

August Newsletter 2011

Business Highlight ~ Blueox Corporation



For those of you who may have missed our Small Business Awards Dinner in November, the **Blueox Corporation** was

the recipient of the Small Business of the Year Award. Following are excerpts from the speech.

Blueox is proud of their history, and of the values that a long tradition of service has instilled in the organization. Founded in the 1950's, Thompson Fuel Service supplied the local area with fuel oil, kerosene and coal. In 1965, David L. Emerson bought Thompson Fuel and 5 years later his son David B. Emerson purchased a portion of the ownership. In 1979 Neil Bartle bought into Thompson Fuel, joining the Emerson's. Throughout this time they continued to expand their fuel services into Binghamton, Hamilton, and Norwich.

Like any business, Blueox has experienced its share of changes. The biggest change occurred in 1984 when the name of the company was changed from Thompson Fuel to Blueox Corporation. The name itself stems from the color blue and the ox is from

the place of origin, Oxford. ..and in the 1980's Blueox ventured into the convenience store business.

... as the fuel business grew so did the opportunity to expand its market, and Blueox purchased Martin Supply in 1987 entering the propane gas business.

In December of 1994, David B. Emerson retired as President of Blueox Corporation and Neil Bartle took over the reins. Neil continued to move the company forward ...

Besides being customer oriented, Blueox has been generous throughout the communities in which they live and serve, supporting numerous charitable events and causes... Blueox understands the importance of community involvement and will continue to do its best to support those in our area.

Today, Blueox employs a total of 150 employees, owns three fuel locations along with 11 area gas stations and convenience stores. Blueox is not your traditional fuel company; they offer solutions to consumers in the energy field.

Visit them at <http://www.blueoxenergy.com> or (607) 843-2583.

Upcoming Meetings/Events

- Leadership Advisory Mtg. ~ Aug 4th @ 8:00 AM
- Tourism Mtg. ~ Aug 10th @ 9:00 AM
- CC Finance Mtg. ~ Aug 15th @ 7:30 AM
- DCC Finance Mtg. ~ Aug 15th @ 8:30 AM
- IDA Board Mtg. ~ Aug 17th @ 8:00 AM
- CC Executive Mtg. ~ Aug 18th @ 7:30 AM
- DCC Executive Mtg. ~ Aug 18th @ 8:30 AM
- DCC Board Mtg. ~ Aug 19th @ 7:30 AM
- Ambassadors Mtg. ~ Aug 24th @ 8:00 AM

WORKSITE SOLUTIONS — As employee benefit costs continue their double-digit climb, employers are seeking innovative solutions. Worksite Solutions is a national specialist in providing voluntary employee benefit plans to state and local chamber groups throughout the United States. Many of our member businesses have already taken advantage of this exciting program.

This is how the Commerce Chenango program works for its members:

- * Commerce Chenango members will receive a customized report of benefits for each employee. This report helps the employee realize the value of all the benefits you provide.
- * Commerce Chenango member companies can offer U-Select's employee-paid voluntary insurance benefit enhancements to their employees, thereby expanding their company's employee benefits package at no additional cost. By choosing the U-Select program for your employees, your company will offer a new, valuable membership benefit that will help attract and retain valuable employees.

To learn more about Worksite Solutions and its products and services, contact Steve Paciello at 607.725.7282. This service is provided to member companies at no cost. This could be one of the most important financial steps you have ever taken for your business and, more importantly, your employees.

Worksite Solutions is a unit of Combined Life Insurance Company of New York, an A-rated company by AM Best.

**Member
Benefit of the
Month**

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July Ag Development Tour...

Beginning at Tumilowicz Dairy, participants learned about the newest advances farms are making to increase production of their dairy herds while managing their run-off into the Chesapeake Watershed.



Lance Lockwood of Soil & Water discusses improvements at Tumilowicz Dairy

Approximately 70% of Chenango County farmers are now following best practices making the county number one in the state in the use of the Conservation Reserve Program.



Home of Chobani Yogurt

The second stop was Agro-Farma, home of Chobani yogurt. Dave Sheldon explained the growth of the yogurt segment of the dairy industry and the growth of Agro-Farma

in particular. Chobani is now the nation's number one yogurt with plans for even further expansion.

The afternoon was spent at Norwich Meadows, an organic and Halal farm featuring innovative growing and marketing techniques. Norwich Meadows provides produce and poultry to many of New York's top restaurants.



Touring Norwich Meadows

We can help...

