

Chenango Reports

Leading Business, Leading Communities™



September Newsletter 2011

Message from the President & CEO



I'm spending my first weeks as your new President and CEO, figuring out ways to take some of the advice that was offered at our Good Morning Chenango program last month. In case you

missed it, the topic was Lean Six Sigma. That's consultant-speak for streamlining the process that creates a product or service. First, you figure out what's important to your customer: how does the actual user of what you make or sell put a value on it? Then, focus on creating those valuable attributes, while weeding out useless or wasteful steps. Cost comes down; quality stays high: the business gets stronger.

Here at Commerce Chenango, our first experiment along these lines is on your screen right now: the second Chenango Reports newsletter to be delivered electronically. Research revealed that Chamber members value the information, not the paper. Potential advertisers like the clickable links. Not only does Commerce Chenango save on production and post-

age, but our staff has more time to organize that next great program, or otherwise add value to your membership.

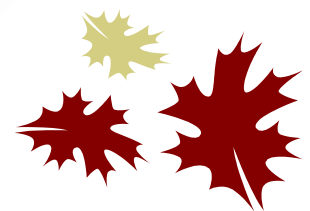
Speaking of staff, join me in welcoming Jacqueline Foster as our new Finance Administrator. Jacquie brings a wealth of knowledge from her careers in business education and school district business administration. And please congratulate Jennifer Tavares, who takes on added responsibilities in the areas of business planning, facilities, and finance, as our new Director of Economic Development. Communication and Tourism Director Audrey Robinson, and Membership and Programs Coordinator Jill Eddy, complete our talented staff.

Of course, as a Commerce Chenango member, we're all extensions of *your* staff as well. Put us to work, by getting in touch: 771-1400 or scraig@chenangony.org.

Steve Craig
President & CEO

Upcoming Meetings/Events

- GAC Mtg. ~ Sept 8th @ 8:00 AM
- CC Finance Mtg. ~ Sept 20th @ 7:30 AM
- IDA Board Mtg. ~ Sept 21st @ 8:00 AM
- CC Executive Mtg. ~ Sept 22nd @ 7:30 AM
- Leadership Advisory Mtg ~ Sept 22nd @ 8:00 AM
- Chamber Advisory Mtg. ~ Sept 27th @ 7:30 AM
- Ambassadors Mtg. ~ Sept 28th @ 3:30 PM



MEMBER2MEMBER DISCOUNT PROGRAM — Commerce Chenango is proud to offer a **Member2Member Discount Program**, which was created to provide our members with another benefit to add value to their Chamber membership. This program offers a unique combination of promoting member to member buying, boosting sales and increasing visibility. Chamber members and their families are encouraged to patronize fellow members. There are over 450 member companies representing over 14,000 employees, which result in significant purchasing power that can positively impact your business.

As part of the **Member2Member Discount Program**, Chamber members and their employees are issued a key card for identification. Members simply present their cards at participating businesses to receive their discount on products and services. Enclosed you will find a list of current **Member2Member Discounts**; this list will change periodically as new discounts are offered, be sure to keep up to date at <http://www.chenangony.org/chamber/member2member/>.

The Chamber encourages members to take advantage of this opportunity to save money, as well as generate new exposure and new clients for your business. If you are interested in adding your businesses discount to the list of participants, or you would like to change the one you already offer, please contact Jill Eddy at 607-334-1402 or email to jeddy@chenangony.org.

**Member
Benefit of the
Month**

Ambassador



Congratulations to Jessie Pepe, NBT Bank. Jessie is Commerce Chenango's Ambassador for the month of August!

