

Promote Your Business for Free at the Wyoming County Fair

The Chamber is heading to the Wyoming County Fair and we need your information. Once again the Chamber of Commerce, Wyoming County Business Center, and Wyoming County Business Education Council will have a booth at the fair to display our member's business information.

If your business provides the Chamber with 100 copies of flyers, brochures, and/or business cards we will take them to the fair and display them in our booth for you for free!

"This is a great opportunity for our members to distribute their information at the largest gathering of people in Wyoming County," stated Chamber President & CEO Jim Pierce. Last year over 50 member businesses had their information on display all week at the fair. Pierce continued, "The booth received a great deal of foot traffic and it proved to be an extremely beneficial way for members to get the word out about their business and we are excited to be able to continue to offer this member benefit."

Member businesses interested in taking advantage of this membership benefit should simply mail or drop off your materials to the Chamber by **Noon on Friday, August 7th**. If you have any questions, please call the Chamber office at 237-0230.



2008 Fair Booth located in the Business Building

Strategic Plan to Help Shape the Chamber's Future

Members encouraged to help in the process

When the Wyoming County Chamber of Commerce was originally founded approximately 10 years ago, one of the main charges was business development, recruitment, expansion and marketing. Over the years, the Chamber was very successful in carrying out these tasks along with growing and expanding typical Chamber of Commerce initiative. In 2007, the Wyoming County Business Center (WCBC) was developed and now acts as the lead economic development entity for Wyoming County. The WCBC is now responsible for business development, recruitment, and expansion – activities previously handled through the Chamber of Commerce. Shifting these once core Chamber initiative to the Business Center provides the Chamber with the opportunity to explore and take on new initiatives, while continuing to provide member businesses with the support, promotion and assistance they've always received from the Chamber. We need to ensure that when taking on new initiatives and member services we are meeting the needs and desires of the business members of the Chamber, as well as the residents of Wyoming County. A detailed strategic plan will enable the Chamber to accomplish this and discover new initiatives not previously explored.

With that in mind, over the next 6 months the Chamber Board of Directors, staff and membership will

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Jerry Davis
SUPERVISOR, TOWN OF COVINGTON

Norb Fuest
MORTON SALT

Chamber Members to Use this Summer

Getting out and about in Wyoming County during the summer months means fun in the sun, food, shopping and car care. Remember these Chamber members that can serve your summer time needs! Visit the chamber website at www.wycochamber.org for directions and detailed information on each business.

<p>A.J.'s Automotive & Truck Agen's Quick Lube, Inc. Aloha Pool Service, LLC American Red Cross Arcade Area Chamber of Commerce Arcade Turkey Run Golf Course Archie's Sport Shop, Inc. Arrowwood Golf Course Arts Council for Wyoming County Attica Area Chamber of Commerce Attica Auto & Hardware Attica Golf Club, Inc. Attican Motel Balloons Over Letchworth Barney's Auto Care Center, Inc. Beaver Hollow Conference Ctr. Beaver Meadow Audubon Ctr. Bennington Lanes Bliss Auto Wreckers Bob's Tire Sales & Service Burlingham Books Byrncliff Resort & Conference Center Calvary Café Camp Hickory Hill Carney's Market Carquest Auto Parts of Perry Cascade Automotive Catered Creations, Inc. Charcoal Corral Child and Family Services Loan Programs Commodore Liquor, Inc. Country Inn & Suites Country Side Scrapping Country Treasures Creekside Fabrics & Quilts Daryl's Pizzeria DeBadts Tire and Automotive Decisions Catering, LLC Delightfull's Ice Cream Parlour & Coffee Shoppe</p>	<p>DiSalvo's Pizzeria & Sub Shop Dumbleton Used Auto Parts, Inc East Hill Motel End of the Road Inn, LLC Expressions Flints High Roller Four Winds Recreation Resort & Campground Glen Iris Inn Gray Fox Pub, Inc. Habitat for Humanity Hans Moeller Jeweler Hillcrest Automotive, Inc. Hillside Inn Hitchin Post Hole in the Wall Restaurant Ironwood Golf Course Jason's Roadside BBQ & Pizza John&Sarah's Family Restaurant Karson's Auto & Truck Recycling Kist Mi Kennels, LLC Lakeside Marine Logel Appliance Lumberyard Restaurant M.D. Auto Glass McClurg Auto Group Montgomery Shoe Store Mooch's Auto Glass Murph's Driving Range NAPA Auto Parts-Perry NAPA Auto Parts-Warsaw Pampered Paws Perry Area Chamber of Commerce Perry Market Place Perry Public Library Phil's TV & Appliance Ray's World Automotive Repair Ressler's Corn MAIZE Robb's Glass, Inc. Rockers Delights Coffee Shop Rolling Acres Golf Course & Campground</p>	<p>Royal Flush of WNY, LLC Save-A-Lot Sears Silver Lake Country Club Silver Lake Family Restaurant Silver Lake Marine Silver Springs Antiques Silver Springs Liquor Store Silver Springs Racing, Inc. Smith Creek Fish Farm Smitty's Amber Lantern Smokey's Bar & Grill Spray Away Car Wash STARS Tents, Inc. Sterling Tent and Awnings Strykersville Tire, Inc. Subway Attica The Flip Side The Lodge at Hidden Valley Animal Adventure The New York Stork Exchange The Stage Thompson Motors, LLC Tim Hortons Tops Friendly Markets Trackside Tire & Auto Upstate Auto Group Upstate Dodge Chrysler Jeep Used Truck Caps W & D Sales Utz Tire of Arcade W. Glenn Sedam Inc. Warsaw Chamber of Commerce William G. Becker & Sons, Inc. Wolcott Grass Farm Inc. Wolfe's Wines & Brew House Woodstream Campsite RV Resort Wyoming County Tourist Promotion Agency Wyoming County Power Sports Yogi Bear's Jellystone Park of Western New York Yummies</p>
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Wyoming County businesses are hiring.
Visit www.wycochamber.org
to view current job openings in Wyoming County!



