

Chenango Reports

Leading Business, Leading Communities™



May Newsletter 2011

Message from the President & CEO



It is with mixed emotions that I compose this final message to the membership. I have been with the Chamber for nine years, in some capacity or another, and in that time, I have had the

privilege to work with some of the best volunteers an organization could ask for, and I have learned so much. I am taking away with me many experiences that have helped me to get where I am, and I hope that I am leaving Chenango a better place for having been here.

During the last four years as president, we have increased our visibility, brought more accountability, increased programs, and expanded our member benefits. There have been economic development projects, infrastructure toils, and battles won and lost. The Chamber's program of work has been steadfast, with the main goal being an improved business climate.

There is a great team at Commerce Chenango; I leave you in good hands. Audrey, Jill, Jennifer, Jim and Francene are dedicated to providing you with

superlative service, valuable programming and assistance for your business. I am confident that they will continue to serve the needs of the membership while a new president is being selected.

Jim Currie, the new Chairman of the Board has been an active director, and is a member of the Governmental Affairs Committee. Jim has a sound understanding of our organization and its mission, and he will be a strong leader through this transition.

I would like to recognize a few past and present board members who have been there since the beginning for me... Barb, Bruce, Chris, and Daryl, thank you for all of your support, I couldn't have done it without you. It is hard to believe how the time has flown by. As I say farewell, I want you to know that I am very proud to say I am from Chenango County and it will always be my home. Thank you for the opportunity to serve you, and I wish you all prosperity and success.

Maureen Carpenter, EDP, IOM
President & CEO

Upcoming Meetings/Events

- GAC Mtg. ~ May 9th @ 8:30 AM
- DCC Finance Mtg. ~ May 12th @ 7:30 AM
- DCC Executive Mtg. ~ May 13th @ 8:00 AM
- CC Finance Mtg. ~ May 17th @ 7:30 AM
- IDA Mtg. ~ May 18th @ 8:00 AM
- CC Executive Mtg. ~ May 19th @ 7:30 AM
- Dev. Chenango Mtg. ~ May 20th @ 7:30 AM
- Chamber Advisory Mtg. ~ May 24th @ 7:30 AM



CONSTANT CONTACT MARKETING — Joining the Chamber is one way to help your business succeed. The following three email marketing solutions from Constant Contact are a few other ways...

Emails — Constant Contact makes it easy to build, send and track email newsletters, invitations, announcements, last-minute reminders, and more. Choose from hundreds of templates — or build your own.

Surveys — Give your customers what they want. Survey them and find out what they're thinking. Then use that feedback to strengthen your relationship.

Event Marketing — This new service lets you promote and manage every event professionally with ad-free communications, reminders, event homepages, and your own public events calendar.

Sign up for Constant Contact through Commerce Chenango, and you can get a discount — even if you're already a customer. Take advantage of this member benefit today.

Call 1-866-289-2101 or visit www.ConstantContact.com/chambermembers.



George Staley, NECCM, Remembered

The Northeast Classic Car Museum boasts a collection of some of the finest and most interesting automobiles ever produced in America, a treasure that manages somehow to be both impressive and undiscovered. The Northeast Classic Car Museum was built around the collection of George Staley, a local collector and retired engineer whose generosity was matched only by his love for his native central New York. George, who was one of the Car Museum's most generous benefactors, passed away in early April 2011.

It was in retirement that George was able to indulge his lifelong interest in automobiles. He built one garage, and then another and another on his property in Lincklaen, setting up a fully furnished shop to carry out his own restorations, then hired a mechanic, a woodworker and a painter.

As an aircraft mechanic who grew up in central New York, it should not come as a surprise that George had a strong interest in Franklins, the technologically advanced, air-cooled automobiles built between 1902 and 1934. "Well, of course, it was built right here in Syracuse, and it had a lot of unique features that the other carmakers like Ford and Chevy didn't have," he explained.

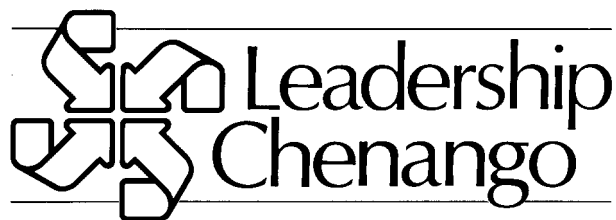
George's collection might have remained a hidden gem but for the visitor from Colorado who had somehow caught wind of it. The visitor asked his friend Dick L'Hommedieu, the planning director for Chenango County, where he could find the guy with all the Franklins. Dick did not know, but asking around soon turned up George's name. One look at the collection, and the idea for a museum that could draw tourists to the county was born.