Business Highlight ~ Chentronics Corporation *(2010 Manufacturer of the Year)*

Chentronics Corporation is a High Energy Ignition System manufacturer based in Norwich, and founded by Jack McNulty. Jack's forte was creative and innovative engineering in the aero-space industry and during his career, worked at Bendix Corporation prior to founding GLA (General Laboratory Associates). This later became Simmonds Precision and through a series of acquisitions, is now owned by GE. Through research and development in those companies he worked on ignition applications that would appear in turbine engines. Through the course of the next few decades, Jack continued to fine-tune his high quality ignition applications. Eventually, he branched out on his own and created a company that supplied High Energy Ignition Systems to OEM burner manufacturers that became Chentronics.

John Killean, current president of Chentronics, had met Jack while working at Simmonds Precision and in 1993 was invited to join him at Chentronics. In 2000, Chentronics received a patent for electronic ignition and in 2004, they were incorporated as a New York State Corporation.

Chentronics is a hidden treasure in Chenango County, working quietly, going almost unnoticed, but not in their industry. Chentronics has taken its ignition product to national and world-wide distinction by creating revolutionary technology with new ways to optimize fuel ignition. Their ignition solutions are tailored to utility, marine, petrochemical and industrial requirements on flares, burners, pilots and gas turbines. Their systems are ideally suited to lighting any fuel from natural gas to #2 Oil to #6 Oil. Some of their market driven products include; SmartSpark series ignition systems, rapid fire diagnostics, bio-diesel system, and the handheld motivator II.

In 2009, Chentronics products were in 27 countries. They say the key to their success has been technical competence, trust in relationships and ignition advocates. Chentronics strives to be the leaders in Ignition Solutions and to provide the market place with excellent quality and reliability.



The United Way Day of Caring is a traditional United Way volunteer event that is used to kick off the local Chenango United Way campaign. The objectives of "Day of Caring" are to involve employees in first-hand experience with local non-profit agencies, raise awareness of community needs and services and to allow contributors to see where their money goes. Volunteers will represent corporate teams, organized labor, media organizations, retailers, service clubs, local government, families and small businesses.

Call UW today or visit www.chenangouw.org/events to register.



2010 Kick-off Event

Chenango United Way

27 West Main Street • Norwich, NY 13815

607.334.8815 Office • 607.334.8830 Fax

Email: info@chenangouw.org

— Member Happenings —

September 15th

CWS Charitable Foundation Comedy Night

The Silo Restaurant, Greene
Time: 5:30 p.m.

Samplings of wine and beer will be available as well as a buffet dinner and professional comedy show. Raffles, silent auction and door prizes. Cost to attend is \$42.50 and proceeds go to program outreach. Call 334.5366 for tickets or further information.

September 17th

“Did Somebody Say Walk?” Chenango SPCA’s 2nd Annual Dog Walk

Weiler Park, Norwich
Registration begins at 10:00 a.m.

*All dogs and their owners (dogs optional) are welcome for fun & excitement. Contests, demonstrations, people and canine snacks. *Pledge form can be found at www.chenangospca.org or call 334-9724 x 6.*

September 18th

Six On The Square

6 LaFayette Park, Oxford
Time: 3:00 – 5:00 p.m.

Featuring NYS, national, and international wines, music...and beer too! Enjoy local food and special treats. Tickets are \$25 per person and may be purchased online or at the door. Call 843.6876 or www.6onthesquare.org.

October 1st

Golf Invitational for Breast and Colon Cancer Awareness

Afton Golf Club
Time: 8:30 a.m. shotgun start

Cost in \$65 pp and includes green fees, cart, coffee, refreshments, dinner and prizes. Captain and crew. Register by Sept. 25th by calling the Golf course at 639-2454 or email cpage669@yahoo.com. All proceeds to benefit local cancer programs.

October 1st & 2nd

Gallery 3-2-1 Fall Open House

41 State St., Oxford
Tuesday-Sunday / 11:00 a.m.—5:00 p.m.

20% off pottery all week. Delicious appetizers using Patsy Smith’s “School House Kitchen” products. Call 843-9538 or visit www.strongstone.com

October 7th

Casino Night

Northeast Classic Car Museum, 24 Rexford St., Norwich
Time: 6:00 p.m.