WYOMING COUNTY
CHAMBER of COMMERCE

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James M. Pierce
PRESIDENT & CEO

Laura Lane
DIRECTOR OF CHAMBER
OPERATIONS

Kelly Ashcraft
BOOKKEEPER/OFFICE ASSISTANT

Businesses Honored and Directors Selected at Annual Meeting

Four new board members were voted in at this year's Annual Meeting. John Wheeler, The Bank of Castile; Pamela Bliss, Elitsac Lumber; Dr. Ted Wolf, Perry Veterinary Clinic; and Norb Fuest, Morton Salt were all approved for a one year term on the Chamber's Board of Directors. In addition, the membership approved the following slate of directors for teh Chamber's 2009-2010 Board of Directors:

One Year Terms

Jerry Davis - Wyoming County Board of Supervisors
 Austin Fish - Complete Payroll Processing
 Darren Long - Prestolite Electric
 Sandy Piridy - Creekside Fabrics & Quilts
 Eric Parker - M&T Bank
 Dr. Deborah DiNoto - Genesee Community College
 Anne Humphrey - Horizon Wind Energy
 Douglas Berwanger - Wyoming County Board of Supervisors
 John Witkowski - Five Star Bank

Two Year Terms

Christine Kennedy-Till - Warsaw Pennysaver
 Lisa Schwartz - Pioneer Credit Recovery
 Frank Vitagliano, Jr - Tompkins Insurance Agencies
 Mark Balling - Bovis Lend Lease
 Lindsay Meidenbauer - Byrncliff Resort & Conf. Center

Four local businesses were also honored with the Chamber's Annual Business Awards. The Manufacturer of the Year is Prestolite Electric of Arcade. The Agriculture Business of the Year is Emerling Farms of Perry. The Large Business of the Year is The Bank of Castile and the Small Business of the Year is Complete Payroll Processing of Perry. Congratulations to all the award winners and their employees.



Funding and Business Assistance Available Through the Wyoming County Business Center

The Wyoming County Business Center Inc. is the lead economic development entity for Wyoming County. The Business Center's responsibilities includes business retention and expansion assistance, assisting new business start ups, site and building development, business attraction marketing, empire zone administration, promotion of workforce development and financial program assistance for all types of business projects. Below are few items that we wanted to share with you.

Now is the Time for Training – The Wyoming County Business Center is an active participant in the GLOW Region Workforce Investment Board. For the first time in a long time local training funds have been restored to levels that have not been seen in years, in part because of the influx of stimulus funds for workforce development. If your business is giving

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Q&A with the SBDC

Richard Barth, SBDC Counselor at SUNY Geneseo

QUESTION: I have a lot of experience in my industry and am planning to start a new business in the same industry in the near future. Friends have told me I should have a group of advisers to help me with my business, but I'm not convinced that's really necessary. As someone who advises start up owners, what do you think?

ANSWER: I think that markets have become so competitive and complex over the last couple of decades that no one can know everything needed to be successful and avoid common pitfalls. So, practically anyone can benefit from advice provided by professional experts. Small business advisors can be organized into an advisory team that meets periodically to

- (1) review the progress of the business and keep the owner(s) on track,
- (2) help the owner(s) set goals and direction,
- (3) help to resolve business problems, and
- (4) find resources needed to run and grow the business.

The most complex issues to deal with include tax issues, business funding issues, and legal and regulatory issues. So it makes sense that an advisory team should include the lending officer (banker) who finances the business, the owner's business accountant and an attorney who is savvy about small business operations. A general business advisor from the SBDC would also be helpful.