George at first doubted that the proposal would ever get off the ground. He told his wife, Gen, 'Don't worry, they're not going to do anything,' Even so, he was all for putting the cars on public display. "There was no need of my keeping these cars and putting them in a barn, which I had been doing," he said.

Plans moved ahead and George became instrumental in organizing the museum, and encouraged other collectors to allow their cars to be displayed, too. "I belonged to the Franklin club, and frequently some old cars would be sold by some of the older members, and I bought them and put them in the museum," he said.

With George's collection forming the great majority of the exhibit, the Northeast Classic Car Museum opened its doors on Memorial Day weekend, 1997. Currently, about 100 of the 160 vehicles on display are on loan from his collection. George will be remembered for his dignity, grace, quiet nature, support, generosity and wisdom.

Coming Soon...



Class of 2012

Thank you

to all of Chenango's businesses who have provided past support to the Leadership Chenango program. It is time to start thinking about potential candidates for the next class!

Candidates

Now is the time to lay the groundwork with your supervisor about your interest in the program—this won't work without their support!

SAVE THE DATE!

Leadership Chenango will be sponsoring a Business After Hours on July 12th at the Canasawacta Country Club.

For more information about Leadership Chenango, please contact Staff Liaison Jennifer Tavares at 607-334-5532, or by email at jtavares@chenangony.org.

Did you miss the Annual Dinner?



Jim Doig accepts award for Distinguished Business of the Year, on behalf of SFCU.



Commitment to Community recipient Dave Burrell.



Hmmm...not sure what these two won..



Networking 101

<u>Commerce Chenango Staff</u>	
Sewain Conklin, <i>Interim President & CEO</i>	334.1404
Jill Eddy, <i>Membership/Programs</i>	334.1402
Jim Siefert, <i>Finance/Administration</i>	334.1423
Audrey Robinson, <i>Tourism/Communications</i>	334.1429
Francene Strong, <i>Information</i>	334.1400
Jennifer Tavares, <i>Economic Development</i>	334.5532



SAVE THE DATE...

**May 11, 2011
Business After Hours**

with
Leigh Baldwin & Company
Investment Brokers
2 Hayes Street, Norwich

5:00 to 7:00 p.m.

Leigh is pleased to introduce former Syracuse University star basketball player, Big East Defensive Player of the Year, and future NBA prospect Rick Jackson for an up close and personal “meet and greet” opportunity at the Business After Hours.

Please **RSVP** to 607-334-1402 by May 9th.

**May 18, 2011
10th Annual Membership
Appreciation Luncheon**

Fox Run Event Center
Route 12, Sherburne

Sponsored by
Preferred Mutual Insurance Co.
The Raymond Corporation

Registration: 11:30 a.m. / Lunch 12:00
Report to the Membership/Awards 12:30

Congratulations to...
Ambassador of the Year
Kerri Green, Celebration Creations

Employee of the Year
Kassie Golden
Canasawacta Country Club

Non-Profit of the Year
Chenango River Theatre

Woman-Owned Business of the Year
Danielle Williamson, Hoppie's

FREE to Chamber members
Please **RSVP** by May 13th to 334-1402.

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

Technology Corner...

How to connect through green marketing--Since the initial Earth Day more than 20 years ago, brands and businesses have tried to connect with consumers based on environmentally conscious ideas. Much of this connection, however, has missed the mark. As debates over global warming and oil prices heat up, though, more consumers are looking for ways to help the environment and pinch pennies at the same time.

The problem is that these green marketing objectives aren't convincing buyers that green products are actually helping the environment. According to a Burst Media survey, most consumers (89%) are at least somewhat 'green', but many are skeptical about actual product efficiency claims/advertising. Less than 20% believe green products work better than non-green products and nearly 40% believe green and non-green products work 'the same'.

"[The] vast amount of green jargon and green labels can make it difficult to gauge how environmentally preferable a product actually is," said Barbara Wells, Senior Vice President with Staples Promotional Products. "To help avoid confusion, it's important to look at the product's makeup, including the amount of recycled content within it. At Staples Promotional Products, we make sure that if we are labeling a product as eco-conscious, we are verifying the percentage of recycled polyester or true organic cotton in that product."

Promotional products such as biodegradable pens, recycled-material t-shirts or jackets or coffee mugs made from corn was innovative ways to associate a brand's identity with products consumers will use and enjoy. The Staples platform allows brands to create eco-friendly products, from the actual pad of paper, for example, to the packaging of the product. The best part?