Tour the cars on display and enjoy an evening of fun, excitement, and “high-rolling” action! Must be 21 or older. RSVP to the NECCM by Sept. 28th. Cost to attend is \$65.00.



SAVE THE DATE...

September 14, 2011

Business After Hours

with

The Blue Lamp

&

Hoppie’s

4 LaFayette Park, Oxford
5:00 — 7:00 p.m.

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

September 21, 2011

Networking Luncheon

sponsored by

The Raymond Corporation

Genegantslet Golf Club
646 State Rte. 12, Greene
Registration: 11:30 / Lunch: Noon

\$20 Chamber Members

Please **RSVP** to 607-334-1402 by September 16th

September 27, 2011

Business After Hours

with

**UHS Imaging — Norwich
(CMH)**

UHS Imaging Center
6 Newton Ave., Norwich
5:00 — 7:00 p.m.

Please **RSVP** to 607-334-1402 by September 23rd

October

* Business After Hours
sponsored by

Benedict Corporation

10/5/2011

* “Meet the Candidates” Business After Hours
sponsored by

Sidney Federal Credit Union

10/19/2011

* **Lean Business**

#2 in the series

Government / Non-profits & Information-based Businesses
10/27/2011

Parks Project is now Complete!



On August 30th, The Friends of the Park, finally realized their long and arduous project was done. Pegi LoPresti and Eric Larsen thanked the many dedicated individuals whose efforts ultimately made the project possible. Some gave many, many, hours of valuable time, some gave expert advice, and some gave generous monetary donations. The completion of the project was due to all those efforts and more as everyone in the community pulled together to see this beautiful project come to fruition!



<http://www.disasterassistance.gov/>

What is DisasterAssistance.gov?

- * Provides disaster assistance information from the U.S. Government.
- * Details over 60 different forms of assistance from 17 federal agencies.
- * Reduces the number of forms to file and shortens the time to apply.

Technology Corner...

The Pros and Cons of Data Backup Solutions

Your options for backing up company data are expanding as new technology enters the mix, and there's no one solution for every company. Some small businesses rely on an extra laptop to back up data, but most require something a bit more complex—and secure. Consider the three primary ways to back up data:

1. External Hard Drive — Hard drives offer easy access to your data and cost under \$100 a piece. You must regularly back up data manually, and for extra safety can transport hard drives offsite.

Pros: With no third party involved, “You control every aspect of the process,” says Jeff Kear, owner of My Wedding Workbook, an Internet-based software company, in Denver, Colo. **Cons:** Hard drives can fail, adds Kear, who suggests making multiple backups. They also require more work. Marianne Carlsons says she used to back up data on external hard drives at her business, Emcie Media in DeLand, Fla. “But like many startup owners, I often found myself working at 2 a.m., so I'd cancel the backups,” says Carlsons, who now uses an online service.

2. Data Storage Company — Options with data storage companies range from an inexpensive file-and-folder backup service, to thousands of dollars for more complex services that allow employees more access to backed-up data.

Pros: Backups are automatic, so you don't have to worry about doing it yourself. Because the data is kept offsite, it's protected from a system meltdown or anything else that occurs in your office. Some services are very customized, allowing you to schedule automatic backup times for certain documents. **Cons:** The cost for more customized enterprise-level services may be too high for some small businesses.

3. Cloud Backup — Cloud storage provides online storage through a third-party service, requiring small service fees but no capital investment. You start by picking an option through a service provider and installing software on your employees' machines, says Eric Nagel, owner of Buffalo, N.Y.-based onlinebackupsreview.com.

For example, services like Carbonite run in the background, and according to schedule, look for changed data, says Nagel. “They will automatically encrypt and upload the data over the Internet to an offsite location.”

