

# What do these 500 Wyoming County Businesses have in common?

They know the benefits of being a Wyoming County Chamber Member.

## Discounted

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- Natural Gas
- Office Supplies

## Exposure

- Business Directory
- Website
- Advertising Inserts

## Resources

- Seminars
- Networking
- Training
- Business Counseling
- Financing and Incentives

Call and find out what the Chamber can do for you . . .

585-237-0230



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VISION • COMMITMENT • UNITY

WYOMING COUNTY  
CHAMBER of COMMERCE

NEWS

Vol. 4 Oct 2007

## Chamber to take on County Ag Awareness Initiative for 2008

How many times have you driven by a farm in Wyoming County and wondered what exactly goes on in that operation? Have you ever really stopped to think about the impact agriculture, the leading industry in Wyoming County, has on the daily life and economy of the county? Farmers and neighbors alike, have you ever taken the time to chat with each other about what's taking place in your back yard?

The Chamber's Agriculture committee has been asking these questions and has decided to answer them by going directly to the source. In the spring of 2008 the Chamber will host the first annual Wyoming County Ag Awareness Dinner to highlight the importance of agriculture to Wyoming County and to bring farmers and non-farmers together to educate each other. Then, in the fall the Chamber will host an Ag Awareness Tour and visit a number of different farms and agri-businesses throughout Wyoming County to really gain an understanding of the magnitude of the county's agricultural operations.

Watch your mail for more information about both of these exciting new events.

## Chamber Health Insurance Plans Offer Alternatives to Small Business Owners and Employees

One of the biggest struggles for businesses is health insurance. The Wyoming County Chamber of Commerce is here to help make it possible for small business owners to access health insurance for themselves or their employees at a lower cost than if they were to go direct to the carrier.

The Chamber offers access to plans from carriers in both Rochester and Buffalo and the added convenience of employees accessing different plans. For example, if you have five employees and have health insurance through the Chamber each of those five employees could enroll in a plan from a different carrier; not everyone has to enroll in the same plan.

To enroll in a plan through the Chamber, a business must first join the Chamber and they can then enroll in a plan within 30 days of joining. See the cream colored insert for a complete list of plans offered through the Chamber. For more information on the plans offered through the Chamber or for information on joining, please contact the office at 585-237-0230 or visit the Chamber website at [www.wyochamber.org](http://www.wyochamber.org).



The fall 2008 ag tour will feature visits to farms and agri-businesses throughout Wyoming County

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## Senator Schumer Visits Wyoming County



*Mark Block, President and COO of American Classic Outfitters and Sam Gullo, CEO, lead Senator Schumer and 30 local businesspeople on a tour of American Classic Outfitters.*

On his annual visit to Wyoming County, Senator Charles Schumer reached out to the Chamber for ideas for his visit and the Chamber arranged to have approximately 30 local businesspeople and elected officials at American Classic Outfitters in Perry to meet with the Senator and tour the facility.

Numerous issues were addressed by the Senator including: outdated water and sewer systems in small communities across New York State, the Farm Bill, tourism and border control, the privatization of the IRS debt collection, bridge inspections, encouraging young physicians to practice in underserved areas, and No Child Left Behind Act.

## Welcome New Members

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

### Attica

GX Construction

UPC Wind Management

### Bennington

Bennington Lanes

### Castile

Farmer 2 Farmer

### Perry

Silver Lake Country Market

### Warsaw

Candace R. Hale, EA

### Wyoming

Steuben Trust Co.



