

## Wyoming County Chamber Joins the Constant Contact Business Partner Program

*Program Provides Chamber Members with Effective and Affordable Tools to Build Strong, Lasting Customer Relationships*



The Wyoming County Chamber of Commerce recently announced it has joined the Constant Contact Business Partner Program to provide its member with easy-to-use email marketing and online survey products to help them build strong, lasting customer relationships. Constant Contact®, Inc. is a leading provider of email marketing and online survey tools for small organizations.

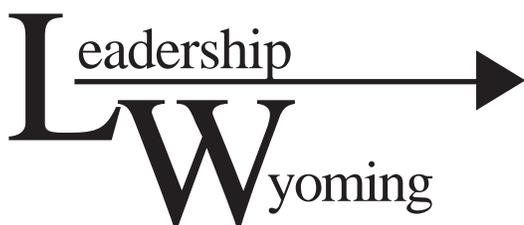
“Our members are always looking for effective ways to market their business and connect with their customers as an efficient means of growing their businesses,” said Laura Lane, President of the Wyoming County Chamber. “The ease-of-use and affordability of the Constant Contact program is a great solution to help meet our members’ marketing needs, and we are pleased to add this as a Standard Membership benefit.”

“Email marketing and online surveys are proven tools that help small businesses connect with customers and build successful relationships with them,” said Len Bruskiwitz, senior director, Partner Programs, Constant Contact. “We are pleased that the Wyoming County Chamber of Commerce chose Constant Contact to provide its members with our online marketing tools, and we look forward to working together to help the Chamber be an even bigger factor in its members’ successes.” *continued on page 7*

## Seventeen New Leaders Join the Ranks of Leadership Wyoming Alumni

On Wednesday, December 9, 2009, the list of alumni from the Leadership Wyoming program grew by another 17 names as the Wyoming County Chamber of Commerce conducted the program graduation ceremony at Byrncliff Resort & Conference Center.

Graduates of this year’s class are: Carrie Steck – Five Star Bank; Donald O’Geen – Wyoming County; Jane Monaghan, Attorney; Jonah Broughton – The Bank of Castile; Rae Frank – Community Action for Wyoming County; Tracy Smith – Perry Veterinary Clinic; Kimberly Schwab – Don Beck, Inc.; Jessica Hibbard – Genesee Community College; Ron Smith – Wyoming County Regional Transit; Bill Brauen – Prestolite Electric; Wendy Stoffer – Wyoming County Community Hospital; Robin Manning – Horizon Wind Energy; Ann Burlingham – Burlingham Books; Dave George – Morton Salt; Dan Rauscher – Bovis Lend Lease; Candy Hawley – Pioneer Credit Recovery; and Grant Brown – Wyoming County YMCA.



These individuals join the ranks of the previous two program year’s alumni bringing the total number of graduates from the program to close to 60.

“It is always exciting to see the dynamic each

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*The Chamber’s website [www.wycochamber.org](http://www.wycochamber.org) receives nearly 1 million hits a year resulting in over 600,000 pages visited each year.*

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## Upcoming Programs & Events

### Community Investor Roundtable with Ken Adams

Friday, January 22  
11:00am - 1:00pm  
Wyoming County Chamber  
Free event for Community Investors

### OSHA Training

Preventing Slips, Trips and Fall & Fall Protection  
Wednesday, February 3  
8:00am - 10:00am  
Wyoming County Chamber  
\$10pp - Members or \$25pp - Non-Members

### OSHA Training

Chemical Hazard Communication  
Tuesday, March 2  
8:00am - 10:00am  
Wyoming County Chamber  
\$10pp - Members or \$25pp - Non-Members

### Pride of Wyoming County Agriculture Dinner

Saturday, March 27th  
6:00pm - 10:00pm  
North Java Fire Hall  
\$20pp

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](http://www.wycochamber.org)

*Reach 600 businesses and elected officials with your business card in the Chamber Newsletter. Call for details on securing a business card size ad in the next newsletter.*

**237-0230**

[www.wycochamber.org](http://www.wycochamber.org)