Pros: Cloud solutions are less expensive than data storage companies and protect data in case of a disaster in your office. If you have a fast Internet connection, Kear says, updates occur quickly and frequently, and may back up data from computers in multiple locations. **Cons:** The service may get interrupted when the Internet goes down or if the backup service is undergoing maintenance

August Employee of the Month



Pictured L to R: Steve Craig, Commerce Chenango; Chris, recipient, Mona Noble, General Manager, Circulars Unlimited and Denny Mirabito, Mang Insurance Agency.

Chris Greeley, Customer Service Representative, Circulars Unlimited, was selected as the recipient of Commerce Chenango's August Employee of the Month Award.

Sponsored by



Chris has worked for Circulars Unlimited, a division of Snyder Media, for 10 years. Mona Noble, General Manager, Circulars, said that, "Chris is a dedicated employee who has been an integral part of our art department. He is dedicated to service—both here at work, and within the community. Chris can be counted on to take on work projects which expand his knowledge, and assist his co-workers."

Prior to Circulars, Chris worked in the telecommunications industry for two years. His career with CU started in Resource Acquisition (or the production department). Just recently, he was promoted to Customer Service Representative. His job duties consist of making sure customers are happy, scheduling jobs, and basically just keeping everything moving and on target. He is very enthusiastic and excited about this next step in his career.

For the last five years, he has spearheaded the corporate campaign for Relay for Life, which is a year-round commitment. He is tireless in his efforts to organize events to raise funds for this cause. Through Chris' leadership and creative thinking, the corporate donation to Relay for Life has increased yearly. He has also served on the entertainment committee for Relay for the past two years.

When presented with the award, Chris said, "this is amazing! I am honored and really appreciate Commerce Chenango recognizing me for this special award."

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

If you would like to recognize one of your employees, call Jill at 334-1402 for a form.

In our enthusiastic stories at our last quarterly breakfast meeting, we missed something – a crisp explanation of what Lean is. This article is the first in a series about Lean and business improvement. Today we will tackle the origins of Lean and Six Sigma.

Lean is not a person's name or an acronym. The term came from John Krafcik, who was a graduate student at MIT, working for Lean Enterprise Institute founder Jim Womack on the research for the book The Machine that Changed the World¹. The process of "lean" was described in this book in 1990 then further summarized into five principles in Lean Thinking in 1996².

- Specify the value desired by the customer
- Identify the value stream for each product providing that value and challenge all of the wasted steps (generally nine out of ten) currently necessary to provide it
- Make the product flow continuously through the remaining value-added steps
- Introduce pull between all steps where continuous flow is possible
- Manage toward perfection so that the number of steps and the amount of time and information needed to serve the customer continually falls

Six Sigma is another program of continuous improvement that focuses on reducing defects. The program was developed by Motorola and has also been widely implemented in a variety of industries. A six sigma process is one in which 99.99966% of the products manufactured are expected to be free of defects (3.4 defects per million). Motorola set a goal of "six sigma" for all of its manufacturing operations, and this goal became the brand name practices used to achieve it. The methodology of Six Sigma follows Demings Plan-Do-Check-Act cycle and it has its own acronym: DMAIC.

The DMAIC project methodology has five phases:

- **Define** the problem.
- **Measure** the symptoms and collect process data.
- **Analyze** the data to identify the root cause(s).
- **Improve** or optimize the current process (remove the root causes of the problem.)
- **Control** the newly improved process and monitor.³

Lean and Six Sigma have been combined because they are rather complementary. Lean focuses on process improvement and reducing variation and Six Sigma focuses on defect removal and process control. Companies like IBM have combined these methodologies and now the term "Lean Six Sigma" is common. Next month will include a top 10 (or so) list of Lean and Six Sigma words and phrases.

<http://www.leanblog.org/2010/08/who-coined-the-term-lean-and-where-is-he-today/>

<http://www.lean.org/WhatsLean/History.cfm>

http://en.wikipedia.org/wiki/Six_Sigma

(Part 2 will be in the October Chenango Reports)

News from Membership & Programs Coordinator, Jill Eddy

Member Visits — On my most recent afternoon spent making membership visits, I was joined by Ambassador Jessie Pepe from NBT Bank. We were fortunate enough to meet with members who were open to sharing their thoughts and learning more about all that Commerce Chenango has to offer.