- Business Expansion
- New Location
- Additional Warehouse Space
- Reviewing or Polishing Up Your Business Plan
- Low-Cost Financing
- Finding Permits/Licenses
- Obtaining Woman or Minority Owned Business Certification

Give us a call!

Contact Jennifer Tavares, EDFP
Economic Development Specialist
607-334-5532

jtavares@chenangony.org
<http://www.chenangony.org/ecodev>

Public Policy Institute: 250,480 jobs could be created should New York match Pennsylvania drilling rate

ALBANY-- A new analysis by the Marcellus Shale Coalition estimates that 2,300 new wells may be drilled in Pennsylvania this year and approximately 2,400 could be drilled in each of the next five years. Projecting similar rates on to New York State, the Public Policy Institute (PPI) finds that — based on data from its recent report — 125,240 jobs could be created if 1,000 new wells were drilled in a year. This figure escalates to 250,480 jobs if 2,000 wells were to be drilled.

Source: Projections based on data from *The Economic Opportunities of Shale Energy*

Larry Poons “Velocity” Exhibitions at Sam & Adele Golden Gallery

August 19, 2011—November 19, 2011

Velocity is an exhibition of selected works by New York painter Larry Poons, opening with a reception for the artist from 5:30—7:30 p.m. on Friday August 19, at The Sam & Adele Golden Gallery (SAGG) at Golden Artist Colors, Inc., 188 Bell Road, New Berlin, NY.

Poons has exhibited his paintings around the world in museums and commercial galleries for more than five decades.

To view VELOCITY online and to learn more about the Gallery, go to <http://www.thesagg.org>.

Happening in the same weekend, will be the preview of the new artist in residence space. In 2008 the Sam & Adele Golden Foundation began its commitment to providing living and workspace opportunities for artists. Details about the Golden Foundation Residency can be found at <http://www.goldenfoundation.org>.

Big Brothers Big Sisters Community/Site Based Program

Looking for Compassionate, Caring, Committed adults for 20-wks in Mentoring-Role Assisting Youth in Chenango County in a supported setting.

Activities includes; service projects, team building, arts & crafts, board games, sports, hikes, themed activities and more!

The pilot program starts in September 2011 and matches meet bi-weekly at The Place. Monetary and item donations are greatly appreciated and accepted to support the youth in Chenango County.

Contact Big Brother Big Sister of Chenango County
The Place
20 East Main St., Norwich.
(607) 334-3878 or
bbbs@theplace-cncn.org.



Toys for Tots Golf Tournament

Sponsored by *The Label Gallery*

When: August 19, 2011

Support the Toys for Tots program and provide a monetary donation, a prize for the prize table or a promotional item for the goody bags. Raffle tickets are also being sold with 50% going to T4T and 25% and 25% going to two winners. Get your tickets by calling the Label Gallery or Jill Eddy at the Chamber (334-1402).

For more information or to volunteer for the tournament call Dennis at (607) 334-3244 or email him at dennis@labelgallery.net. Checks can be made payable to Toys for Tots.



SAVE THE DATE...

August 16, 2011

“Good Morning Chenango”

sponsored by

NBT Bank

Park Place Restaurant, Norwich
7:30 a.m.



If you run a small business, a non-profit agency or a department in local government you are certain to feel pressure from your customers to deliver more for less. Often this leads to the loss of a customer when pricing demands can't be met, the elimination of services by the non-profit or pressure to raise taxes or again cut services by government.

Is there another way to approach this dilemma?

Come join us at the August Good Morning Chenango Breakfast where the program will focus on the concept of Execution Excellence and Lean Six Sigma.

Panel will include: **Kari Kron**, Visionary Tactics, and **Don Wiesenforth**, Center for Economic Growth.

Member cost: \$20 Non-Member cost: \$25

Please **RSVP** to 607-334-1402 by August 12th

August 25th, 2011

Business After Hours

with

CWS

96-100 (Plant 5), Norwich
5:00 to 7:00 p.m.

CWS, located in Norwich, has more than 46 years of contract packaging experience and expertise. They are an FDA registered ISO 9001:2008 certified contract packager serving the pharmaceutical, cosmetic, retail and organic markets.

Commerce Chenango's new President & CEO will be on hand to greet members. Long-time television newsman, Steve Craig, is enthusiastic about helping to improve the business climate and quality of life in Chenango County, and brings with him a strong commitment to community and business.

CWS will be offering production floor viewing, food, door prizes and 50/50!

Please **RSVP** to 607-334-1402 by August 23rd.