VISION • COMMITMENT • UNITY

**WYOMING COUNTY**  
CHAMBER of COMMERCE

6470 Route 20A, Suite 2, Perry, NY 14530  
Ph: 585.237.0230 • Fax: 585.237.0231  
[info@wycochamber.org](mailto:info@wycochamber.org)

Laura Lane  
PRESIDENT & CEO

Kelly Ashcraft  
BOOKKEEPER/OFFICE ASSISTANT

## Change in Leadership at the Chamber



Rick Henry, Chair of the Wyoming County Chamber of Commerce, is pleased to announce the appointment of Laura Lane as the Chamber's new President; this following the resignation of

Jim Pierce, who is now heading up the Wyoming County Business Center.

"We are very pleased to have Laura Lane step into the role of President of the Chamber. This promotion is a culmination of over two years of strategic planning by the Chamber to align our services with the needs of our membership. Laura is an energetic, positive influence on our Board and we look forward to a prosperous 2010 and beyond," stated Chairman Henry.

A Perry native, Laura moved back to the area in 2005 after living south of Albany for five years. While living in the Albany area, she gained valuable experience as Program Director for the Columbia County Chamber of Commerce, an 850 member organization. During this time, Laura successfully conceived, developed and executed Chamber programs and events, as well as the marketing and public relations for the Chamber.

Laura has been with the Wyoming County Chamber for the past four years, during which time she has been responsible for Chamber programming, events, membership relations and the launch of the Leadership Wyoming program. "I am certainly looking forward to the opportunity to continue working with the Chamber's 500-plus members and leading the organization through new growth including the addition of new member benefits, increased marketing efforts, advocating on behalf of the business community, and bringing new programs and services to our member businesses," stated Laura.

Laura is a graduate of SUNY Fredonia with a degree in History and International Relations. She resides in Dansville with her husband Ryan and 20-month old daughter Molly.

## Tell Albany the State We're In

By: *Brian Sampson, Executive Director, Unshackle Upstate*

Unshackle Upstate was founded to sound the alarm and force our elected officials in Albany to address the problems that have diminished our once-vibrant Upstate region: anemic economic growth, population decline and, most disturbing, outmigration of our young people. Many of these problems were downplayed; others were made worse by the poor decisions of our state government.

In the three years since its founding, Unshackle Upstate has grown in membership – from two chambers of commerce to a bi-partisan coalition of more than 75 business and trade organizations that represents upwards of 45,000 companies, employing more than one million people. And it's grown in voice, now with one of the largest social networking organizations empowering taxpayers in Upstate New York.

Unshackle Upstate's message is simple: ***Before all of our children leave New York for greater opportunities in other states, let's create a New York in which they can thrive. Let's change the laws that hinder Upstate's growth and give our region a fighting chance in today's global economy.***

Unshackle Upstate's common sense agenda aims to reduce the cost of living and doing business in New York state and reverse the loss of private sector jobs that is forcing our taxpayers to go elsewhere.

The first step: urge all elected officials to pledge that legislation they support and vote for will not:

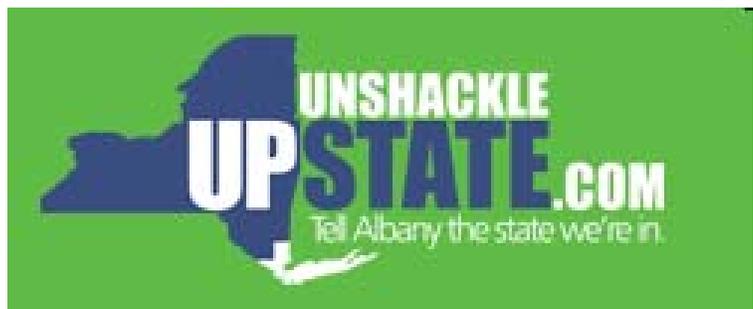
- § increase taxes;
- § add fees;
- § introduce new assessments; and
- § increase the state debt.