"Companies are making sustainability an inextricable part of their corporate culture," said Wells. "As such, they're successfully incorporating environmentally preferable practices and products in campaigns throughout the year." Two interesting promotions that Wells has seen created through the Staples platform? Super-soft t-shirts made from recycled plastic bottles and desk accessories made from recycled rubber.

"During a recent major corporate event, another customer of ours provided fleece vests made from plastic soda bottles to even staff and customers. The inside labels show that the garments were made from recycled materials," said Wells. "Recipients were proud and excited to wear them - providing a great testament to and advertisement for that company's brand."



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Welcome to our New Members

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Attorney/Legal

Question of the Month...

Q.

What are our new reporting requirements under the state's Wage Theft Prevention Act?

A.

One of the new requirements is just an expansion of information currently required to be communicated to your new employees. A new requirement involves an annual communication to all employees covering their pay rates, dates, basis for pay and more. Finally, there are some new informational items to be included on each employee's paycheck. There are also a host of new fines and penalties for violations. Read more on the Capital Business Blog at www.capitalbusinessblog.bcnys.org.

April Employee of the Month



Pictured L to R: Charlie McMullen, CUW volunteer; Victoria; Ed Mitchell; Maureen Carpenter, President & CEO, Commerce Chenango; Elizabeth Monaco, Executive Director, CUW and Mark Harrison, Mang Insurance.

**Victoria Mitchell, Finance Director, Sponsored by
Chenango United Way, was
selected as the recipient of
Commerce Chenango's April
Employee of the Month Award.**



Rebecca Hargrave, Cornell Cooperative Extension, who nominated Victoria for this award, said "Victoria has stepped up the plate twice this past year to help the CUW. When a position was vacated at a crucial time, she offered to add the extra hours and responsibilities to her already busy schedule. She also voluntarily took a pay cut in order to work more hours and not add expenses to the office budget."

"Victoria is truly passionate about the United Way and the work she does. She is a vital piece of our organization and a true friend," says Elizabeth Monaco, CUW Executive Director.

Victoria has worked for the Chenango United Way for three years. Her duties include bookkeeping, assisting with the CUW campaign, delivering campaign presentations, organizing the Day of Caring, taking minutes at the meetings, answering the phone and more.

The Employee of the Month Program was implemented to recognize outstanding employees. Charlie McMullen, CUW volunteer and past board member offered this, "No amount of words or eloquence can better express a measure of Victoria's character, than these three words; service above self!"

CUW Board Chair, Jim Currie said, "In the four or five years I've known Victoria, I've found her to be one of the most helpful, thorough and empathetic people I've worked with."

Originally from Potsdam, Victoria has lived in Chenango County for eight years. She enjoys spending time with her husband Ed, and their 14-year old daughter. She has volunteered for organizations such as: Relay for Life, The Norwich Pumpkin Festival, Dollars for Scholars, PTA and St. Baldrick's.

Victoria 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.

April Renewing Members

Balloon Décor of CNY
Benedict Corporation
Burrell's Excavating
Carmen's Café
Carriage House
Chenango County Ag Society
Chenango Memorial Hospital
Chenango River Theatre
Chenango Welding Supply
Cliff Olin Appraisals
Colonia Theater
CWS
Cornell Cooperative Extension
Countryside Stove & Chimney
Curtis Lumber
Eastern Energy Solutions
Eliza's Fancies
Frederic Kruse
Gallery 3-2-1
Gray & Sons Agency, Inc.
Gus' Steakhouse
Joanne Collins
Joseph Nishimura, CPA
L. W. Morse & Sons, Inc.
Lt. Warren Eaton Post 189 (American Legion)
Law Office of Roger Monaco
McNeil Jewelers, Inc.
Norwich Clinical Research Assoc.
Norwich Pharmaceuticals, Inc.
Peggy Parker Real Estate
Peter Ward, DDS
Pixelfusion
Plaza Lanes
Pro-Tel
Pyramid Brokerage
Quality Hardwoods, Inc.
The Raymond Corporation
The Silo Restaurant
The Icelandic Milk & Skyr Corporation
The Label Gallery
The Old Maids
The Voss Group
The Trophy Guy
Upstate Office Equipment, Inc.
Village of Sherburne
WBNG-TV

News from Membership & Programs Coordinator, Jill Eddy

Networking and passing "leads" is the key to success!

