



## NEWSLETTER – May 10, 2010

### MEETING REMINDER

The general meeting of the Chamber is held on the first Tuesday of the month. **The next meeting will be held at 6:30 pm on Tuesday, June 1st** at the Route 6 Diner. If you haven't attended a Chamber meeting in a while, join us for dinner or a snack so we can get reacquainted.

### WOOLY WILLY WONDERDAZE COMING IN JUNE

Smethport toy celebrity, *Wooly Willy*, will once again be the centerpiece of Smethport's summer festival — National Wooly Willy Wonderdaze from June 22 to June 26.

The festival, sponsored by the Smethport Area Chamber of Commerce, with involvement from many other Smethport organizations, will highlight the popular magnetic toy invented in Smethport by entrepreneur, **James Herzog**, in 1955. The event includes a **Car Show and Parade** down Main Street on Saturday, June 26.

**Patch Products**, which features an International *Wooly Willy* Fan Club, is a key sponsor of the event, along with **Bradford Regional Medical Center**.

There will be several *Wooly Willy* themed activities throughout the festival, including a store window painting contest. First, second and third place winners will receive savings bonds from **Hamlin Bank & Trust Co.** in the amount of \$75, \$50 and \$25, respectively.

The festival will also feature carnival rides, dancing in the park to live music, food and legal beverages, fireworks, flea market, a car show and parade, plus other activities.

A button bearing the likeness of *Wooly Willy* will be available for a five dollar purchase that will cover admission into most all activities (excluding carnival rides) during the five days of the festival.

The opening day ceremony will feature a Wooly Willy Wonderdaze proclamation by **Mayor Ross Porter** and remarks by executives from **Patch Products**.

An extensive advertising campaign has already begun with radio and email announcements, posters and flyers. The Wooly Willy Wonderdaze banner will be hung across Main Street next

week. To extend the reach of our advertising efforts, other websites may download and display online posters and forms without prior permission, as well as forward these items to their own email lists.

## **SPONSORS NEEDED**

To make the Woolly Willy Wonderdaze a success and give people good reason to return next year, the Chamber is requesting donations of prizes, gift certificates, gas cards, tote bags, and other giveaway items for the various drawings that will occur during the festivities, especially at the Car Show on Saturday, June 26<sup>th</sup>. As your items are given out, we will read a message about your business – one that you write yourself. If you would like to help, please contact Nathan Muller at 887-4134 or [njmuller@comcast.net](mailto:njmuller@comcast.net).

## **CAR SHOW & PARADE**

As noted, the Woolly Willy Wonderdaze Car Show & Parade will take place on Saturday, June 26 at Hamlin Lake Park. Woolly Willy magnetic toy inventor Jim Herzog is this year's honorary Parade Marshal.

Show cars are participant judged. In addition to beefy trophies and majestic "Best of Show" award, the first 100 registrants will get a collector quality dash plate.

The registration fee of \$10 includes a general admission lapel pin to Woolly Willy Wonderdaze.

**Registration:** 9:00 am to 1:00 pm

**Trophy awards:** 3:30 pm

**Parade:** 4:00 pm

You can spread the word by forwarding this email to your friends and family who are car enthusiasts. If your organization would like to participate in the parade, please contact Nathan Muller at 887-4134 or [njmuller@comcast.net](mailto:njmuller@comcast.net).

## **VENDORS WELCOME**

The Chamber is inviting vendors of all types to participate in the **National Woolly Willy Wonderdaze** festival on a non-exclusive basis. Flea market space is also available.

[Download a Vendor form](#)

Tom Larson at Sena Kean is our Vendor Coordinator. You can call him at 814-887-5601 or send him an email at [SenaKean.BDS@ltc.mail.com](mailto:SenaKean.BDS@ltc.mail.com).

## **CAR SHOW HELP NEEDED**

The Chamber is looking for volunteers to help administer the Car Show & Parade. At least five (5) people are needed. It's a day of relaxation in the sun amid a sea of quality show cars and just a bit of paperwork to help with. If you can't fit this into your schedule, please consider volunteering your kids! Ideal candidates should be 16 years or older. For more information, please contact Nathan Muller at 887-4134 or [njmuller@comcast.net](mailto:njmuller@comcast.net).

## **VISUAL MERCHANDISING – FREE SEMINAR**

Rick Viglione, the Western Pennsylvania regional coordinator for the Pennsylvania Downtown Center, will hold an open discussion about the importance and vitality of business storefronts. Participants will leave this event with examples of how to engage their window space, draw customers into their establishments, and encourage customer growth through their displays and onsite advertisements.

**When:** Thursday, May 13, 2010, 5:30 - 7:30 pm

**Where:** United Methodist Church, Fellowship Hall, 307 Main Street, Port Allegany, PA 16743

To register for this **FREE seminar** please call 814.362.5078 or e-mail [reach@pitt.edu](mailto:reach@pitt.edu).

## **MEMBERSHIP 2010-2011**

Just a reminder that Chamber membership renewals for 2010–2011 have gone out through regular mail... Please be sure to renew as soon as possible. If you have misplaced the form that came in the mail, you can download another copy from the Chamber website at [http://www.smethportchamber.com/membership\\_form.htm](http://www.smethportchamber.com/membership_form.htm).

As of May 10th, the following individuals, businesses and other organizations have joined the Chamber or renewed their membership for 2010-2011. Members highlighted in yellow have joined or renewed since the last newsletter:

ADP Rental  
Ascent Solutions  
Barbara K. Bowman  
Bill Lake Real Estate  
**Buchanan Brothers Pharmacy, Inc.**  
Chef Specialties – Backus Company  
Colonial Radio Group  
Connie's Route 6 Diner  
Costa's Ace Hardware  
Costa's Supermarket  
Edward Jones - Keith Delacour, FA  
Forecon Inc.  
Hamlin Bank & Trust Company  
Helen Cole

Heritage Suites (Bradford)  
James B. Kane, Jr. DMD  
James K. Angell, Attorney at Law  
Kwik Fill  
Lightwaves Laser Engraving  
Mansion District Inn, LLC  
McKean County Historical Society  
Northwest Savings Bank  
O'Day Acquisition Consulting  
Olson & Tenglund, Inc.  
Phillis Barnhart  
Senior Center  
St. Elizabeth of Hungary R.C. Church  
St. Luke's Episcopal Church  
Smethport Country Club  
Smethport Drive-In  
Smethport Fire Department  
Smethport Gulf & Tire  
United Refining Company of Pennsylvania (Warren)  
Wayne and Mary Lee Pearson  
Woods Baker & Ross

\* **NOTE:** If you do not see your name / organization on this list, please drop a note to:  
[njmuller@comcast.net](mailto:njmuller@comcast.net).

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**CHAMBER WEBSITE:** [www.smethportchamber.com](http://www.smethportchamber.com)

**FREE ADVERTISING:** If your business is located in the Borough, Smethport Web will host an advertising banner at no charge. Send advertising copy, images, and contact information to [advertising@smethportpa.org](mailto:advertising@smethportpa.org). Don't miss this opportunity to use the power of the Internet to enhance your business. All the design work will even be done for you!

**NEWSLETTER ARCHIVE:** In case you need to refer to a past newsletter, the Chamber website now has an archive at: [www.smethportchamber.com/chamber\\_newsletter.htm](http://www.smethportchamber.com/chamber_newsletter.htm)