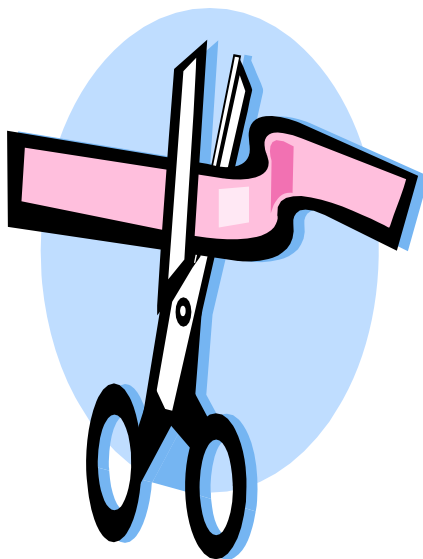


# St. Tammany West Chamber of Commerce



## Ribbon Cutting / Ground Breaking Packet Cost \$50

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# **Ribbon Cutting/Grand Opening CHECKLIST**

*Please note this is only a guideline.*

## **1 to 2 months before**

Advanced planning of ribbon cuttings is to your benefit because it gives the Chamber time to notify members that your ribbon cutting is scheduled through emails, the website and our calendars. Time also allows you to get a good guest list together of your clients.

## **2 weeks before**

Mail invitations to media, local dignitaries, clients, friends and Chamber contacts.

\* If you advertise in any local media we suggest you invite your ad rep as well.

Make arrangements for food, beverages, door prizes, photo props, etc. (optional).

## **1 week before**

Follow-up with media and elected officials to confirm attendance.

## **Ongoing**

Chamber will feature your Ribbon Cutting in our weekly chamber updates, on our website and our calendar.

## **Day of**

Prepare place of business for party (food, beverages, door prizes, etc.)

Greet guests as they arrive (you may want to provide nametags for attendees)

Host Ribbon Cutting/Grand Opening program

Cut ribbon/take pictures/get names of those in pictures.

## **1-2 days after**

Send follow-up press release and pictures to media contacts. We have provided e-mail addresses for the media contacts to make this easier for you.

# **SAMPLE AGENDA**

*(It is suggested to keep the program no longer than 5-8 minutes)*

*A representative from the Chamber will arrive a few minutes prior to your scheduled start time. We will bring either the Chamber's ribbon and scissors or our shovel depending on the event. It is customary to wait approximately 15 minutes from your scheduled start time for dignitaries to arrive. Once you are comfortable that everyone you expect to be in the picture is there, please be considerate of their time and perform the ribbon cutting ceremony.*

**Welcome:** **HOST**  
Acknowledge dignitaries, media & other important guests

**Introduction of Dignitaries:** **HOST**  
Congratulatory Remarks by Dignitaries and / or Chamber representative  
(if you or they choose to do so)

**Introduction of Business/Staff:** **HOST**  
Brief description of your business / services / products, company history,  
introduction of staff, etc.

**Ribbon Cutting:** **HOST**

**Pictures:** **Chamber Representative**

**Thank Attendees:** **HOST**  
Encourage networking or facility tours, etc.

## **SAMPLE INVITATION**

***ABC Corporation***

*and*

*The St. Tammany West Chamber of Commerce  
invite you to attend a*

***Ribbon Cutting Ceremony***

*or Open House, etc.*

*Friday, January 1, 2009*

*12:00 p.m.*

*~*

*100 Main Street*

*City*

***-Refreshments Following-***

**If the Chamber's name is used on the invitation, it must be used exactly as printed above.  
For better attendance, include a map on your invitation!**

# MEDIA CONTACTS

## **Newspapers/Publications**

Times Picayune  
Karen Baker  
1001 N. Hwy. 190  
Covington, LA 70433  
(985) 898-4800  
[kbaker@timespicayune.com](mailto:kbaker@timespicayune.com)

1012 Corridor  
Ryan McArthur  
9029 Jefferson Highway, Ste. 300  
Baton Rouge, LA 70809  
(225) 928-1700  
[ryan@1012corridor.com](mailto:ryan@1012corridor.com)

St. Tammany News  
Debbie Glover  
P. O. Box 90  
Covington, LA 70434  
(985) 892-7980  
[kdebbieglover@gmail.com](mailto:kdebbieglover@gmail.com)

St. Tammany Farmer  
Karen Courtney  
321 N. New Hampshire St.  
Covington, LA 70433  
(985) 892-2323  
[stfnews@bellsouth.net](mailto:stfnews@bellsouth.net)

CityBusiness North Shore Report  
Renee Dolese  
1305 W. Causeway Approach, STE 202  
Mandeville, LA 70471  
(504) 834-9292  
[renee.dolese@nopg.com](mailto:renee.dolese@nopg.com)

