EWS

Vol. 4 October 2009

Wyoming County IDA Welcomes Governor Paterson's Visit to Arcade to Announce \$1.45 Million Rail Initiative

Governor David Paterson recently announced \$1.45 million in State multimodal transportation funding to improve freight rail service in three Western New York communities. The State multi-modal transportation program provides reimbursements for authorized rail, port, airport and local highway and bridge projects. Eligible projects must be for passenger or freight transportation purposes and have a minimum 10-year service life. "These projects will support business and put New Yorkers to work. By reconstructing these important rail lines, we are telling local businesses that New York will be their partner to help operate, expand, and generate eco-



Governor Paterson announces funding for rail initiative at a special press conference at Koike Aronsons in Arcade

nomic activity in Western New York," said Governor Paterson. "I am happy to work with the Wyoming and Livingston county IDAs to bring key infrastructure improvements to these communities."

In Arcade, Wyoming County, \$1.3 million will be used to relocate and reconstruct 2,200 feet of the Arcade & Attica Railroad track. The upgrade will accommodate the expansion of Koike-Aronson, Inc., a local welding manufacturer. Additionally, the funding will support the construction of a railroad spur off the existing Norfolk-Southern Railroad at the Hillcrest Industries site continued pg. 6

Chamber Partners with Tompkins Insurance Agencies to Broker Health Insurance for Members

The Wyoming County Chamber has recently partnered with Tompkins Insurance Agencies to provide brokering services for the health insurance offered to member businesses through the Chamber. The Chamber offers health insurance plans through all of the major carries in both Rochester and Buffalo, enabling member businesses to access to low cost health insurance plans.

A team from Tompkins Insurance Agencies, lead by Joanne McInerny will be available to help serve Chamber member businesses in selecting a health insurance plan that best suits their needs. The Chamber will still retain the services of Sue Beiter and Julie Lalond of EBS-Rmsco to handle the billing and enrollment.

"We are pleased to be able to work with Tompkins and EBS-Rmsco to efficiently handle all of the health insurance needs of our members," stated Director of Operations, Laura Lane. "We also look forward to working with the Tompkins team to expand our offerings and best meet the demand of our members."

We will be holding an open enrollment meeting for all those members that currently purchase health insurance through the Chamber. The purpose of the meeting is to go over new plans and changes to existing plans, as well as anticipated rate increases. Representatives from Tompkins Insurance Agencies and EBS-Rmsco will be

This meeting will take place at the Chamber office in late November and is open to any business that is contemplating

on hand to answer all of your questions.

purchasing health insurance through the Chamber of Commerce. Watch your mail for more information on this meeting and specifics on this years health insurance offerings through the Chamber.

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The Chamber's website www.wycochamber.org receives over 1 million hits a year resulting in over 600,000 pages visited each year.

6470 Route 20A, Suite 2 • Perry, NY 14530 • www.wycochamber.org

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Upcoming Programs & Events

Business First Lunch

Friday, October 16 Noon - 2:00pm

Byrncliff Resort & Conf. Center

Free event

Tuscany Trip Info Session

Monday, October 26 7:00pm

Wyoming County Chamber

Free info session

Business Side of Your Passion Seminar

Thursday, November 5 8:00am - 10:00am

Arts Council for Wyoming County

Members - \$25

Starting a Small Business

Wednesday, November 18 6:30 - 8:30pm

Wyoming County Chamber

Free seminar

Marketing and Money Management Seminar

Friday, October 23 8:00am - 10:00am Wyoming County Chamber Free seminar

Board Governance - Roles & Responsibilities Seminar

Thursday, October 29 8:00am -Noon Wyoming County YMCA Members - \$25

Cash Flow Management for Your Non-Profit Seminar

Thursday, November 12 8:00am -10:00am Wyoming County Chamber Members - \$25

Fundraising 101 Seminar

Thursday, November 19 1:00pm - 4:30pm Wyoming County YMCA Members - \$25

Please call the Chamber at 585-237-0230 to register for any of these programs, seminars and events. You can also register and pay online at www.wycochamber.org

Reach 600 businesses and elected officials for \$50. Advertise your business in the Chamber newsletter. Call for details on securing a business card size ad in the next newsletter.

www.wycochamber.org

James M. Pierce PRESIDENT & CEO

Laura Lane DIRECTOR OF CHAMBER **OPERATIONS**

Kelly Ashcraft BOOKKEEPER/OFFICE ASSISTANT



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Chamber Partners with Arts Council to Offer Non-Profit Seminar Series

The Wyoming County Chamber has partnered with the Arts Council for Wyoming County to offer a four-part seminar series on a host of different business topics pertinent to the daily and future existence of non-profits.