Biopharmaceutical Sector Should be a Growth Engine for Economy

Biopharmaceutical research and manufacturing holds great promise for economic growth in New York. If properly developed and supported, this sector could be the engine driving an economic resurgence in New York.

That is the finding of a new study by the Public Policy Institute, the research arm of The Business Council of New York State, entitled *"New York Must Step Up Its Game: The Global Struggle for Biopharmaceutical Jobs."* The report looks at high paying jobs emanating from biopharmaceutical clusters and the high multiplier potential that these jobs have on the economy.

This report in effect lays down a challenge to public and private sector leaders, labor as well as business, academic health centers focused on research, as well as educators, to take the steps needed to expand New York's reach in this sector. It establishes biopharmaceutical research and the attending job potential locked inside those clusters, as one of New York's best long-term growth strategies.

"To see just how important expanding this sector can be for New York, for every life-science research position New York creates or retains an estimated 3.458 jobs will arise," said Heather Briccetti, acting president and CEO of The Business Council. "In addition, each manufacturing job in New York translates into 9.359 jobs. Therefore, the inherent multiplier effect of biopharmaceutical jobs where melded into manufacturing hubs creates an engine for economic development."

The report also looks at the slow growth of this sector in New York compared to other industrial states, as well as China and India, and provides a road map for what New York needs to do to realize the fruits of this opportunity.

The full report is available at <http://www.ppinys.org/>

Ambassador of the Month ~ July 2011 Greg LaMonica



Technology Corner...

Should You Provide Free Wi-Fi at Your Business?

With the proliferation of Smartphones, iPads and laptops, now more than ever your "always on" customers expect wireless Internet access where they go.

But should you offer them free access by turning your business into a free hotspot?

Louis Rosas-Guyon, president of R2 Computing, a business technology consultancy in North Miami, Fla., says yes. Rosas-Guyon, whose company has installed 142 Wi-Fi access points for small businesses, says most small business owners have little to lose by doing so. "Connectivity and Internet access are rapidly becoming second nature to us all," he says. "Humans are becoming far more digitally social animals and there are significant business advantages to this new trend."

Kristen Fintel, owner of Chehalem Ridge Bed and Breakfast in Newberg, Ore., says offering Wi-Fi was a no-brainer. The investment was "negligible," she says, as their only overhead cost was the extra router she and her husband Kurt purchased to keep their free Wi-Fi separate from their business network. "It's one of the things that sets us apart from the big-box hotels that are charging \$10 a day for their Wi-Fi," Fintel says. "Some guests know [of the free Wi-Fi] when they come, and others are pleasantly surprised to find it when they get here." She says guests use it for work, for planning their sightseeing options and restaurant choices.

But is free Wi-Fi beneficial for all types of businesses? Not necessarily, says Rosas-Guyon. "Free Wi-Fi works best for any business that wants to encourage customers to spend time in their establishment," he says. "If you make money from fast turnover of customers, than free Wi-Fi is not a good idea. However, if you can generate revenue from customers who spend time, then it makes sense to keep them around as long as possible."

Rosas-Guyon says that if your small business offers seminars or classes, free Wi-Fi can be a "huge advantage," as well. "You can direct customers and attendees to websites and even encourage participants to blog, tweet or comment on the class as it is in session," he says. "I recommend Wi-Fi for any situation where enhanced communication is beneficial."

Still on the fence? Try conducting an informal poll of your loyal customers, asking them if they own Wi-Fi enabled devices, and how likely they would be to use the service if you offered it. Also if you decide to move forward, think about doing so on a trial basis—for 60 to 90 days, for example—so you can test the waters and discover any potential barriers or obstacles before you launch yourself as a full-fledged Wi-Fi hotspot.

July Employee of the Month



Pictured L to R: Jill Eddy, Commerce Chenango; Elise, recipient, and Keith May, VP Marketing, SFCU

Elise Glassett, Marketing Specialist, SFCU, was selected as the recipient of Commerce Chenango's July Employee of the Month Award. *Sponsored by*



Elise has worked for Sidney Federal Credit Union for 16 years. Keith May, Vice President of Marketing, said that, "Elise is a dynamo! She exemplifies one of the Credit Union's core values...People Helping People. If a member, employee, friend, or acquaintance is in need, Elise is there to help. Her faith and ability to see all the good things in life has never wavered."