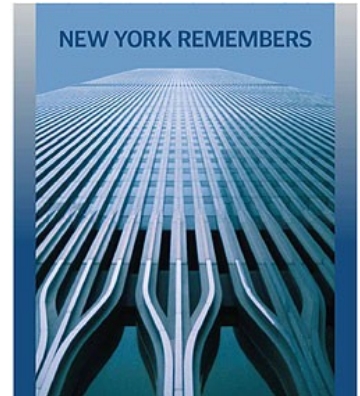
We began our day visiting with members Irmin Mody and Peggy Parker Real Estate. Both businesses are long-standing members and provided us with wonderful feedback. We then travelled to North Norwich Motors and Trailer Sales and learned of some exciting plans on the horizon from Brent Seymour. Our day concluded at Nazzitto's Wines & Liquors where we met with John who has always been a great supporter of the Chamber. In fact, he was one of the first participants in our Employee of the Month program and his Member 2 Member discount still proves to be one of the most utilized (10% off of wine purchases!)

We walked away from the day with great ideas of new programs and incentives to offer the membership. Thanks to all we visited!

Questions, concerns, and ideas can all be discussed during member visits, and more times than not, both staff and members walk away with a better overall understanding of each other.

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

COUNCIL OF THE ARTS ANNOUNCES NEW YORK REMEMBERS



Governor Andrew M. Cuomo, the New York State Museum, and the National September 11 Memorial & Museum recently announced the locations for thirty "New York Remembers" exhibitions that are being organized as part of a statewide recognition of the tenth anniversary of the September 11, 2001 terrorist attacks.

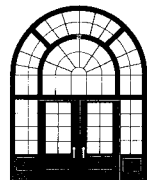
The exhibitions will give New Yorkers a place to remember the victims of September 11th and honor the countless heroes who came from all corners of the state to help in the clean-up and recovery efforts. The exhibitions will feature historical artifacts from the collections of the State Museum and National September 11 Memorial & Museum. All locations will be open on Sunday, September 11th and continue to the end of September.

Many of the artifacts being exhibited have never been seen by the public, including: the trailer used by families visiting Ground Zero that includes photographs and messages; damaged emergency vehicles and other vehicle parts; aluminum and glass from the buildings; religious "symbol steel" created by the workers at the site; and airplane fragments including landing gear and engine parts. The stories behind all the artifacts will be told as part of the exhibitions.

"Every community across New York felt the impact of the senseless acts of terrorism that claimed thousands of lives just one decade ago," Governor Cuomo said. "These exhibitions will give New Yorkers in towns, villages, and cities all across the state a gathering place to once again stand as one community to make sure we never forget those who lost their lives on September 11th and to embrace the spirit of unity that brought us together on that day of devastating tragedy."

The Chenango County Council of the Arts, Executive Director, Victoria Kappel, says "We are honored that these important pieces will be under our care and available for public viewing."

For information contact the Chenango County Council of the Arts at 607.336.2787.



Tourism Economics has delivered their statewide report on *Economic Impact of Tourism in New York State for 2010*.

Some of the highlights include the following:

- Direct state spending grew 8.7% to \$49.8 billion;
- \$81 billion in total tourism industry sales, including indirect and induced impacts;
- New York State tourism generated \$6.5 billion in state and local taxes;
- 674,000 tourism jobs (2.2% gain on direct, indirect and induced employment) were reported with total income of \$26.5 billion;
- 1 in 13 (7.9%) of all New York State employment is sustained by tourism;
- Restaurants and bars received 23% of traveler spending;
- Spending in the lodging sector expanded 14% in 2010—more than in any other.

Position Posting:

EXECUTIVE DIRECTOR

The Norwich Business Improvement District (BID) is seeking a qualified individual with a passion for, and a desire to impact the dynamics of the community.