The series begins on **Thursday, October 29th** with a seminar on *Non-Profit Board Governance*. Presented by Leo Crandall of CRETA, Non-Profit Consulting, this session will cover the rudiments of board structure, establishment and development. It will review the general roles and responsibilities of not-for-profit board members. The session will also look at the broader dynamics influencing boards today. It will conclude with a Q&A period wherein participants can bring examples from their own boards for discussion and problem solving.

The next session, on **Thursday, November 5**th will be on "*The Business-Side of Your Passion*. For the many artists that have heard "Your paintings are amazing. You really should sell some." to the potter who keeps thinking, "Boy it would be great if I could take my pottery hobby to the next level and sell some of these bowls I've made." to the small group sitting around the table talking about opening a museum or cultural center, this seminar is for you. If you've ever found yourself in these situations and want to turn your passion into a money maker or a viable non-profit organization, this seminar will provide tips on how to get started and operate your passion from the business-side! The speaker for this seminar is Michael Heftka, current Executive Director of the Wyoming County IDA and former advisor with the Small Business Development Center.

We really encourage directors, artists, trustees, board members and staff to attend..

The **November 12**th seminar will focus on *Cash Flow Management for Your Non-Profit*. A critical skill for any non-profit business is making sure you don't run out of cash to pay bills and finance operations. In this hands-on workshop, participants will cover how to set up a cash flow plan, how to project cash flow needs, how to raise case, and how to adjust spending to preserve cash. The speaker for this seminar is Richard Barth, Business Advisor with the Small Business Development Center at SUNY Geneseo.

The final seminar is scheduled for **Thursday, November 19**th and will focus on *Fundraising 101*. Following opening remarks addressing the importance of having an organizational fundraising plan and the interconnection of key fundraising elements participants will have the opportunity to attend 2 of 3 breakout sessions addressing key fundraising elements. Breakout session one will focus on securing grants for non-profits and will be presented by Robyn Miller of RMiller Associates, a non-profit planning and resource development company from Rochester. Participants will find out what to expect from foundation funding; how to get started; how to research and contact funders; the basics of proposal development and how to gain "The Competitive Edge." Breakout session two is on Fundraising through Events where participants will hear from Valarie Venezia, Vice-President of Membership and Marketing at the New York State Council on Non-Profits, on how to analyze the effectiveness of current events; how to plan new and exciting events; and how to keep events profitable. Breakout session three is on Donor Cultivation. During this session, Lindsay Ruth, Associate Dean, Alumni Affairs and Development, College of Arts and Science at Cornell University will take participants through the basics of relationship based fundraising: identifying, cultivating, soliciting and stewarding individuals as major gift donors. Relationship based fundraising is one of the most effective ways to raise funds for an organization. Find out why and how to do it.

"This series has an impressive slate of professional presenters from across New York State coming to Wyoming County to help our non-profits. I encourage directors, artists, trustees, board members and staff to attend at least one, if not all of the seminars because the information and training to be gained will be invaluable," stated Jackie Hoyt, Arts Council Executive Director.

The cost per seminar is \$25 a person. Registrations can be made by calling the Wyoming County Chamber of Commerce at 585-237-0230 or online at www.wycochamber.org. Interested parties can also contact the Arts Council for Wyoming County at 585-237-3517. This program is made possible by an award from the

Wyoming Foundation.

