

## 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 16<sup>th</sup> 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

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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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## BOARD OF DIRECTORS

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## 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

\$20pp - Members or \$35pp - 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

### Annual Awards Gala - Celebrating Wyoming County Business

Wednesday, June 9

5:00pm - 8:00pm

American Legion Hall - Warsaw Village Park

\$20pp - members or \$35pp - Non-members

*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)*



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**WYOMING COUNTY**  
CHAMBER of COMMERCE

6470 Route 20A, Suite 6, Perry, NY 14530

Ph: 585.237.0230 • Fax: 585.237.0231

[info@wycochamber.org](mailto:info@wycochamber.org)

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

Laura Lane  
PRESIDENT & CEO

Kelly Ashcraft  
ADMINISTRATIVE ASSISTANT

## 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 accom-

modate 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).

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## 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

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# Tourism in Wyoming County Gets a Brand Make Over

## Public Brand Launch Party Scheduled for Thursday April 22<sup>nd</sup> 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.

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### NOW ACCEPTING APPLICATIONS FOR COLLECTION REPRESENTATIVES

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## Make the Most of Your Membership - Tip #2

Do we have your brochures, fliers and business cards?

The Chamber maintains a brochure space at our office where members can have their information on display. We also take this information out to the Wyoming County Fair for you in August.

So, are you making the most of your membership? Send us a stack of your brochures, fliers and/or business cards and we'll add them to the display. AT NO COST!

Remember, make the most of your membership!

Mail your information to the Chamber office at 6470 Route 20A, Suite 6, Perry, NY, 14530



## 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

Norse Paddle Company  
Ray's World, LLC

### Batavia

Boy Scouts of America - Iroquis Trail  
Council

### Castile

Harvard Risk Management  
Railroad Street Holdings, LLC

### Darien Center

Mnity Wellness, LLC

### Gainesville

LM White Construction  
Rita White, Associate Broker

### Perry

Birchwood Business Consulting  
Wolcott's Catering

### Silver Springs

M&T Bank

### St. Cloud, Florida

Rental Car Momma

### Strykersville

Invenergy Wind

### Warsaw

Patchwork Pediatrics

Herbs on the Hill

### West Arcade

Domes, Inc.

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



## 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.



*Chamber President Laura Lane photographed above in a meeting with Assemblyman Robin Schimminger (D) 140th District on Small Business Day in Albany*

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

Tourism Branding con't.

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.

## 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:



Healthcare Reform con't.

**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 medical costs.

·Medicaid eligibility will be expanded; individuals with income up to 133% of the poverty line qualify for coverage

·Tax 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.

**It's that time of year again. Farmers are planting and homeowners are fixing up their homes and yards. Please keep these Chamber members in mind for all your spring needs! Visit the chamber website at [www.wycochamber.org](http://www.wycochamber.org) for directions and detailed information on each business.**

