliance (FREE)
Planning Commission Hearing Room, Duke Street, Prince Frederick.

- **Wednesday, May 9, 2007**

8:30 a.m. - 11:00 a.m.

Procurement Workshop

Co-hosted by the Maryland Procurement Technical Assistance Program (FREE)
Planning Commission Hearing Room, Duke Street, Prince Frederick.

6:00 p.m. - 8:00 p.m.

Women's Business Roundtable Networking Event

Co-hosted by the Small Business Development Center (FREE)
College of Southern Maryland, Prince Frederick Campus.

- **Thursday, May 10, 2007**

10:00 a.m. - Noon

Show Me the Money- Small Business Financing Programs Workshop

Co-hosted by the Maryland Department of Housing and Community Development (FREE)
Planning Commission Hearing Room, Duke Street, Prince Frederick.

5:30 p.m. - 7:30 p.m.

Calvert County Chamber of Commerce Business After Hours Mixer

Hosted by Davis, Upton & Palumbo, LLC (Fee: \$5.00 for Chamber Members /\$15.00 for Non-Members)
Main Street, Prince Frederick.

- **Friday, May 11, 2007**

8:00 a.m. - 11:00 a.m.

College of Southern Maryland Listening Breakfast with CSM President, Bradley Gottfried (FREE)

CSM Prince Frederick Campus, (Seating limited to first 100).

The 2007 Calvert County Business Appreciation Week is co-sponsored by Comcast, Constellation Energy, Dominion Cove Point, Keep It Simple Computer Training and Royale Dining Services.

For more information on Calvert County's Business Appreciation Week, including updates on planned activities and events, or to learn about the many services the County offers the business community, contact the Calvert County, Md., Department of Economic Development at 410.535.4583, 800.331.9771 or 301.855.1880; by e-mail at info@ecalvert.com, or on the Web at www.ecalvert.com.

- **Did you know?**



- **Two of Calvert County's most popular tourist attractions will be included on the Captain John Smith reenactment voyage this summer.** Visitors can see the Captain John Smith shallop at the [Calvert Marine Museum](#) on June 9-10, 2007. For more information contact the Calvert Marine Museum at 410.326.2042. The Captain John Smith shallop will be back in Calvert County at [Jefferson Patterson Park and Museum](#) on August 5, 2007, as a part of

Patuxent Encounters, a two-day festival to be held on August 4- 5, 2007 to celebrate and embrace the rich culture and history of American Indians. For more information contact Jefferson Patterson Park and Museum at 410.586.8501.

- **Calvert County is home to three wineries.** They include [Cove Point Winery](#) located in Lusby, [Fridays Creek Winery](#) located in Owings and [Solomons Island Winery](#) located in Lusby.

- **The number of commercial permits in Calvert has risen, increasing almost 103 percent between 2003 and 2006.** Commercial permit values increased as well for the same time frame, from \$45.6 million to almost \$74 million in 2006, an increase of 62.1 percent. This and other information is available in the Calvert County 2006 State of the Economy available online at www.ecalvert.com or by contacting the Calvert County Department of Economic Development at 410.535.4583.

- **Coop Advertising Program Helps Calvert's Tourism Industry Stretch Marketing Dollars**



The Calvert County Department of Economic Development and the Tourism Advisory Committee recently completed an analysis of regional publications to be used over the next year to promote Calvert County's tourism opportunities through a cooperative advertising program.

The Department of Economic Development negotiates a discounted rate through its coop program to make ads more affordable for large and small tourism industry partners. Greater participation in the program translates into more exposure for individual businesses since it creates one ad highlighting several tourism attractions together. "Coop ads are used throughout the tourism industry to encourage readers to plan a full day of activities in a region," said Erica Stone, Tourism Specialist with the Department of Economic Development. "When several tourism partners band together to fill a full-page ad in a reputable lifestyle or travel magazine, readers know they can come to an area and find plenty of interesting places to shop, dine, explore and spend the night."

The Department of Economic Development is currently taking reservations from in-County tourism organizations for a variety of these publications and a sign-up sheet is available. The deadline for reservations is **April 25, 2007**.

The Calvert County Tourism Advisory Committee meets monthly to discuss matters of concern and interest to the County's dynamic tourism industry. Members are appointed by the Calvert County Board of County Commissioners to advise in the development and implementation of programs to promote and market Calvert County as a visitor destination.

To receive a sign-up form for the tourism industry's cooperative advertising program or for further information on Calvert County's tourism activities, please contact the Calvert County Department of Economic Development at 410.535.4583 or 800.331.9771, e- mail info@ecalvert.com or visit online at www.ecalvert.com.

The DED continues to provide a number of services and resources to support the growth and development of County businesses. Free business services include online commercial real estate listings, confidential in-house counseling, online employment classifieds, marketing assistance, an ombudsman program and training and educational seminars. The County offers an Incentive Loan Fund and Economic Development Loan Fund for well-qualified businesses and produces a number of publications including quarterly business newsletters, an annual Calendar of Events and Visitors Guide and the annual State of the Economy. Additionally, the County's business retention program serves as a resource for local business owners to help them grow and succeed.

For information on the Calvert County, Maryland Department of Economic Development and services available to assist County businesses, call 410.535.4583, 800.331.9771 or 301.855.1880; send an e-mail to info@ecalvert.com or visit our Web site www.ecalvert.com

Calvert County Department of Economic Development

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