In addition to these business-based seminars, the Arts Council is presenting the following artist seminars: Gallery Show Prep 101 and Portfolio Prep for High School Seniors. To register for these seminars, please call the Arts Council at 585-237-3517



Leadership Wyoming

Expanding & Developing Leaders with a Commitment to Wyoming County

The 2009 Leadership Wyoming program is quickly winding down with the graduation of the third program year approaching in December. This year's class has embraced the program diving into all aspects of Wyoming County and what makes it tick. Highlights of the year thus far have included learning about the need for and the plans related to the renovation of the Wyoming County Community Hospital; touring Blue Seal Feeds, Mille Fabricators, Koike Aronson and Drasgow, Inc.; learning about the businessside of farming at Synergy Farm, East Hill Farm, McCormick Farms, and Don Beck, Inc.; hearing from Peter Dueppengiesser about how milk prices are set; building cohesion at Camp Hough Red Pines Challenge Center; brainstorming with the County Supervisors; and exploring hidden gems of county tourism such as the The Stage, The Arts Council, Charcoal Corral, Boxler's Hidden Valley Animal Adventure, Beaver Meadow Audubon Society and Resslers' Corn Maize. The group is looking forward to finishing out the year by tackling more individual and group leadership training as well as completing community volunteer projects.

Enrollment has opened for the 2010 class. Information and applications are available on the Chamber's website at www.wycochamber.org. The program will begin in March and runs through to December 2010. The class will meet on the fourth Wednesday of each month. Please contact Laura Lane at the Chamber office if you are interested in applying to the program or if you have any questions. Applications are available online at www.wycochamber.org



Welcome New Members

The Chamber wants to extend a hearty welcome to the following businesses and individuals that have become members since the last newsletter

Akron

Culligan Water

Arcade

RL Falconer

Bliss

Blue Horizon Farm

Castile

Tarbell Investigations

Freedom

Creekside Hearth, Patio & Home

Leicester

Fly Control, Inc.

Perrv

The Ultimate Salon & Fitness
The Perry Herald

Pike

Pike Landscaping Plus

Warsaw

RPH Power Systems
Gates Rentals
Warsaw Meat Packing
Breezy Hill Party House
Ken's Tree Service

Check out these new members and all 516 Wyoming County Chamber member businesses on the web at www.wycochamber.org





Q&A with the SBDC

Richard Barth, SBDC Counselor at SUNY Geneseo

Question: I have a small business and am having a hard time getting paid by my customers in this tough economy. How can I reduce the amount of receivables outstanding and improve my cash flow management?

Answer: Great question! Most of us small business owners run our own business because we like doing the business, not because we like collecting unpaid bills. But, if you have more than a small amount of bills outstanding it can be crippling to the life blood of a small business, which is cash. The number one rule in small business (or almost any business for that matter) is don't run out of cash!

So, what should you do if you have a large balance of accounts receivable? Here are seven useful guidelines:

- 1. Don't assume the customer is intentionally avoiding payment. He may have simply forgotten to pay it. Providing a pleasant reminder, either by phone or letter right after the due date, will let the customer know you are watching his payment performance, and that may be enough to motivate payment.
- 2. Use a 3-letter system with letters that are increasingly assertive. The first reminder letter, right after the due date, should be tactful and not imply the customer is avoiding you. It should be firmly, but pleasantly, written. The second letter, probably from 10-20 days later, should remind the customer his payment is still overdue, with a firmer assertion of expected payment within 10-20 days, and encouraging the customer to contact you if payment arrangements are necessary. The third letter, 10-20 days later, must be firm and demanding of payment immediately, with the promise of turning the account over to a collection agency if not paid within 10 days.
- 3. Consider sending the collection messages out in many different ways using faxes, phone calls, regular mail, courier, telegrams and email. But beware that email often gets buried in the recipient's inbox and may never be seen.
- 4. Have one person in your firm (that may be you!) handle collections and provide him with proper training, support and an incentive for doing well. It's generally not a good idea to have sales people handling collectables because they have to maintain rapport with the customer if the account is to remain viable.
- 5. If 60 days has passed and your collection efforts have been futile, hire a collection agency and turn the account over to it. (Your last letter to the customer should warn him that this step will be taken.) You need to limit the amount of time the organization spends on collection activities because much time and many resources can be drained from the company that could damage operations and sales efforts.
- 6. An ounce of prevention may be worth a pound of cure. Before extending credit in the first place, get a credit report on the customer to be sure his credit track record is clean. Or, get references from the account that you can check (like trade credit and bank references).
- 7. Maintain a high priority on delinquencies and collections and monitor your receivables and cash flow monthly, or better yet, weekly, to stay on top of it. When a problem does occur, resolve to do something about it and don't procrastinate





Who doesn't need to save money these days?