**WYOMING COUNTY**  
CHAMBER OF COMMERCE

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Robin Marschilock  
OFFICE MANAGER

## Employee Training Funds Available

The United States Department of Labor has made available Federal grant funds to businesses in the nine-county Finger Lakes Region (Genesee, Livingston, Orleans, Wyoming, Monroe, Ontario, Wayne, Seneca and Yates counties) to upgrade the skills of their workforce in order to meet the demands of emerging industries. Emerging Industries are defined as:

- ◆ Advanced Manufacturing
- ◆ Alternative Energy
- ◆ Bio/Life Sciences
- ◆ Business Services
- ◆ Engineering
- ◆ Food & Agriculture
- ◆ Health Care (including not-for-profit Health Care organizations)
- ◆ Information Technology
- ◆ Optics/Imaging



Businesses in these industries are also encouraged to apply for up to \$10,000 in training funds to

- ◆ Develop management competencies of mid - senior level Managers
- ◆ Develop technical/occupational skill competencies of their employed workers or
- ◆ Implement process or productivity improvement initiatives (such as Lean, ISO, Six Sigma, Sarbanes Oxley, etc).

Training must be completed by **January 31, 2008** and should lead to the acquisition of industry-recognized certifications/credentials, supervisory and managerial skills training, process/productivity improvement, and/or in-demand technical and occupational skills. Applicants are required to provide matching funds equal to the amount of funds requested. Funds are awarded through a contract process. Reimbursement payments can be made on an incremental basis or after the completion of the training project based on expenditures and supporting documentation.

If you are interested in applying for funding, please contact the Chamber's Employment and Training Partner, Rae Frank at Community Action for Wyoming County at 237-2600



## National Fuel Resources

RIISING COSTS . . .

VOLATILE MARKETS .

PRICE SPIKES . . .

**TAKE CONTROL!**

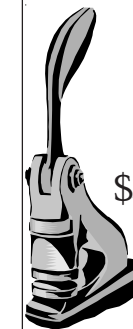
Call the Chamber office at 237-0230 to learn more about the National Fuel Resources Program for Chamber members



## Notary Public Prep Class

Tuesday, October 23rd  
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 October 19th.

## Joint Meeting of the Board of Supervisors and County Chamber of Commerce



*The Board of Supervisors and the Chamber Board of Directors and Community Investors met over the summer to discuss the Arcade Business Park, funding available through the Shared Municipal Services for GIS, an overall county infrastructure plan, a countywide land use study, and the Chamber accomplishments in the past year.*

# Ribbon Cuttings Galore



**Arnie & Eddie's Restaurant**  
16 East Perry Ave., Silver Springs  
493-3009



**Drasgow Inc.**  
4150 Poplar Tree Rd., Wethersfield  
786-3603



**Label Shopper**  
Tops Plaza, Warsaw  
786-2790



**Ken's Carpet and Flooring**  
85 S. Main St., Warsaw  
786-2340



**Maple Grove Saddlery and Leather Repair**  
2511 Blackhouse Rd., Warsaw  
786-5432



**Silver Lake Country Market**  
205 S. Main St., Perry  
237-6600



**Bennington Lanes**  
1374 Clinton St., Bennington  
591-2314



**Empire Distributing**  
7406 Rt. 98, Arcade  
492-2780

## 2007 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 again extend our gratitude to the following Community Investor Businesses:

- |                                      |                           |
|--------------------------------------|---------------------------|
| Attica Auto and Hardware             | J.N. White Designs        |
| The Bank of Castile                  | Koike Aronson             |
| Bliss Machine                        | McCormick Farms           |
| Bovis Lend Lease                     | Morton Salt               |
| Byrncliff Resort & Conference Center | Pioneer Credit Recovery   |
| Castile Agway Service                | Prestolite Electric       |
| Clark Patterson Associates           | Select Door               |
| Complete Payroll Processing          | Tompkins Insurance Agency |
| Don Beck, Inc.                       | Upstate Auto Group        |
| Five Star Bank                       | Upstate Door              |
| Freed, Maxick & Battaglia            | Wyoming County IDA        |
| GenTech Scientific                   |                           |

## Survey Shows 63 percent of people more likely to purchase goods or services from Chamber members

A new national study reveals that membership in a local chamber of commerce can significantly boost a business's image among consumers, as well as among other businesses. In a scientific survey of 2000 U.S. adults, The Schapiro Group, an Atlanta-based strategic consulting firm, found positive perceptions of chamber members in a number of areas, including overall favorability, consumer awareness and reputation, and likelihood of future patronage.

