Table Rock Farm Honored as Good Neighbor

In so many sectors, Wyoming County agriculture is unparalleled in New York State and across the country. Our farms host visitors from across the Country as well as international visitors anxious to learn about new technologies and innovative farming techniques used on Wyoming County farms. We are home to the State’s largest and most successful dairy farms. We are #1 in New York State in the production of potatoes, dairy and corn silage. The economic impact that agriculture has on the County is enormous and unmatched by any other industry.

The annual Pride of Wyoming County Agriculture Dinner was created to recognize and celebrate the important role agriculture plays in Wyoming County’s economy and quality of life. It’s a much needed opportunity to pat ourselves on the backs. It is also an opportunity to recognize the perseverance and commitment of the hardworking dedicated Wyoming County farm families that continually bring food to the tables of Americans.

The 350 people in attendance at the third annual Pride of Wyoming County Agriculture Dinner recognized Table Rock Farm and the DeGoyler family with the Good Neighbor Award. Table Rock Farm exemplifies the true meaning of a good neighbor through actions such as offering neighbors coupons for free corn, personally visiting each neighbor to find out what they have going on for the season so the farm does not spread manure the day of a neighbors family reunion or party, a personal commitment to their employees, and a dedication to their community.

The Wyoming County Chamber of Commerce recognizes the importance of agriculture and feels strongly that it is important to take the time to recognize the significant impact this industry has on our county. Agriculture is big business in Wyoming County.

2010 Leadership Wyoming - New Class Off to a Strong Start

The fourth class of Leadership Wyoming kicked off on March 16th with a two-day opening retreat held at Beaver Hollow Conference Center. The 18 participants in this year’s class represent a great cross-section of Wyoming County residents and business people.

The group spent two days getting to know themselves better and getting to know each other while gaining an understanding of how to work together as a team based on reading and understanding each other’s personality types. They also began the processes of
Upcoming Programs & Events

Non-Profit Workshops - Designed to Help Grow & Manage Your Non-Profit, Arts, of Cultural Enterprise
Saturday, April 17
10:00am - 3:00pm
GCC-Warsaw and YMCA
$35 pp, includes lunch and all materials

Women’s Networking Luncheon
Friday, April 23
Noon - 2:00pm
The Hillside Inn
$20 pp - Members or $35 pp - Non-Members

Business After Hours & Open House
Genesee Valley Credit Union
Thursday, April 29
5:00pm - 7:00pm
445 North Main St, Warsaw
Free but please RSVP by April 26th

Community Investor Roundtable
Friday, April 30
8:00am - 10:00am
Wyoming County Chamber of Commerce
Free to Community Investors

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

Byrncliff Resort & Conference Center
2357 Humphrey Rd., Varyburg
“Golf Course is Open!”
Call 585 - 535-7300 for Tee-Times”
www.byrncliff.com

Annual Awards Gala - Celebrating Wyoming County Business
Wednesday, June 9
5:00pm - 8:00pm
American Legion Hall - Warsaw Village Park
$20 pp - members or $35 pp - Non-members
From the President’s Desk - Moving In

The Chamber is excited to announce that we have new roommates. The Chamber office suite at 6470 Route 20A has undergone major renovations to accommodate the move of the Wyoming County Tourist Promotion Agency to the Business Center building.

We are pleased to welcome Tourism Executive Director, Brian Fleischman and his staff, Theresa Parker and Carla Chamberlain to the building. We invite members to stop in for a visit to see the newly renovated space.

The Chamber and Tourist Promotion Agency will operate out of this shared space in an effort to increase efficiencies and add to the one-stop service atmosphere of the Wyoming County Business Center building which now houses, in addition to the Chamber of Commerce and Tourist Promotion Agency, the Wyoming County Planning & Development Department, the Wyoming County Industrial Development Agency, the Wyoming County Business Center, the Wyoming County Business Education Council and the Small Business Development Center.

The Chamber of Commerce and Tourist Promotion Agency can be reached at (585) 237-0230 or toll-free at 1-800-839-3919.

Health Care Reform: What Does It Mean For You?

The Patient Protection and Affordable Care Act was signed into law by President Obama on March 23, 2010. In an effort to keep our customers educated on the effects it will have on health insurance, Tompkins Insurance Agencies has outlined significant components of this health care reform bill, and dates for implementation (some may already apply in New York State). The changes are as follows:

In 2010:
- Children and young adults will be permitted to remain on their parents’ insurance plan until their 26th birthday.
- Plans must lift limitations based on pre-existing conditions for children to age 19.
- Insurers will be prohibited from dropping policy holders because of sickness.
- Insurers will be prohibited from charging co-payments or deductibles for preventive care and medical screenings on all new insurance plans.
- Individuals affected by the Medicare Part D coverage gap will receive a $250 rebate, and 50% of the gap will be eliminated in 2011.
- Companies which provide early retiree benefits for individuals aged 55-64 will be eligible to participate in a temporary program which reduces premium costs.
- Federal tax credits will be created for groups of 25 or fewer employees with low average wages to help pay for current or new health insurance (amounts unknown at this time).