Decades of reckless spending, combined with a failure to pursue effective economic development strategies, have left our state particularly vulnerable to the effects of the global recession.

The 2009-10 state budget exacerbated those policy failures by increasing already unsustainable spending and taxation. Spending totaled about \$132 billion – up nearly 9 percent from a year ago, and increased taxes and fees by \$8 billion.

Last April, 78 of the Legislature's 212 members heard Unshackle Upstate's concerns and voted against the traditional "three men in a room" budget. Unshackle Upstate commends those members and will encourage more legislators to vote against unsustainable practices.

*continued page 5*



## Pierce Now Heading Up County Business Center Fulltime



After 12 years of heading up the Wyoming County Chamber of Commerce, James Pierce is moving on to serve as the President of the Wyoming County Business Center, a 501-c-3 local development corporation. Pierce explained that “several years ago the Executive Committee of the Wyoming County Chamber of Commerce in cooperation with the Wyoming County Board of Supervisors set out a plan to create a local development corporation. The corporation, known as the Wyoming County Business Center was formed in 2006 and is designed to be the lead economic development agency in Wyoming County while working closely with the Wyoming County Industrial Development Agency.”

The Wyoming County Business Center is responsible for business retention and expansion assistance, business location assistance, business attraction, entrepreneurship assistance, micro business lending, real estate development, workforce development assistance and can provide sales and mortgage tax exemption for new or expansion projects including retail projects. Pierce added “that many people are not aware how much assistance there is available for the business community in Wyoming County.” He encourages people to contact the Wyoming County Business Center before they start a business or are considering an expansion.

The Wyoming County Business Center to a large extent is funded by the Wyoming County Board of Supervisors as a contract agency for economic development services. The Industrial Development Agency also contributes funding for economic development projects including business attraction marketing. The Business Center has a Board of Directors that includes Chairman, Mark Merrill, Rick Fish, Frank Vitagliano, Jim Brick and Jim Fleischman.

For more information or for assistance please contact Jim Pierce at the Wyoming County Business Center, 6470 Rt. 20A, Perry, New York at 585-237-0230 or by email [jpierce@wycobusiness.org](mailto:jpierce@wycobusiness.org).

### FOR EMPLOYERS:

The Health Department will come to your Wyoming County business location to provide H1N1 vaccination to your employees, at no cost. Contact the Health Department at 786-8890 for more information.

## 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

### Arcade

Southtowns Financial Group

### Bliss

Laney Tree and Lawn

### Castile

Theo's Castile Restaurant

### Perry

Dr. Howard Ang

### Sheldon

Shutterbug Studio

Check out these new members and all 516 Wyoming County Chamber member businesses on the web at [www.wycochamber.org](http://www.wycochamber.org)



**WYOMING COUNTY**  
CHAMBER OF COMMERCE

## The Key to Making Your Membership Pay for Itself



**Did you realize there are four simple ways to make your Chamber membership pay for itself?**

By taking advantage of four member-only savings opportunities your business will save enough money over the year to pay back your Chamber membership.

Check out the chamber website to take advantage of **Member Only Cost Savings Opportunities**

- \* 25% Discount on Yearly Constant Contact E-Marketing Subscription
- \* Up to 55% Savings on Office Supplies through Eaton Office Supply
- \* Savings on Your Natural Gas through National Fuel Resources
- \* Access to Low Cost Health Insurance

Visit [www.wycochamber.org](http://www.wycochamber.org) or call the Chamber office at (585) 237-0230 for details.



## Come and Get It!

**By Dick Barth, Small Business Development Center**

A few months ago a permanent office was set up for the SUNY Geneseo Small Business Development Center (SBDC) at the Wyoming County Business Center at 6470 Rt. 20A in Perry. The new office makes it easier for Wyoming County residents to meet with a business counselor: you no longer have to drive to Geneseo to get free help with your small business concerns.

It also locates SBDC service in the same building with the Wyoming County Business Center, Chamber of Commerce, Business Education Council, Planning Office and Industrial Development Agency. It's almost a one-stop center for business services in Wyoming County.