The study, commissioned by the American Chamber of Commerce Executives (ACCE), IBM, Administaff, Small Business Network, Inc., and Market Street Services, showed that when respondents were told that a particular small business was a member of its local chamber, they were 44 percent more likely to rate it favorably than study respondents who were not told of the chamber affiliation. Respondents were also 63 percent more likely to want to purchase goods or services from a small business that is a chamber member.

"We discovered that informing someone about a company's chamber membership opens the door to substantial increases positive perceptions of that business," said Alex Trouteaud, Ph.D., senior strategist for The Schapiro Group. "There clearly is a feeling by our respondents that chamber membership is synonymous with quality and desirability."

To tap into this reservoir of goodwill, a small business should not only join the local chamber of commerce and participate, but also make sure consumers and other businesses are aware of that chamber affiliation.

The positive impact of perceived chamber membership is felt by big businesses, too. For example, when consumers believed that a restaurant chain was a member of the local chamber of commerce, they were 40 percent more likely to eat at the franchise in the future. And if a consumer believed that one of the major automobile manufacturers was a member of its local chamber, that consumer was 9 percent more likely to consider purchasing his or her

next car from that automaker.

"This study reinforces research done in 2005 about the perceived capacity of chambers to lead businesses and lead communities," said Mick Fleming, president of the American Chamber of Commerce Executives (ACCE). "These new national findings point to even more direct benefits for companies willing to be stakeholders in their local chamber."

The study results had good news for chambers themselves, where 82 percent of respondents indicated that a local chamber of commerce "creates jobs and promotes economic development."

"The message from this national study is as simple as it is ground-breaking," said Jim Blasingame, small business expert and president of Small Business Network, Inc. "Join your local

CONTINUE PG. 4

**"44 percent rate Chamber member businesses more favorably than non-member businesses"**

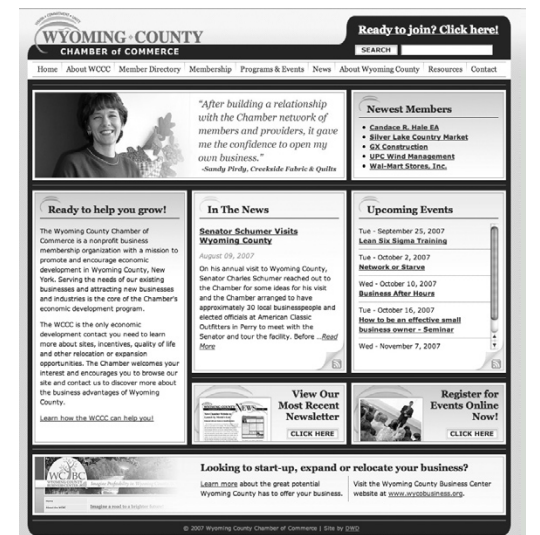
## Chamber's Website Up and Running

Visit [www.wycochamber.org](http://www.wycochamber.org) today!

The Wyoming County Chamber of Commerce is pleased to announce the launch of its new website [www.wycochamber.org](http://www.wycochamber.org). The new site, designed by Deelicious Web Design of Warsaw, has been developed to provide increased exposure and benefit for Chamber members and those seeking information on Wyoming County.

New features on the site include a fresh homepage with news you can use, enhanced business listings with an interactive map and directions to Chamber member businesses, a direct link to Chamber member websites, a searchable listing of Chamber members, online seminar and event registration, online job listings for Chamber members, and the ability for members to update any of their member contact information directly from the website, just to name a few.