Anyone is business knows that an opportunity to stretch every dollar a little more helps in the long run. The Chamber recognizes this and we want to help our members save more than 50% on many of their everyday office and janitorial supplies by purchasing them through a fellow chamber member -Eaton Office Supply Co.

Through the Chamber plan members will receive:

- Deep discount pricing on
 - **Everyday Office Supplies**
 - Computer and IT Supplies
 - Coffee and Beverages
 - Janitorial Products
 - Plus more than 30,000 items available
- Price Match Guarantee Eaton will meet and beat your current prices for products if the prices are less than the program offered
- Overall price discounting as high as 56% off manufacturer list prices
- Free Delivery and No Minimum Order Fees
- Online ordering
- 5% CASH BACK REBATE on your first month's purchases
- Monthly product specials
- Guarantee to generate at least 10% savings for your products

Feel free to contact Jen Davis at 800-365-3237 ext. 333 to learn more about how your business can start saving money today!

Want to give a behind the scenes look into vour business? How about bringing 15-30 new people through your doors? Spread the word about your business by hosting a Meeters & Greeters. We are taking reservations for host sites for our 2010 **Meeters and Greeters** series. Call the Chamber at 237-0230 for details or to reserve a spot.



... IDA page 1

in the Village of Attica. The installation of the rail spur will greatly increase productivity and allow for future growth at the plant.

A.D. Berwanger, Chairman of the Wyoming County Board of Supervisors, said: "The Wyoming County Rail initiative will have a major impact in the employment picture in Arcade and all of Wyoming County. Not only will the project help the Arcade & Attica Railroad, but it will also provide an opportunity for Koike Aronson to expand its operations. Wyoming County is grateful for Governor Paterson's effort to make this project a reality."

Norbert Fuest, Chairman of the Wyoming County Industrial Development Agency, said: "The Wyoming County IDA is pleased and grateful for Governor Paterson's assistance with this important project for future job growth in Wyoming County. We are also proud of the Agency's positive impact for the community. This is a perfect example of the value of IDAs to the people they serve."

Jerry Leary, President of Koike Aronson, Inc., said: "This project will allow Koike Aronson to continue its expansion in Arcade over the next few years, and we thank Governor Paterson for his support. By November of this year we will have four new product lines manufactured here in Arcade. These new products will require at least another 40 to 60 thousand square feet of manufacturing space that we will now be able to accommodate with the railroad tracks being moved. The planned additional space will also allow us to streamline our work flow and improve our overall efficiencies."

Headquartered in Arcade, Koike-Aronson, Inc. manufactures welding equipment and cutting machines. Established in the 1920s, the company now has a global presence with operations in Japan, South Korea and the Netherlands. The Attica & Arcade Railroad was first established in the 1800s to connect Buffalo, NY, and Pittsburgh, PA. The railroad still operates today for freight service and special passenger excursions. Hillcrest Industries operates a surface coating business that refinishes metal parts for light and heavy industrial equipment

metal parts for light and heavy industrial equipment and machinery; as well as manufacturers a loose grain abrasive material used in blasting.



Community Investors

Community Investors are business leaders that are willing to step forward and, in essence, serve as an advocate and representative for the Chamber's membership. A Community Investor is also a business leader that recognizes that the work of the Chamber is critical to the economic health of Wyoming County. We encourage you to join our growing list of Community Investors.

The following businesses have signed on as Community Investors for 2009:

American Classic Outfitters
Attica Auto & Hardware
Bliss Machine, Inc.
Bovis Lend Lease
Byrncliff Resort &
Conference Center
Castile Ag Service
Clark Patterson Lee
Creative Food Ingredients
Complete Payroll Processing
Don Beck, Inc.
Emerling Farms
Five Star Bank

Freed, Maxick, & Battaglia
GenTech Scientific
Koike Aronson
McCormick Farms
Morton Salt
NYSEG
Pioneer Credit Recovery
Prestolite Electric
The Bank of Castile
Tompkins Insurance Agencies
Upstate Auto
Upstate Door
Wyoming County IDA



Norb Fuest, Chair of the Wyoming County IDA extends gratitude to Governor Paterson for funding local rail initiative



National Fuel Resources

RISING COSTS . . . VOLATILE MARKETS . . . PRICE SPIKES . . . TAKE CONTROL!