I recently had the opportunity to visit the St. Cloud Chamber of Commerce in Florida while on a family vacation. After meeting with the Membership Director, she invited me to sit in on a "Leads Group". For those not familiar with Leads Groups, they are intended to provide structured opportunities for Chamber members to develop a network of relationships designed to build each other's business through quality referrals.

While Commerce Chenango does not currently have Leads Groups available to our membership, it is something we feel would be valuable and we are looking for feedback from our members. Each group would be limited to one member per industry and the groups would eventually be run by the participants. If you are interested in finding out more about a potential Leads Group, please call or e-mail Jill at 607-334-1402 or jeddy@chenangony.org.

A stronger membership means a stronger Chamber working for YOU!

Jill Eddy, Membership & Programs Coordinator

**Have you seen us lately?
www.chenangony.org**

Rapid

— Member Happenings —

May 7th

Allegro Run for the Arts

Chenango County Council of the Arts
27 West Main Street, Norwich
Time: 9:00 a.m.

The 5K race begins at the Council and continues through the city and town of Norwich. Awards ceremony and refreshments directly following the race. Call 607.336.2787 or visit www.chenangoarts.org.

May 7th

Chenango County Community Expo and Job Fair

The Giant's Warehouse, Norwich
Time: 10:00 a.m. to 3:00 p.m.

This event was designed to showcase products and services in and around Chenango County. Contact: Kerri Green/Celebration Creations at 607-267-8541 or visit www.celebration-creations.net.

May 7th and 8th

3rd Annual Mother's Day Sale

Gallery 3-2-1 & Strong Stone Pottery
41 West State Street, Oxford
Time: 11:00 a.m.—5:00 p.m.

New work, demonstrations, and discounts. Contact 607-843-9538 or visit www.strongstone.com.

May 7th

A Mother's Day Tea & Vintage Fashion Show

Earlville Opera House Arts Cafe
Time: 2 p.m.

Harriette Adamson will be catering with the assistance of many volunteer bakers and hostesses. Pastries and savories will be available with a special Mother's Day Tea blend. The fashion show begins at 2:30 with models wearing outfits from the '50s to the '80s. Call 315-691-3550 or www.earlvilleoperahouse.com

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YOURS!**

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MORE...**

607-334-1429

Hayes Office Products, Inc. & Chenango SPCA Partner for the Animals

Mike Hayes & Reese Laundry from Hayes Office Products, Inc. presented the Chenango SPCA with a check in the amount of \$425 for the animals! Courtney Sullivan, CSPCA Board President and Carol Hedlund, CSPCA Executive Director were on hand to accept the generous donation! The funds were raised through Hayes "FURNiture" sales event.



Chris Hayes shared "My thanks go out to the staff and volunteers of the Chenango SPCA. Their creative marketing team did a great job promoting our office "FURNiture" sales event in December 2010 and we're thrilled that some of the profits will be used to improve the quality of life for our animals and community".

The Chenango SPCA and Hayes Office Products are continuing their community relationship with plans for a recycling program. According to Hedlund "Chris and the family at Hayes have been so supportive and generous. We've enjoyed working with them and look forward to our continuing relationship for our animals."

[Photo from l to r: Mike Hayes, Courtney Sullivan, Carol Hedlund, Reese Laundry, CSPCA alumni "Hannah" Reymers]

Founded in 1907, Chenango SPCA (CSPCA) is a nationally recognized, open-admission animal shelter that provides care for lost, homeless, and abused pets, adopts pets to new homes, and educates families and the community about the needs of companion animals. For more information visit www.chenangospca.org.

New York by the Numbers...

- *56 Fortune 500 Companies
- *24.4 billion in High Tech payroll
- *#1 in Small Business investment
- *\$76.9 billion in exports in 2008, with small & medium-sized businesses generating more than half of total exports
- *#1 in number of first tier Universities
- *New York State is the #13 largest economy in the world
- *\$53 billion Tourism industry
- *#2 in per capita energy consumption efficiency
- *3rd largest Grape Grower & 2nd largest Wine Producer
- *Almost 32 percent of all adults in New York State have four or more years of college, and nearly 350,000 scientists and engineers call the Empire State home.
- *Home to over 50 incubator facilities
- *Third most populous state
- *Tourism supports nearly 700,000 jobs

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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Bruce Erath, The Voss Group
Daryl Forsythe, NBT Bank
Tim Handy, NBT Bank
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Pete Komendarek, The Raymond Corporation
Drake Lamén M.D., Chenango Memorial Hospital
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Karlee Myers, Preferred Mutual Insurance Co.
Scott Sutton, Development Chenango
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