In 2011:
- Insurers will be required to spend 85% of large group plan premiums (minus certain expenses) on health care or to improve health care quality.

In 2013:
- Flexible spending account (FSA) holders will no longer be able to use the accounts for over-the-counter medicines.
- High income earners—families making more than $250,000—will begin to pay more in Medicaid payroll taxes (amounts unknown at this time).
- States will permit exchanges for individuals and small businesses to purchase health insurance with effective dates in 2014 (details unknown).

Blue Ribbon Task Force on Agriculture Formed

Strong Wyoming County Representation

A new statewide coalition of county government leaders met in Albany recently to address the challenges facing the New York farmer. The group—New York State Association of County’s Blue Ribbon Task Force on the Future of Farming in New York State—is made up of dozens of county leaders who are also farmers or who work in the farming industry. There is strong representation from Wyoming County through Chairman of the Board of Supervisors, Doug Berwanger who serves as the Task Force Chairman, as well as Jim Brick, Town of Perry Supervisor and Joe Gozelski, Town of Castile Supervisor.

“We formed this task force to make sure we—at the local and state government levels—are doing what we can to encourage and assist our New York Farmers,” said NYSAC President Tom Santulli, who created the task force last month. “More needs to be continued on pg. 7
Tourism in Wyoming County Gets a Brand Make Over

Public Brand Launch Party Scheduled for Thursday April 22nd at Beaver Hollow Conference Center

It is an exciting time for the Wyoming County Tourist Promotion Agency (WCTPA). While many consider Wyoming County to be passive, rural, quaint and agriculturally based in nature, the agency’s director sees it through a different light. For 2010, the agency’s marketing approach to attracting tourists, business partners and driving positive economic impact is anything but passive!

The WCTPA will launch Wyoming County’s new brand identity and marketing campaign at a reception on April 22 at 5:30 pm at the Beaver Hollow Conference Center, located at 1083 Pit Road in Java Center, N.Y. The event is open to the public.

Brian Fleischman took the position of executive director of the WCTPA in July of 2009. He immediately got to work promoting Wyoming County into a premier outdoor recreation destination that would draw tourists year-round.

“We have tremendous natural assets and an abundance of year-round outdoor activities within the county that many are not aware of. Our challenge is that we don’t have a clear brand identity that tourists could relate to. It is an exciting time for the Wyoming County Tourist Promotion Agency (WCTPA). While many consider Wyoming County to be passive, rural, quaint and agriculturally based in nature, the agency’s director sees it through a different light. For 2010, the agency’s marketing approach to attracting tourists, business partners and driving positive economic impact is anything but passive!

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Chamber Increases Advocacy Efforts

One of the Chamber’s strategic priorities for 2010 has been to increase our advocacy efforts and serve as a voice of Wyoming County businesses to all levels of government. To this end, the Chamber has already increased our advocacy posture and presence around numerous legislative tables.

In the past couple of months, Chamber President Laura Lane has participated in various legislative outreach efforts including legislative roundtable discussions related to small businesses, grassroots outreach on behalf of Chamber members and direct legislative meetings in Albany via the Unshackle Upstate Rally and Small Business Day. While in Albany, we addressed issues such as the proposed farm labor bill, Empire Zone reform, wine sales in grocery stores, taxes on businesses and health insurance reform. Meetings were held with numerous downstate legislators in an effort to not only discuss legislative issues specific to Wyoming County but to also discuss the direct ramifications of proposed legislation to businesses and industries in our county.

The Chamber will continue to act in a pro-active manner and take our member businesses issues and concerns directly to legislators. The Chamber has a very active Legislative Committee and would encourage any members interested in participating on this committee to contact our office at (585) 237-0230 or email ljlane@wycochamber.org.

Blue Ribbon Task con’t.

done to mobilize both public and private resources to support our Agriculture industry, and this group of county leaders will help develop a series of recommendations from our local government perspective.”

The Task Force convened for a day-long event in March to define the scope of its work and develop a series of proposals to assist the farm industry. The Blue Ribbon Task Force also received testimony from the NYS Department of Agriculture and Markets, the New York Farm Bureau and Farm Credit East (the largest farm credit lender in the Northeast).

“Our Task Force members are on the front lines. We understand the challenges facing farmers and their contribution to state and local governments across the state, and we are coming together to do something about assisting them. Together, we believe we can have a real impact on state and local policy affecting this industry,” said Task Force Chairman Doug Berwanger.