- 77 Construction
- A.J.'s Automotive & Truck Advantage Appraisal
- Agri-Fab & Repair, Inc.
- Al Vlietstra Masonry
- Almeter's Auction Service
- Aloha Pool Service, LLC
- Amy B. Mattoon-Bowman Real Estate
- Arcade Valley Estates
- Attica Auto & Hardware
- Baker Brook Dairy, LLC
- Bannister Farm, LLC
- Barny's Auto Care Center
- Barth Appraisals
- Beardsley Builders, Inc.
- Benedict Homepro, Inc.
- Bid-N-Buy Realty & Auctions
- Bliss Auto Wreckers
- Blue Horizon Farms
- Bob's Tire Sales & Service
- Bovis Lend Lease
- Boxler's Pure Maple Syrup
- Broughton Diversified Farming
- Carquest Auto Parts of Perry
- Cascade Automotive
- Castile Ag Service, LLC
- Christie Commercial Cleaning
- Clark Patterson Lee
- Climate Controllers HVAC/R Inc.
- Cornell Cooperative Extension of Wyoming County
- Country Line Electrical Distributors
- Cozy Calf Company
- Crabb Oil & Propane, Inc.
- Crane's Refrigeration Service
- Creekside Boundary
- Creekside Hearth, Patio & Home
- Crossroads Abstract
- Culligan Water
- D&G Chamberlain, LLC
- D.B. Hamilton, Inc.
- D.J. Beardsley & Sons, Inc.
- D+S Truck Freight
- DeBadts Tire and Automotive
- Devin Mfg., Inc.
- DJ Jickster Enterprises
- Donald G. Butler Construction
- Dueppengiesser Dairy Co.
- Dumbleton Used Auto Parts
- Ed Kirsch Farm
- Edelrock
- Edelweiss Farms, Inc.
- Ed's Woodworks
- Edward Hulme Inc.
- Elitsac Lumber & Rental
- Emerling Farms LLC
- Farmers Express Trucking
- Fly Control, Inc.
- Francis A. Simons & Associates
- Freeman Construction
- Gates Rentals
- Genesee Valley Rural Preservation Council, Inc.
- Genex Cooperative
- GenTech Scientific, Inc.
- George & Swede
- Gillen & Wellman-Land Surveyors
- Green's Hoof Trimming
- GX Construction
- H.G. Miller Farm, Inc.
- Harding Plumbing + Heating,
- Hendrickson's Hooftrimming,
- Hillcrest Automotive, Inc.
- Hilltop Gardens & More
- In. Site: Architecture
- Indeck-Silver Springs Energy Ctr.
- J. Meyers Contracting, LLC
- J.D. Andrews Construction
- Janes Real Estate, Inc.
- Jeffres Ag Service, LLC
- JND Construction
- Judi Laird Draperies, Upholstery & Slip Covers
- Karson's Auto & Truck Recycling
- Kehl's Maple Syrup
- Kelly's Garage
- Ken's Tree Service
- Key Power Systems
- Koziel's Tree and Landscape
- Kramer International, Inc.
- L. Breton Construction,
- Lamb & Webster, Inc.
- Laney Tree & Lawn
- Laurer Lawncare & Landscape
- Lawrence J. Zyga, PLS, PC - Land Surveyors
- Lee Lawn Care and Stump Removal
- Letchworth Valley Realty
- Linwood Turf Equipment
- LM White Construction
- Logel Appliance
- M and T Trucking
- Marcy Electric
- McClurg Auto Group
- McCormick Farms, Inc.
- Meyer Dairy Farms
- Mohawk's General Contracting
- Monroe Title - A Stewart Company
- Mooch's Auto Glass
- Morton Buildings
- NAPA Auto Parts-Perry, LVA
- NAPA Auto Parts-Warsaw, LVA
- National Fuel Resources
- New Eagle Silo Corp.
- NYSEG
- Norm's Moving Service
- Olin's Apple Hill Farms
- Ortel Supply, Inc.
- Papke Water Systems & Plumbing
- Parkside Counters and Woodworks, Inc.
- Perry Asphalt Sealer
- Phil's TV & Appliance
- Pike Landscaping Plus
- Pioneer Propane Corp.
- QW Express
- R. S. Maher & Son, Inc
- R.L. Jeffres & Sons, Inc.
- R.W. Taylor Trucking & Excavating
- Ray's World LLC
- Realty, USA.com
- Reisdorf Brothers, Inc.
- Rental Car Momma
- Rita White, Associate Broker
- Rivellino Realty
- Robb's Glass, Inc.
- Robert Koerner Construction
- Roto-Rooter Services
- Royce Electric
- RPH Power Systems
- RW Enterprise, LLC
- S&L Logistics
- S&T Pierson
- S.J.F. Construction, Inc.
- Sage Maple Sugaring Equipment
- Sears
- Shepard Fabrication
- Shur-Gain USA
- Silver Lake Marine
- Smith Creek Fish Farm
- South Main Redemption Center
- Strykersville Tire, Inc.
- Suburban Energy Services
- Sunny Knoll Farms
- T&D Plumbing & Heating
- T.J. Marquart & Sons, Inc.
- Table Rock Farm
- Thompson Motors, LLC
- Timothy Roll, Inc.
- Top to Bottom Cleaning
- Trackside Tire & Auto
- Trestle Realty Inc.
- Tri-County Tree Service
- Turnbull Heating & Air Conditioning
- Twin Lakes Mobile Homes, Inc.
- Upstate Auto Group
- Upstate Dodge Chrysler Jeep
- Used Truck Caps W & D Sales
- Utz Tire of Arcade, Inc.
- Valley Home Inspections
- Van Slyke's Dairy Farm, LLC
- W. Glenn Sedam Inc.
- Warren's Carpet Cleaning, Inc.
- Warsaw Dry Cleaners
- Warsaw Self-Storage
- Washington Street Partners
- Wick Construction
- Willey Well Drilling, Inc.
- William G. Becker & Sons, Inc.
- Wilson Transport LLC
- WNY Crop Mngt. Assoc.
- WNY Metro Zientek Realty
- Wolcott Maple Syrup & Equipment
- WYCO Construction, Inc.
- Wyoming County Farm Bureau
- Wyoming Transit Service

The above information was provided by the Chamber's Health Insurance Broker - Tompkins Insurance Agencies



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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.



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.

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## WYOMING COUNTY CHAMBER of COMMERCE

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