The expense for team meetings does not have to be large, and some advisors may be willing to meet for the cost of their lunch. But whatever the cost will be, it should be budgeted in the cash flow projections of the business when the business plan is put together before startup.

And that raises another subject, the business plan, or more specifically what the reasons are why many business plans fail (and most do!). A recent article in the Wall Street Journal by John Mullins identified 5 common mistakes, or deal-killers, that planners make:

1. the plan does not address the need, or problem, the business is going to fix
2. it makes bad assumptions about the size of a market, and the market share that can be pulled away from the competition
3. the plan has overly-ambitious sales projections based on hope rather than reality
4. the company management team does not have hands-on experience with small business challenges, and
5. a rose-colored outlook exists that ignores all but the most optimistic expectations (believing everything about the opportunity is wonderful and ignoring pitfalls).

If these problems are present in a business plan, the experienced lender who reads it will recognize them and kill the deal before it gets started. To avoid these mistakes, use an advisor to help you put your plan together, like SBDC advisors. We are experienced, available to everyone who needs the help, and don't charge for the service.

If you need help, call us today at 585-245-5429. Business plans are our business.



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

Attica

All About You Day Spa

QW Express

Summer Wind Press

Subway Attica

Perry

S&T Pierson

Southpaw Signz

Calvary Cafe

Pike

Flints High Roller

Strykersville

The Fit Stop Fitness Center

Warsaw

NY Drinks

Wyoming

Genex Cooperative



Who doesn't need to save money these days?

Anyone in 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 price
- ◆ 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!

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embark on a strategic plan. We will be exploring nine different facets of the Chamber's operation from programs and education to business needs and member benefits, as well as the needs of industry and agriculture, through numerous focus group sessions to be held throughout the County over the next couple of months. Included in this newsletter you will find an insert with the schedule of focus group sessions. Chambers members are invited and strongly encouraged to attend any or all of the focus group sessions. "We are really looking to our membership to help shape the future of the Chamber and the services we provide to the businesses and communities of Wyoming County," stated Laura Lane, Director of Chamber Operations. She continued, "Our members input is a vitally important part of this whole strategic plan process and we look forward to the strong participation."

The schedule for the focus groups is also listed on the Chamber's website at www.wycochamber.org. There is no need to register for the session but you can certainly call the Chamber at 237-0230 to let them know that you are interested in attending any of the sessions.

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consideration to training of new employees or incumbent workers now is the time. If you are interested, please contact Jim Pierce at the Wyoming County Business Center 237-0230 or email him at jpierce@wycobusiness.org.

Agribusiness Diversification Grants Available – If you are an existing agribusiness and are considering diversifying your business as a way of remaining sustainable and to bring in new revenue, you may be eligible for a conditional matching grant ranging from \$2,500-\$10,000. To learn more contact the Business Center, visit the home page of the website www.wycobusiness.org or call Wyoming County Planning and Development at 237-4110.

Micro Loan Financing Available – The Business Center wants to remind small businesses that if you have financing needs there is funding available through the micro loan program. The loan program serves existing businesses with less than five employees or can be used for startup businesses. Maximum loans are \$50,000. To qualify, the business owner must be low to moderate income or a job must be created and made available to a person of low to moderate income. To learn more about the financing program please call Jim Pierce at the Business Center 237-0230.

Site Development Projects

· **A & A Metal Fabricating Site** - The Business Center is moving forward with an application to the NYS Brownfield Cleanup Program for remediation of some minor environmental concerns at the former A & A Metal Fabricating site in Perry. The Business Center is partnering with the Wyoming County Industrial Development Agency to redevelop the former industrial site as a shovel ready business park.

· **Robeson Appliance** - The Business Center is also working on a project that will hopefully result in the reutilization of the

Meeters & Greeters

Getting to know the right people could be just what your business needs!



Maximize your networking opportunities and get the word out about your business, organization or service. Make contacts, form professional relationships and get your products and services out in front of others. You'll enjoy self-intros, host interviews and printed announcements. These lively and uplifting meetings will keep you connected to what's going on in the business community and who's who!

September 24th
Arts Council for
Wyoming County
Main St. Perry
8:00 - 9:00am

Free for Wyoming County Chamber Members
Please call 237-0230 if you plan to attend

Any business attending may submit a 30 word announcement related to the business to include in the printed Announcements flyer distributed at the event. Email info to ljlane@wycochamber.org

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former Robeson Appliance site in Castile. The site has been an ongoing NYS Superfund project.

Arcade Business Park – The Arcade Business Park will be welcoming its first tenant this month, Base Tech, an electronic manufacturer will be setting up shop. The Park, that was made shovel ready by the Wyoming County IDA and the Business Center, has been sold to developer Krog Corp. who is offering built to suit options. New vacant light industrial building space is currently available. For more information please contact Jim at the Business Center.