The SBDC provides free, qualified help to business owners who want to improve the way their existing businesses operate, or who want to start a new business. And everyone qualifies to get this help because it's open to the public. So, if you want to start a business, we can help; if you need to write a business plan, we can help; if you need to find money to start a company, we can help; or, if you have problems with an existing business, we can help.

The office is open every Thursday from 9-4. To get an appointment to start planning that business you have only dreamed about, call 585-245-5429, or email [barth@geneseo.edu](mailto:barth@geneseo.edu) and we'll set aside a time to meet and plan your future—confidentially.

You might wonder just how effective the SBDC is? Well, you decide: from October 1, 2008 to September 30, 2009 we saw more than 170 new clients in our office, most of whom had never started or owned a business before. That's an average of more than 14 a month. And, from early 2008 through late 2009, we helped clients start 19 new businesses with almost 70 new jobs.

Here is another fact you may find interesting. We hear a lot these days about what the federal government spends to create a new job. Congressman Chris Lee told me a couple of weeks ago it's about \$120,000 of federal funds for one new job, but through our office it's less than \$1,000 for each job created by our clients. That's a real bargain for American and NYS citizens whose taxes primarily fund the SBDC office.

Counseling small business people since 1993 has taught me that everyone is capable of owning and operating a business, and that privilege is not limited to a select few. If you want to be a business owner too, or you want to improve your existing business, don't put it off. Contact me soon and we'll get started.

Here's to a successful and prosperous 2010!



In the coming weeks and months, a variety of special interest groups from across the state will release their 2010 legislative agendas under the guise of creating "quality" or "green" jobs and a strong economy. In reality, the opposite occurs, as many of the items on these agendas actually place onerous burdens and mandates on private businesses, resulting in job-killing taxes and fees, as well as other impediments to economic development across Upstate.

Unshackle Upstate has taken its message directly to our legislators in Albany, and will continue to advocate until the overall business climate has improved and the cost of living, working, and running a business in New York is dramatically lowered. For that to happen, New York state will need real leadership.

In November 2010, New York voters will determine the outcome of every statewide office and all 212 legislative seats. Unshackle Upstate pledges that between now and then, we will keep voters informed on the issues that matter, as well as who they can count to truly represent taxpayer interests in Albany. For more information on Unshackle Upstate visit the web at [www.unshackleupstate.com](http://www.unshackleupstate.com)

## Membership Renewal Reminder

In order to be included in the 2010 Membership Directory, your 2010 Membership Investment needs to be paid by January 31st.

Please contact Laura at the Chamber office at 237-0230 if you have any questions about your membership.

You can also renew online using any major credit card.

Visit [www.wycochamber.org](http://www.wycochamber.org) today to renew your Chamber membership.



# Ribbon Cuttings



**Theo's Castile Family Restaurant**  
125 South Main St., Castile  
(585) 493-5741



**Southtown's Financial Group**  
249 Main St. Suite D, Arcade  
(716) 662-0070



**Rivellino Realty - Arcade Office**  
249 Main St., Arcade  
(585) 492-0171



**Letchworth Valley Realty**  
59 N. Main St., Castile  
(585) 493-2337

## 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. Thus far the following businesses have signed on as Community Investors for 2010:



### *Constant Contact continued from page 1*

As a Constant Contact Business Partner, the Chamber is able to provide its members with email marketing and online survey capabilities at a discounted rate. With Constant Contact Email Marketing, Chamber members can quickly and easily create professional-looking emails, manage email contact lists, measure email campaign results from clicks to open rates, and review who joined an email list. With Constant Contact Online Survey, Chamber members have an easy-to-use tool to gather feedback that will help them meet customer needs, generate new ideas, and grow their business or organization. The tools also help to analyze responses quickly, create targeted email lists based on survey responses, take action, and follow-up with relevant email communications. Please call the Chamber office at (585) 237-0230 for more information and details on how to sign up to receive this new member benefit.