Elise started with SFCU as a member services representative. After four years, she was promoted to the marketing department, where she is currently Marketing Specialist and Credit Union Development Educator. Her business affiliations include the Southern Tier Credit Union Alliance, Marketing Council, Youth Sub-Committee and e-commerce committee. Elise has received the SFCU Service Excellence Award and the Rotary Foundation of Rotary International Paul Harris Fellow Recipient.

Elise told us, "There's no other employer like Sidney Federal Credit Union. The philosophy of *People Helping People* is instilled in its employees from the start. You adapt to it, practice it, and live by it."

Originally from Queens, NY, she and her family live in Bainbridge. She enjoys spending time with her husband Kevin, and their daughter Morgan who attends Syracuse University and their son Connor, who attends Bainbridge-Guilford School. She has volunteered for organizations such as: Bainbridge Rotary, Birthright of Sidney and coordinates Sidney's Hometown Day parade.

Elise received \$100 cash, made possible through the sponsorship of **Mang Insurance Agency**, a \$50.00 gas card from Mirabito Energy Group, a free oil change from Chris Aponte at the Benedict Corporation, and a gift certificate from Nina's Pizzeria.

Goodbye to Doreen Bates, Executive Director, NECCM



Norwich native, Doreen Bates, will be leaving the Northeast Classic Car Museum on August 19th, after over three years at the helm.

During her time as the Executive Director, the Museum took on an expansion project that consisted of a newly renovated 30,000 square foot space that houses Franklin automobiles, special Bennett-Ireland memorabilia, classic tractors, and an educational area.

Sewain Conklin, member, Board of Trustees, NECCM, said, "I was a member of the search committee charged with finding a new Executive Director for the Northeast Classic Car Museum in the early spring of 2008. Doreen immediately impressed the committee with her positive can do attitude and ideas she indicated that she would implement to move the museum to the "next level".

Doreen lived up to the committee's expectations. She immediately began to work her magic, working with community members and regional/national organizations to heighten awareness of our wonderful museum. During her tenure, admissions and gift shop sales increased, a significant feat considering the difficult economic times the country has experienced.

Doreen is moving on to an excellent opportunity but she is leaving behind a museum that has been strengthened by her presence. The Board of Trustees wishes her the very best in her new endeavor. "

Doreen will be taking a position with the Homer-Cortland Community Agency as Executive Director of the museum complex slated to open in the spring of 2012. It will house *Brockway Trucks, Tractors of Yesteryear (T.O.Y.S.)* the *Homeville Antique Fire House* and the *Homeville Museum*.

She said, "I'm really excited about leading this new project in the preservation of historical trucks and artifacts. I have really enjoyed working with all of the volunteers here at the museum, the staff, the Board, and everyone in this community." She also indicated the move would put her closer to her husband Bruce, who left the area for a position in Ithaca three years ago. *(She shared this information many times!!)*

Dick Ellinwood, Museum Board Member, said, "Doreen has done a very creditable job in directing, coordinating and overseeing the administration and operation of the Northeast Classic Car Museum. She has managed the financial aspects of the museum by developing and managing the budget, and provided supervision and oversight of paid staff and volunteers. We will miss her and wish her all the best."

As of last year, the Museum had 150 automobiles housed in 5 buildings and touted 7 exhibits. They continue to welcome well over 10,000 visitors annually.

News from Membership & Programs Coordinator, Jill Eddy

Member Visits —

One of the greatest joys of my position is making visits to potential and existing members. Recently I spent an afternoon in Oxford with our July Ambassador of the Month, Greg LaMonica, doing just that.

Our afternoon started out at The Stadium enjoying a delicious lunch. We then crossed the street to Hoppie's where we were able to schedule a Business After Hours with owner Danielle and new member (and neighbor) Kim Begeal of The Blue Lamp. While we were enjoying the frenzy of the ice cream parlor on a hot summer afternoon, Dave and Mary El Emerson wandered in and confirmed the membership of 6 On the Square, Inc. We concluded our day with a cup of coffee from the Clachan Coffee House to recap the day's accomplishments.

Member visits not only benefit the Chamber but the member business as well. Questions, concerns, and ideas, can all be discussed at this time, and more times than not, both sides walk away with a better overall understanding of each other.

If you would like to request a member visit, please feel free to call me at 334-1402.

Jill Eddy

Last Chance...



To be a part of the class of 2012!

What makes someone a leader? That's exactly the question that Leadership Chenango strives to answer. The most important leadership lessons we can learn are those we learn about ourselves. And Leadership Chenango provides exactly that kind of journey.