Call the Chamber office at 237-0230 to learn more about the National Fuel Resources Program for Chamber members



Patronize Your Fellow Chamber Members

This quarter we are featuring chamber members in professional and medical services. This includes members from architects to appraisers, accountants, realtors, doctors, dentists, funeral services, financial services, insurance, non-profits, message therapy, fitness, printing, advertising and webdesign - and more. Schools back in session too so be sure to check out the educational agencies listed. And remember to check of these Chamber members online at www.wycochamber.org for directions and detailed information on each business.

AC Payment Services Action Enterprises, Inc. Adecco Employment Services Advanced Technical Network Advantage Appraisal All About You Alliance for Business Growth Almeter's Auction Service American Red Cross Amy B. Mattoon-Bowman Real Estate Appearances Design & Print Team Arcade Area Chamber of Commerce Arcade Herald Arcade PennySaver Arcade Valley Estates Arcade-Knight Agency Arrow Portable Signs Arts Council for Wyoming County Associated Respiratory Services Atlantic Business Consulting Attica Area Chamber of Commerce Attica Furniture Attica PennySaver Attica Veterinary Associates, P.C. Award Winning Lane's Taxidermy Studio Balance and Harmony Massage Therapy Bargin PC Solutions BDBlackCodes, Inc. Benedict Homepro, Inc. Benefits Management Group Best Vision, Inc. Bid-N-Buy Realty & Auctions Blair & Roach, LLP Bonadio & Co. LLP, CPA's Bovis Lend Lease CalBranch Insurance Cali Agency, Inc. Camp Hickory Hill Carlson's Studio Carmichael & Reed Monument Chaffee Printing

Charlotte Smallwood-Cook

Child and Family Services Loan Programs Christie Graphic Design Clark Patterson Lee Community Action for Wyoming County Community Bank, N.A. Complete Payroll Processing, Inc. Cook Moving Systems, Inc. Country Corners Wood Crafts Cowlesville Baptist Church Creekside Boundary Crossroads Abstract Crossroads House Curriers Seventh Day Adventist Church Curves for Women, Perry Curves For Women, Arcade Dadd & Robinson, PLLC Dadd, Nelson & Wilkinson Daniels Family Chiropractic Daryle N. Luplow, DC Deelicious Web Design DeSign Art DI lickster Enterprises Dr. Gerald Coniglio East Side Nursing and Rehabilitation Center Eaton Office Supply Co., Inc. EGW Personnel EI's Country Store & Grocery Elaine Rowe, Mary Kay Cosmetics EMS Group Family Furniture Farm Credit of WNY ACA Five Star Bank Five Star Investment Services, Inc. Freed Maxick & Battaglia, PC, CPA's Frontier Communications GCC Arcade Campus GCC Warsaw Campus Genesee Community College Foundation Genesee Valley Federal

Credit Union

Genesee Valley Rural

Preservation Council

Gibney Monument Works

Gillen & Wellman-Land Surveyors Go 4 It Graphics GoPro Web Solutions Habitat for Humanity, Wy Co Hart's Insurance Agency Healing Hands Massage & Spa Hear USA Hidden Valley Farm, Publisher of THE OTHER HERALD Home Care & Hospice HSBC Bank, USA In. Site: Architecture Innovative Hair Designs J.N. White Designs Jane A.C. Schmeider, Esq. Jane E. Monaghan, Attorney at Law Janes Real Estate, Inc. Jans Day Care Java Agency, Inc. Jeffrey Rase Joseph A. Craddock, DDS KCS Computer Service Kelly Services Kentropolis Website Development Kibbe, King & Moran Kristen Felix, LMT Lake Plains Community Care Network Inc. Law Office of David DiMatteo Law Office of Michael M Mohun Lawrence J. Zygaj, PLS, PC Leaping Sure Software LeBelle Image Letchworth Cable Access Letchworth Valley Realty, LLC Letchworth Wireless Lillenstein Law Offices Livingston-Wyoming ARC M & T Bank Malibu Station Beauty Salon Marchese Computer Products Met Life Auto & Home Metro Graphics Morgan Stanley