Inside Northside Magazine  
Stephen Faure'  
PO Box 9148  
Mandeville, LA 70470  
(985) 626-9684  
[scoop@insidenorthside.com](mailto:scoop@insidenorthside.com)

## **DIGNITARIES TO INVITE**

### **U.S. Senator David Vitter**

2800 Veterans Blvd., Ste. 201  
Metairie, LA 70002  
(504) 832-0673

### **State Senator District 11**

Jack Donahue  
123 Maple Ridge Way  
Covington, LA 70433  
(985) 727-7949  
donahuej@legis.state.la.us

### **State Representative District 76**

Kevin Pearson  
620 Oak Harbor, 203  
Slidell, LA 70458  
(985)646-6487

### **State Representative District 74**

Scott Simon  
PO Box 1297  
Abita Springs, LA 70420  
(985)893-6246

### **State Representative District 77**

John Schroder  
819 W. 13th Ave.  
Covington, LA 70433  
(985)893-6262  
schrodej@legis.state.la.us

### **State Senator**

A.G. Crowe  
195 Strawberry Street  
Slidell, LA 70460  
(985) 643-3600  
agc@agcrowe.com

### **City of Covington**

Mayor Candace Watkins  
PO Box 778  
Covington, LA 70434  
(985) 892-1811  
mayorwatkins@covla.com

### **City of Mandeville**

Mayor Edward Lyons  
3101 E. Causeway Approach  
Mandeville, LA 70448  
(985) 626-3144  
mayor@cityofmandeville.com

### **Town of Madisonville**

Mayor Peter Gitz  
PO Box 160  
Madisonville, LA 70447  
(985) 845-3334

### **Town of Abita Springs**

Mayor Louis Fitzmorris  
PO Box 461  
Abita Springs, LA 70420  
(985) 892-0711  
abitasprings2002@yahoo.com

### **Village of Folsom**

Mayor Marshall Brumfield  
PO Box 609  
Folsom, LA 70437  
(985) 796-5607  
jcc@i55.com

### **St. Tammany Parish Council**

Parish President Kevin Davis  
PO Box 628  
Covington, LA 70434  
  
(985)898-2362  
kdavis@stpgov.org

# **SAMPLE PRESS RELEASE**

## **FOR IMMEDIATE RELEASE**

Date: **month day, 2008**

For more information contact: **your name**

(555) 555-5555 - Fax: (555) 555-5000 - e-mail

## **SUPER COMPANY HOSTS RIBBON CUTTING**

COVINGTON - Super Company of Covington recently hosted a Ribbon-Cutting Ceremony to celebrate the opening of its new St. Tammany office. Owner Mickey Mouse was on hand to cut the ribbon with the help of Mayor Marilyn Monroe and fellow members of the St. Tammany West Chamber of Commerce. Pictured during the ceremony are, from left, first row, Barney Rubble, Monroe, Mouse and Elvis Presley and, second row, George Jetson, Clark Gable and Snow White. Super Company provides super legal services to St. Tammany West residents.

- *Include the name of your business, the location and what the occasion was (Ribbon Cutting. Ground Breaking or Grand Opening).*
- *If applicable, list the owner's name as the person cutting the ribbon or hosting the ceremony.*
- *Identify special guests or dignitaries. List from left to right, all those included in the picture.*
- *Write one sentence describing the services your business offers and any other interesting information about your company.*

## **HINTS FOR SUCCESSFUL MEDIA COVERAGE**

- Avoid shade as much as possible when taking a photograph.
- Take several different shots of the same picture in case someone blinks.
- Zoom in fairly tight when taking the picture. (If you get too far back, you can't distinguish peoples' faces by the time they're printed in black and white in newspapers.)
- Don't be afraid to arrange people by height. (other than the dignitaries and business owners, who should be front-and-center for the photograph)
- If you don't know everyone's names, write them down in order as they're standing, from left to right, first row then second row, etc. BEFORE taking the photo. (It's much harder to get people to stay in place after the picture is taken.)
- If your business lends itself to a creative photo approach – by all means – get creative! For example, a new donut shop recently had a dozen donuts hanging from ribbons tied to the shop's official grand-opening ribbon. If you're a gardening supply store, use pruning shears to cut the ribbon instead of the giant scissors, etc.
- Have a rain plan for your photo location – just in case you have to go inside.

- E-mail is the least expensive way to send your photos to the media. Send the follow-up press release, the photograph and the photo IDs as attachments on the same e-mail.
- Save all photos in JPEG, if possible, with the highest resolution you can.
- BE PATIENT! You'd be surprised how many press release photos are sent to newspaper and magazine editors every day. There will be other businesses that submitted their photos before you. Editors have their layout formats that only allow for so many ribbon cuttings per day/week/month