

Develop the guest list

Invite current customers, business contacts, the media and personal friends. Use membership lists from the Roanoke Regional Chamber of Commerce, civic organizations, trade associations, professional affiliates and governmental agencies to further develop your list. Your guest list should include a significant number of invitees to ensure a good turn out. If you are interested in purchasing a Chamber membership list, call 983-0700, ext. 221 or email business@roanokechamber.org

Push the press

Compile a list of media contacts. Remember to include press wherever your current and/or potential customers reside. Contact the SBDC at sbdc@roanokechamber.org or call (540) 983-0717, ext. 239 for a list of local media contacts. Encouraging press to attend is important and featuring dignitaries can help.

Listing of local elected officials:

Alleghany

<http://www.valleyconservation.org/ccgovoff.html#all1>

Botetourt

<http://www.co.botetourt.va.us/>

Clifton Forge

<http://www.valleyconservation.org/ccgovoff.html#all1>

Craig

http://www.co.craig.va.us/frm_business.htm

Roanoke City

<http://www.roanokegov.com/85256A8D0062AF37/vwContentFrame/N24YALZ4415ASTNEN?open>

Roanoke County

<http://www.roanokecountyva.gov/Departments/Elections/ElectedOfficials/LocalOfficials.htm>

Salem

<http://www.virtualsalem.com/governme/official.shtml>

Vinton

<http://www.vintonva.gov>

Blitz the media

Post information about your grand opening on relevant websites. Mail press releases to area newspapers and publications. Contact your local radio and television stations. Include the date, time, specials, directions, a contact name and phone number. There is no guarantee that your grand opening will be covered but any publicity would be very beneficial to your business.

Tip: Most successful business owners understand the importance of networking and making business contacts. Smart business people are involved their community, civic organizations and the Roanoke Regional Chamber of Commerce. They attend charity events, speak at seminars and support other business events.