NYS Dept. of Labor Old School Development, LLC Outsource Receivables Management Paragon Silk Screening and Embroidery Perry Area Chamber of Commerce Perry Development Committee Perry H&R Block Perry Public Storage, LLC Perry Shopper Perry Veterinary Clinic Personal Touch Dental Lab Pioneer Credit Recovery, Inc. Ralph E. Field, DDS Realty, USA.com Rehabilitation Today Relph Benefit Advisors Relph Benefit Advisors Rivellino Realty Robinson & Hackemer Schmidt & Volk, CPA's, PC Sciarrino & Sciarrino, PC Signlanguage, Inc. Silver Lake Country Market Skysource Communications, LLC Small Business Development Center Smoke Free Now (GCASA) Southern Tier Credit Center

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Summit Family Dental Care
Terry A. Raszeja &
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The Cloisters
The Daily News
The Fit Stop Fitness Center
The Mobile Optician
The Perry Herald
The Porter Group/
Farm Family Insurance
The Stage
The Uttimate Salon and Fitness

Step By Step Physical Therapy

Southpaw Signz, Inc.

The Village NP Theron A. Foote, Esq. Tompkins Insurance Agencies Twin Lakes Mobile Homes, Inc. United Way University Eye Specialists, PC Upstate New York Transplant Services VSP Graphic Group W. S. Davis, Inc. Funeral Home Ward & Kutzuba Warsaw Chamber of Commerce Warsaw Dry Cleaners Warsaw ENT Warsaw Hearing Center Warsaw Opticians, Inc. Warsaw Penny Saver Warsaw Self-Storage Warsaw's Country Courier Washington Street Partners WCJW Radio 1140 AM Weeks Funeral Home West Asset Management West's Bookkeeping Services

WNY Metro Zientek Realty
WNY Rural AHEC
Wy Co Business
Education Council
Wy Co Planning & Development
Wy Co Tourist Promotion Agency
Wyoming Abstract Co.
Wyoming County Business Center
Wyoming County Chiropractic
Wyoming County
Community Health System

West's Bookkeeping Services

Wireless Zone

Community Health System Wyoming County IDA Wyoming County YMCA Wyoming Foundation, Inc. Wyoming OB-GYN X-Cel Wireless

This is a partial membership list. Each quarter we will highlight segments of our membership in the newsletter. Watch for your listing in newsletters throughout the year..

Expanding? Need A Micro Loan? A New Location? Starting A New Business?

Norm's Moving Service

Where do go for assistance? The answer is the Wyoming County Business Center (WCBC). The WCBC is a not for profit local development corporation that has been established to serve as the lead economic development entity for Wyoming County. The WCBC has assistance ready to serve the needs of your business. The WCBC encourages you to check with us before you begin any type of major decision for your business such as an expansion or relocation, a training program for employees, are considering some financing or whatever the need is. It is our job to know what programs and resources are available in Wyoming County to help you accomplish your business goals and objectives.

Please contact Jim Pierce at the Wyoming County Business Center for a confidential business visit or for assistance at 585-237-0230 or email at jpierce@wycobusiness.org.



Annual Membership Christmas Party

for Chamber Members, their Employees and Guests

Thursday, December 3, 2009 5:30pm - 9:30pm

Byrncliff Resort & Conference Center

Cocktails (cash bar) starting at 5:30pm

Complemented by Grazing Stations all Evening
\$20.00 per person

Music Dancing Door Prizes

The Christmas Challenge

Last year, Realty USA brought the most employees and guests to the Christmas Party with 20 people. Followed closely by WYCO Construction and Creekside Fabrics & Quilts. So, here's the challenge. The Chamber will provide 25 raffle tickets per person from the company that brings the most attendees to this years Christmas Party.

Let us take care of all the planning for your company Christmas party. Just show up and enjoy!

"Our men and their wives are terrific! They work hard as a team, to make Wyco the successful business it is today. We want to have something fun and special for them. This party really fits the ticket. It's a great evening out that everyone enjoys! As a plus, the pressures of your own party are relieved, you have more fun too!" - Arna Herman, WYCO Construction

"I take my entire staff to this event. It's a great networking opportunity, Byrncliff is beautiful, the food it outstanding and it's affordable. It's also fun to see who can "Dance Like the Stars." - Sandy Pirdy, Creekside Fabrics & Quilts



6470 Route 20A, Suite 2 Perry, NY 14530