Building Inventory Grows – The Business Center who maintains an inventory of buildings that are available for service and light industry that are expanding or relocating has added some new listings. To view them please go to www.wycobusiness.org and click on the “sites available” button.

New Industry Target – The Business Center has selected alternative and renewable energy component manufacturing and assembly operations as a target for business attraction marketing. With Wyoming County’s growth in the development of green energy, it’s a good target to pursue. A flyer promoting the virtues of Wyoming County for this industry has been developed and is being used for marketing. The flyer was featured at an exhibit at the Wind Power Conference held in Chicago this past spring. To view the flyer go to www.wycobusiness.org and click on the alternative/renewable energy button on the home page.

Finally - Please remember, if you, or someone you know, is planning to start up a new business, is considering expanding, relocating, needs new space, has training needs...whatever your business plans are, you should call on the Business Center first, we can make you aware of the programs and resources that are available in Wyoming County to help you. Call (585) 237-0230.

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	Freed, Maxick, & Battaglia
Attica Auto & Hardware	GenTech Scientific
Bliss Machine, Inc.	Koike Aronson
Bovis Lend Lease	McCormick Farms
Byrncliff Resort & Conference Center	Morton Salt NYSEG
Castile Ag Service	Pioneer Credit Recovery
Clark Patterson Lee	Prestolite Electric
Creative Food Ingredients	The Bank of Castile
Complete Payroll Processing	Tompkins Insurance Agencies
Don Beck, Inc.	Upstate Auto
Emerling Farms	Upstate Door
Five Star Bank	Wyoming County IDA

Members on the Move

The following member businesses have moved.
Be sure to check out their new locations

Daniels Family Chiropractic
433 N. Main St., Warsaw

The Stork Exchange
76 N. Main St., Warsaw

Rehabilitation Today
378 Rt. 39, Arcade

Please notify the Chamber office if your business has moved in the past 6 months and we’ll be sure to get the information out



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



Notary Public Prep Class



Tuesday, September 15th
8:00am - Noon

\$35 for Chamber Members
\$50 for non-members

The session is designed to help prepare you for the NYS Notary Public Exam. You will receive information on the responsibilities of a Notary Public, the laws and regulations related to being a Notary, how to avoid conflicts of interest, maintain professional ethics, establish proper fees, minimize legal liability, handle special situations, as well as sample exam questions and a local exam schedule. Everything you need to be prepared for the exam. Class instructor is Don Read. Space is limited. Please call the Chamber at 237-0230 to register by September 4th.

How does Medicare eligibility affect a small business employee?

Article submitted by *Lindsay Shearing, HIICAP Coordinator,
Wyoming County Office for the Aging*

An Employer Group Health Plan (EGHP) is considered to be *primary* (pays first) if the Medicare beneficiary is **actively** employed, not retired, and working for an employer with 20 or more employees. If an employee is under age 65 and Medicare eligible due to a disability, Medicare is *primary* unless he/she is **actively** employed for an employer with 100 or more employees.

So what does this mean for a Chamber Member receiving their health insurance through the organization? According to the Medicare Rights Center in New York City, Chamber of Commerce plans are being structured to make them into a Group Health Plan of sorts, to solve the problem many are facing when deciding who is responsible to pay first, Medicare or the Chamber policy.

So here it is. If an employee of a small business or their spouse has recently become eligible for Medicare, they can choose not to accept Medicare part B (\$96.40 in 2009) if they are **currently** employed and receiving their health insurance through the Chamber of Commerce. One thing the employer and employee may want to take into consideration, though, is the cost effectiveness of that policy compared with a Medicare policy. Be sure to compare coverage of the Chamber of Commerce policy with Original Medicare and available supplemental policies. Don't forget to check into drug coverage. Many times, an Employer Group Health Plan has better coverage when compared to Medicare Prescription Drug Coverage.

If you have more questions regarding the Medicare Secondary Payer rule or the structure of your current or impending Medicare coverage, please feel free to contact the Health Insurance Information, Counseling, and Assistance Program at the Wyoming County Office for the Aging, (585)786-8833 or (800) 836-0067.



Attica Subway - Located in the Citgo Gas Station
151 Prospect St., Attica
708-4155

NETWORK OR STARVE



Business Expo and Networking Event

Wednesday, October 14

Breezy Hill Party House

Merchant Rd. Warsaw

5:30 P.M. - 7:30 P.M.

Join us for a fun filled football themed networking event. Promote your business with an Expo Table and get your photo with



There will be an NFL Trivia game for great prizes during the event to get you moving around and meeting new people and learning about member businesses.

Business Expo tables are available for \$35.

Call the Chamber at 237-0230 to reserve your company table today!

Watch your mail for event registration information

VISION • COMMITMENT • UNITY

WYOMING COUNTY

CHAMBER of COMMERCE

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