With more than 300,000 customers Constant Contact, Inc. is a leading provider of email marketing and online survey tools for small businesses, non-profits, and member associations. Founded in 1995, Constant Contact helps small organizations grow stronger customer relationships by delivering professional, low cost, easy- to-use online tools backed with award-winning support, education and personal coaching.

### *Leadership Wyoming continued from page 1*

class takes on and the depth and breadth of discussion and views expressed throughout the program,” stated Chamber President, Laura Lane. “This aspect is what makes this program so powerful. In addition to the great conversations that take place, participants see so many different elements of Wyoming County, based on the approach that to enable them to most effectively lead, we want to expose participants to as many of the individual components that go into making the county function as a whole.”



Leadership Wyoming is a 10-month community-based leadership development program that has been designed to develop an informed and active group of leaders for Wyoming County. It is coordinated and presented by the Wyoming County Chamber of Commerce with grant support from the Wyoming Foundation, United Way, Morton Salt, The Wyoming County IDA and Wyoming County Farm Bureau.

The program is open to anyone 18 years or older living or working in



Wyoming County. Each year, up to 25 participants are selected based on their demonstrated leadership abilities, interest in community affairs, volunteer involvement, and commitment to Wyoming County’s future.

Applications are available on the

Wyoming County Chamber website at [www.wycochamber.org](http://www.wycochamber.org). Those interested in applying can also call the Chamber at 585-237-0230 with any questions. Applications are reviewed and accepted on a rolling basis. Those interested in applying should do so immediately.

## **Wyoming County IDA Secures Funding for Ag Business Advancement More than any other county in New York State during 2009**

As the economy struggled across the United States, here in Wyoming County each accomplishment seemed to be replaced with a new challenge; and with each new challenge the Wyoming County Industrial Development Agency (WCIDA) provided new opportunities to the businesses of Wyoming County.

Mike Heftka, Executive Director of the Wyoming County IDA explains that, “the mission of the Agency is to increase private investment in Wyoming County by creating new jobs, retaining and stabilizing the employment base and generating added tax revenues through increased economic activity. Our challenge is to increasingly find creative ways to meet this mission.”

In the case of farming, the largest industry in Wyoming County, hard hit nationally, as well as here in Wyoming County, the WCIDA was able to classify farms as “manufacturers” in order to make the necessary funding available. This approach provided assistance to McCormick Farms with its dairy expansion and fire recovery, as well as new potato storage and washing facility at Marquart Bros. Other farm manufacturing opportunities are still in the works for 2010.

For more information on how the IDA might be able to assist your farm or agribusiness call 237-4110.

**THE LAW OFFICE OF  
SCIARRINO & SCIARRANO, P.C.**

*presents the*

**THIRD ANNUAL  
PRIDE OF WYOMING COUNTY  
AGRICULTURE DINNER**

*An evening of enjoyment and socializing with farmers and neighbors*

**Saturday, March 27, 2009**

**6:00pm - 10:00pm**

**North Java Fire Hall**

**Tickets will go on sale February 8th. Limited seating available so please register early. Invitations will be mailed February 5th and ticket sales will be available online beginning February 8th and will continue until the 350 available tickets are sold.**

**Consider sponsoring the event and your business will have the opportunity to purchase two (2) tickets when securing your event sponsorship. Call the Chamber for more details at 585-237-0230.**

Sponsors to date include Agri-Fab - Attica Auto & Hardware - Bank of Castile - Blue Seal Feeds - Bovis Lend Lease - Byrnclyff Resort & Conference Center - Castile Agway - Clark Patterson Lee - Complete Payroll Processing - Five Star Bank - Koike Aronson - McCormick Farms - Morton Salt - North Ridge Homes - Royce Electric - Law Office of Sciarrino & Sciarrano, P.C. - ShurGain - Steuben Trust - Tompkins Insurance Agencies - Upstate Door - Warsaw Country Courier - Western NY Crop Management - Wyoming County IDA

**COORDINATED BY:**



**Cornell University  
Cooperative Extension  
Wyoming County**



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CHAMBER of COMMERCE**

6470 Route 20A, Suite 2  
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