Leadership Wyoming con’t.

assessing Wyoming County; its assets and opportunities. The participants in this year’s class are:

Heather Hoffmeister – Five Star Bank
Lissa Brown - YMCA
Wayne Fisher – Fisher Storage Sheds
Karl Drasgow – Drasgow, Inc.
Kevin Carlson – Carlson’s Photography Studio
Josh Wolcott – Wolcott Catering
Angie Proper – Wyoming County Office for the Aging
Christa Milillo – Morton Salt
Molly Bodensteiner – Wyoming County Community Action
Mary Kehl – Invenergy Wind
Castidy Bauer – Pioneer Credit Recovery
Hans Kunze – Steuben Trust Co.
Tom Carpenter – Clark Patterson Lee
Brianna Stone – The Bank of Castile
Doug Patti – Town of Attica
Susan Papke – Wyoming County Community Health System
Rick Fish Jr. – Complete Payroll Processing
Joan Petzen – Cornell Cooperative Extension

Women’s Networking Luncheon

Ladies, please join us for lunch and at the same time, promote your business or company to other Wyoming County businesses interested in what you have to offer or know someone who is. In a speed networking format, you will have 2-4 minutes to plug your business, what you do or what services you offer. Bring business cards, promotional and marketing materials to distribute at this structured networking event.

Friday, April 23, 2010
Noon - 2:00 P.M.
Open networking to follow
The Hillside Inn
890 East Bethany Rd, Wyoming
Please register by April 15th
Call 237-0230 or online at www.wycochamber.org
We needed to represent the county in a different light, one that includes action, activity and that demonstrates that we are progressive and not passive. That’s what led to the development of a brand that encompassed everything that is Wyoming County,” stated Fleischman.

The highlight of the innovative and aggressive marketing effort is the launching of GoWyomingCountyNY.com, a new state-of-the-art interactive and user-friendly website that will provide visitors the opportunity to create a virtual itinerary based on visit dates, interests and budget. The website will also feature e-postcards, social media links, real-time weather conditions, community and business links, partner advertising opportunities and highlights of the many camping, hiking, agri-touring, hunting, fishing, cultural arts, dining, shopping and other activity based options within the county. The site also includes a special section dedicated to Letchworth State Park, which is the county’s largest tourist destination.

The county tourism agency has also revamped the look of their promotional materials with a series of new logos that highlight key seasonal offerings in the county including camping, fishing, hiking and snowmobiling. These will be included on a number of materials, including a new full-color promotional guide to the county, high impact outdoor signage and all of its offerings.

Also planned is an interactive mobile event marketing unit that will travel to key locations and events throughout New York State and the region in 2011. The Wyoming County Tour will bring a part of Wyoming County to neighboring areas, and encourage tourism and business investment in the county.

All are encouraged to attend the reception to get an opportunity to meet the new executive director, agency officials and to learn more about this exciting campaign! Tickets for the event are $25 per person and are available prior to the event or at the door. The event will include a brand launch party, fine food and beverages, live entertainment, meet and greets with local government officials, business networking and much more!

If you are interested in celebrating Wyoming County at this event, please contact the WCTPA for ticket information at (585) 237-0230 on or before April 15th. There are a limited number of tickets available for this event on a first come, first serve basis.
In 2014:

- Most Americans will be required to buy health insurance and individual penalties will be phased in, starting at $95 or 1% of income, with a maximum of $2,085 for a family or 2.5% of income in 2016.
- Plans must lift restrictions based on pre-existing conditions for adults.
- All insurers will be prohibited from discriminating against or charging higher rates for any individuals based on pre-existing medical conditions.
- All insurers will be prohibited from establishing annual spending caps.
- American Indians, those with religious objections, those with financial hardships, and those who would have to pay more than 8% of their income on the lowest-priced available plan can be exempt from the mandate to purchase insurance.
- Those exempt from the mandate to purchase health coverage, and those under age 30, can buy policies that only pay for catastrophic health insurance and individual penalties will be imposed on employers with over 50 employees who do not offer health insurance to their full-time workers.
- Insurers will have to pay excise taxes on premiums, which will result in an increased total premium.

In 2018:

- An additional 40% excise tax will be imposed on high-cost plans, for example those in which premiums for individuals are $10,200 and families are $27,500 or more.
- All existing health insurance plans must cover preventive care and checkups without co-payment.
Explore the exciting wonders of

CHINA

SEPTEMBER 26 - OCTOBER 4, 2010

The Wyoming County Chamber of Commerce invites you to visit China!

The Wyoming County Chamber of Commerce and CITSLINC International, Inc. are partnering to offer an incredible tour of China. Visit Beijing, Suzhou, Hangzhou and Shanghai to see how China’s economic reforms continue to transform this ancient land into an unforgettable fusion of the exotic and modern.

This 9-day tour includes air fare (from JFK), 4 and 5 star hotel stays, three meals each day, Chinese banquets, deluxe bus tours, English speaking tour guides, admission tickets to all tourist spots and airport taxes throughout the trip.

The Wyoming County Chamber of Commerce
6470 Route 20A, Suite 2
Perry, NY 14530

Contact Laura at 585-237-0230 for more details or questions.

Wyoming County Chamber of Commerce

The Wyoming County Chamber of Commerce will be conducting a Business leader’s Trip to China.

In cooperation with CITSLINC International, Inc. this experience is available to all WNY Chamber Alliance business members & friends.

All for just...

$1999*

*Based on double occupancy. Exclusive of transport and VISA expense.