

# Carolyn Fugere and Board have Re-energized Larchmont Chamber of Commerce

The Larchmont Chamber of Commerce is gearing up to make the Village sparkle this holiday season. Chamber President Carolyn Fugere says that holiday decorations are going up to decorate the business district to give Larchmont a festive feeling.

The Chamber is sponsoring a Shop, Sip and Stroll Night on December 3 to encourage residents and friends to visit local merchants to shop, peruse and dine while enjoying everything that Larchmont has to offer.

“Larchmont has an incredible reputation,” Fugere comments. “Larchmont has everything here and the Chamber wants people to realize that fact.”

Fugere, with a 2015 Board of eight volunteers including Theresa Finck, Diane Oldham, Drew George, Sanjiv Jaswal, Megan McCarthy, Diane Schwatka and Nancy White have re-energized the Chamber this past year.

They have sponsored and taken part in many events in 2015 including a speed dating networking night, a Home Improvement Day, a Wine Tasting, a Sip, Snack and Stroll afternoon and a Date Night, all to showcase the business district and have the Chamber members mingle with residents of the community.

“We started with 33 members at the beginning of 2015,” Fugere explains. “Now we have about 100 members and the numbers are growing. Date Night in the fall brought many new members. We have been trying to help the business own-

ers in all different ways, like showing them how to spruce up their windows, training them to build a website or teach them to do more online.”

As the Brokerage Manager of Julia B. Fee in the Village, Fugere is passionate about getting the business owners involved in the



Carolyn Fugere

Chamber. “I go to conventions to learn the latest technology so that we can pass on this knowledge to the merchants. I feel we are on track to create a spectacular business space here. I think people are not aware of all the new businesses that will be opening soon.

“Working with the I Love Larchmont group, we have become a team,” she proudly mentions. “All of our efforts are going into one place, the goal is the same—to make Larchmont the Best.

“It has been a lot of work and I brought on an intern from Iona College to help me,” she acknowledges. “We are hoping for

more volunteers.”

A committee has formed to incorporate the Chamber in 2016 when they will elect Board members. Dues will stay the same, Fugere says. She is constantly recruiting new businesses and enticing them with the prospect of sidewalk sales and date nights to attract customers.

Now in December, the Chamber is sponsoring a Selfie Contest until January 1, 2016. They are asking residents to post a selfie on the Chamber Facebook page or email it to them at [info@larchmontchamber.org](mailto:info@larchmontchamber.org) and they will post it. The photo with the most likes will win a \$1000 shopping credit at any Larchmont Chamber member business.

Fugere also reminds the community to join in the festivities at 3pm on December 5 for the 2nd Annual ‘Light Up Larchmont’ at 120 Larchmont Avenue. There will be a tree lighting in Constitution Park with music, crafts for the kids and of course, Santa! After all the activities, sponsored by the Larchmont Professional Fire Fighters and The Larchmont Police Benevolent Association, she is optimistic that attendees in the holiday mood, will then explore the streets in the Village to shop and eat.

“From a business sense, you have to care how the downtown looks. It becomes a living thing. There is tremendous opportunity here. I think every other town will want to model their area after us.”