



**FOR IMMEDIATE RELEASE**

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### **Mad River Valley Chamber of Commerce Hires New Member Services Coordinator**

Waitsfield, VT (August 2017) – The Mad River Valley Chamber of Commerce is pleased to announce that Ginger Berkelhamer has joined the staff as the Member Services Coordinator.

The Member Services Coordinator is a new position at the MRVCC, and a critical part of implementing the organization's new strategic plan, which outlines how the organization will be relevant, effective, and sustainable moving into the future.

"While the organization focuses on destination marketing and building brand equity for the Mad River Valley, it's only through the support of our membership – businesses, organizations, and individuals – that we can be successful," says Executive Director, Jasmine Bigelow, "It's important that we make our members' needs a priority, and continue to increase the value we provide them. Ginger's number one job is to ensure that our members get the most out of their membership, which she will do through a variety of initiatives."

Ginger was raised in Manhattan and attended college at George Washington University. After college, she returned to New York to begin her career in advertising at Ogilvy & Mather. There she met her future husband, Keith. They married in 1993 and welcomed their only daughter, Katie in 1995. Ginger and Keith began vacationing in Vermont in 2000 and eventually came to settle in The Mad River Valley in 2008. They made their residence permanent in November, 2014.

Along with her work at The Chamber of Commerce, Ginger is a Certified Life Coach working with women and couples on their issues in their relationships in order to have healthier and happier partnerships.

"Ginger's acute organizational and analytical skills, experience working with a variety of people, and positive spirited personality are an excellent fit for our small team," says Bigelow.

"I am incredibly excited for the opportunity to work with the community in a shared, common goal." says Ginger, "The job description for Member Services Coordinator was exactly what I was looking for. It encompasses so many of my skills that I am looking forward to utilizing."

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Ginger is currently working on a volunteer program for the new Visitor Center on the corner of Bridge Street and Main Street. Volunteers answer in-person and on-phone questions about the area. The goal is to have the Visitor Center open and staffed with volunteers 7 days per week. If you are interested in being a part of the Visitor Center team, please contact Ginger at [ginger@madrivervalley.com](mailto:ginger@madrivervalley.com) or 802-496-3460.

The Mad River Valley Chamber of Commerce is a membership-based organization, with new offices located at 4403 Main Street (at Bridge Street) in Waitsfield. The MRVCC's mission is to improve the economic well-being of Mad River Valley businesses, through destination marketing, building brand equity, and creating a unified and engaged culture throughout the Mad River Valley. The Mad River Valley region includes the towns of Warren, Waitsfield, Fayston, Moretown, and Duxbury, as well as the ski resorts of Sugarbush and Mad River Glen.

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