This position will require significant coordination with downtown business owners, tenants and community representatives (retail, community service groups and government); implementation of a variety of promotions and programs; business improvement projects; recruiting activities; and development and oversight of both internal and external communications.

The qualified candidate should possess excellent oral and written communication skills and be self motivated. Experience with Microsoft Word, Access, Excel and Outlook Express preferred. Prior experience in creating and executing project plans in a not-for-profit setting is also desired but not required.

Please forward resume with salary requirements to: Norwich BID Search Committee, PO Box 1127, Norwich, NY 13815.



Welcome to **Jacquie Foster** who has recently become a part of the Commerce Chenango team as our Accountant.

Born in England, for the past 30 years she has resided in Gilbertsville. Her past career experience includes eight years as a school business administrator and prior to that a high school business teacher.

She is the proud mother of two grown sons and one daughter.

She has jumped in full force and is excited about being a part of the Commerce Chenango organization.



Goodbye to **Francene Strong**, Commerce Chenango's office assistant. Fran wore many "hats" in her position with CC. She did everything from opening the mail, to meeting minutes, creation of publications, finance duties, and more. Fran hasn't gone too far though! She will be working for Husted Trucking and Sundown Golf Course as well as her occasional position at the YMCA. We'll miss her smiling face and wish her the best of luck!

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

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

Board of Directors

James Currie, (Chair) Frontier
Richard Decker, Chair, Board of Supervisors
Patrick Dowdall, The Mid-York Press
Bruce Erath, The Voss Group
Daryl Forsythe, NBT Bank
Tim Handy, NBT Bank
Tom Knapp, Chenango Co. IDA
Pete Komendarek, The Raymond Corporation
Drake Lamén M.D., Chenango Memorial Hospital
Stan McLean, Genegantslet Golf Club
Karlee Myers, Preferred Mutual Insurance Co.
Carrie Mygatt, Norwich Pharmaceuticals
Scott Sutton, Development Chenango
Kevin Walsh, Peggy Parker Real Estate

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Frontier
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Drake Lamén (Secretary)
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Enzo Olivieri, Nathanael Greene's Publick House
Steve Perrin, DCMO BOCES



Chamber/Tourism/Economic Development
19 Eaton Avenue, Norwich, NY 13815

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CHAMBER WEEK SEPTEMBER 12-16

This week-long celebration is dedicated to promoting greater awareness of the role that chambers play in the business and the community. New York State alone has more than 260 local chambers, which represent some 400,000 businesses and are dedicated to improving the communities they serve as well as the entire Empire State.

The Chamber works to create a vital link between the public and private sectors, and helps build a stronger community by staying focused and involved in the top business, civic and social priorities.

Commerce Chenango offers a wide variety of valuable benefits to the chamber membership: health and dental insurance, a Member-2-Member Discount Program, an Energy Savings Program, Employee of the Month program, networking & promotional opportunities, educational workshops, special events, free business listings through our website and the Chenango County Community Profile, and much more.

Encourage a friend to join the Chamber during Chamber Week and we'll waive the admin fee for them, and give you a free button ad for one week on the chenangony.org website!

Easy Steps to Taking Full Advantage of Your Chamber

ADVOCACY at the local, state and federal level for your business issues.

BUSINESS REFERRALS as it is our policy to refer Chamber members before anyone else.

EMPLOYEE OF THE MONTH PROGRAM allows employees to get the recognition they deserve along with the employer receiving free media publicity.

ENERGY PROGRAM that can save 8-15% off your business energy bills.

FREE PROMOTION OF YOUR BUSINESS through social media, eblasts, Chenango Reports Newsletter and the weekly Chamber Memo.

MEMBER-2-MEMBER DISCOUNT CARD for discounts on member products & services.

NETWORKING at "Business After Hours" or other events, for you and key employees.

WEBSITE link from us to you!

Can you afford not to be a Chamber member?