For more information
contact Jennifer Tavares at
607-334-5532 or by email at
jtavares@chenangony.org

— Member Happenings —

August 25th—27th

Civil War Commemorative Weekend Council of the Arts and Historical Society Partner

* August 25th — 7 p.m.

Presentation by Civil War re-enactors of the 61st New York Volunteers at Historical Society—FREE

* August 26th — 6:30 p.m.

Dinner with re-enactors (limited seating)
Old Mill Restaurant, Rockwell Mills — \$25/person
Reservations required by August 19th. Package tickets for dinner and performance are available for \$40. Call 607.336.2787

* August 27th — Noon

Re-enactors encampment, craft fair, food, music, Historical Museum and Museum Research Center open for tours — FREE

* **7:00 p.m.** Performance by Jay Ungar & Molly Mason @ the Arts Council, 27 W. Main St., Norwich.

August 4 — 21st

“Breaking Up is Hard to Do”

Chenango River Theatre
991 State Hwy 12, Greene
Time: Thurs/Fri/Sat. 7:30 p.m. and Sun. 2:00 p.m.
Call 607.656.8499 or www.chenangorivertheatre.org

August 9th thru the 14th

Chenango County Fair

Fairgrounds, E. Main St., Norwich
Call 607-334-9198 or
www.chenangocountfair.homestead.com

August 13th

Paul McKenna Band — from Scotland

Earlville Opera House
18 E. Main Street, Earlville
Time: 8:00 p.m.
Call 315-691-3550 or www.earlvilleoperahouse.com

August 19th and 20th

Chenango Blues Festival

Chenango County Fairgrounds, Norwich
Time: 19th — 6:30 to 10:30 p.m. FREE
Time: 20th — Noon to 10:00 p.m. admission charged
Call 607-334-5653 x1 or www.chenangobluesfest.org

August 25th thru the 28th

New Berlin Youth Days

Downtown New Berlin
Call 607-847-9419

Position Postings:

The Place is currently hiring for the following positions. Please send resume and letter of interest to The Place, PO Box 509 Norwich, NY 13815 or e-mail to execdirector@theplace-cncn.org.

TEEN PROGRAM LEADER

The Place is seeking a Teen Program Leader for our Teen Advantage After School Program. The primary responsibilities are activity / project planning with follow through, supervision of teens, and program leadership duties. The position is part-time in the afternoon / early evening hours. Associates degree, experience working with teens, and leadership role and experience preferred. Open until filled.

BUSINESS MANAGER

The Place is seeking a Business Manager for the management of financial operations for The Place. Experience with accounts receivable, accounts payable, payroll, and cash handling is required. The ideal candidate will possess the following skills: ability to meet deadlines, be very organized, attentive to detail, determine priorities, and task oriented. Degree or certificate in accounting or business and relevant business or office management experience required. Open until filled.

Commerce Chenango is currently hiring for the position of Accountant.

ACCOUNTANT

Commerce Chenango seeks an accountant. Candidate will be responsible for day-to-day financial operations, reporting and recordkeeping. A B.S. in Accounting and 5-years experience in finance-related field is desired. Experience in non-profit finance and Peachtree software a plus. Please send cover letter and resume to Commerce Chenango by August 19, 2011, ATTN: Steve Craig, President & CEO, 19 Eaton Avenue. Norwich, NY 13815, or via email at sraig@chenangony.org.

*Do you have member news or updates to share?
Call Audrey Robinson at 334-1429*

www.chenangony.org

It's not just Chamber information!
Check out the Tourism & Economic
Development information too!

Commerce Chenango

Mission: To serve our members and the Greater Chenango area through partnership with business and all levels of government; to leverage resources for sustainable economic growth.

Vision: Commerce Chenango will leverage all available resources to support its members, stimulate growth, enhance services, attract new business, improve infrastructure and grow tourism, with a priority on the retention and creation of jobs throughout the Greater Chenango area.

Commerce Chenango

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19 Eaton Avenue, Norwich, NY 13815

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We will provide you with the instruction to get there—the resources, the hands-on technological experiences to become leaders at the core.

Focus your career at Morrisville State College.
Seize the opportunity and follow your heart.

A large, stylized green letter 'M' with a white outline, set against a green diamond shape.

facebook.com/morrisvillestatecollege

www.morrisville.edu/norwich

in motion

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The advertisement features a photograph of a modern staircase with a person in a green shirt and hat walking down. The text is overlaid on the right side of the image. At the bottom, there is a green banner with social media and website information. The words "in motion" are written in a white, cursive font at the bottom right.