In addition, the new website has expanded relocation, quality of life and workforce information for newcomers to Wyoming County and those



CONTINUE PG. 4

## Leadership Wyoming - 2007 Program Year Nearing Completion

Leadership Wyoming continues to leave participants in awe at the end of the day. During each session the group is exposed to aspects of Wyoming County that they had never realized. Thus far, participants have been exposed to a vast array of community organizations in the county and numerous volunteer opportunities. They have had an in-depth look at the education and healthcare systems, as well as the agriculture industry and the huge impact it has on not only the business climate but also daily life in Wyoming County. They have been behind the scenes in numerous businesses in the county and seen county government and the criminal justice system in action. The 21 participants have come together as a strong cohesive group poised to



take on unimaginable leadership roles in Wyoming County, and we're still not finished. The program will end this December and plans are already underway for the 2008 Leadership Wyoming class.

Program information and participant applications will be mailed to all Wyoming County businesses later in the fall. In the meantime, **if you have any questions, are interested in applying or think you know of someone who would be interested in taking part in the Leadership Wyoming program**, please contact the Chamber office at 585-237-0230.

SURVEY CONTINUED FROM PG. 3

chamber, be an active participant in your chamber's programs and be sure to let your customers and prospects know you're a proud chamber supporter when they come in your business and when they see your marketing material."

J. Mac Holladay, CEO of Market Street Services, an economic development consulting firm based in Atlanta that helped create the study, said, "It is refreshing to learn what we have suspected for years — that chamber membership and community involvement are good investments."

CHAMBER WEBSITE CONTINUED FROM PG. 3

looking to move into or relocate their business to the county. Features in this section include an interactive map with the detailed information people look for when moving to an area such as utility providers and school district information.

"We've made the site very user friendly. It's easy to view information on the many different seminars and events offered by the Chamber and even easier to register for them directly on-line. This site is a powerful tool and we are excited to be able to offer this benefit to our members. Member listings with the interactive map providing directions to their business is a great feature making it easier for those visiting the site to reach our members. We encourage folks to visit the site and bookmark it, you'll definitely find yourself using it frequently," stated James Pierce, Chamber Executive Director.

The site also contains information on member benefits including the rates for Chamber sponsored health insurance plans, recent news, ribbon cutting photos and an easy to use on-line membership application for those interested in joining the Wyoming County Chamber of Commerce.

## Save \$ on Office Supplies

- ◆ Deeply discounted pricing on commonly purchased products (averaging 59% off list!)
- ◆ Free next day delivery
- ◆ Over 25,000 office supply and furniture items
- ◆ No minimum order
- ◆ Office Supply Program customization
- ◆ ELINK Internet Ordering (orders can also be placed by fax or over the telephone)
- ◆ A Sales Account Executive in the field to serve the needs of members

Call the Chamber at  
(585) 237-0230 for details.

## State Funding Available for Municipalities to Explore Consolidations and Shared Services

The New York State Department of State recently announced the availability of funding for the 2007-2008 Shared Municipal Services Incentive (SMSI) Awards Program. The SMSI Awards Program provides monies to local governments to encourage shared services, cooperative agreements, consolidations, mergers and dissolutions.

The SMSI program will provide \$25 million in funding, including \$15 million in competitive grants for shared services and consolidation as well as a \$10 million consolidation incentive. This year eligible municipalities include counties, cities, towns, villages, special improvement districts, fire districts, school districts, and Boards of Cooperative Educational Services (BOCES). Grant awards will be available for up to \$200,000 per municipality; with a 10 percent cash match.

Competitive grants are available to two or more municipalities to cover costs associated with shared services, cooperative agreements, consolidations, mergers and dissolutions. Priority will be given to applications that

- ◆ Include a fiscally distressed municipality
- ◆ Plan or implement the consolidation, merger, or dissolution of a municipality
- ◆ Share services between school districts and other municipalities
- ◆ Share highway services, including highway department consolidation
- ◆ Consolidate health benefit plans offered by municipalities
- ◆ Encourage countywide shared services

Under the program, no part of the grant shall be used for recurring expenses, such as salaries. Also, awards will only be made for services that would otherwise be individually provided by each grantee. Finally, proposals must create demonstrable financial savings, except in the case of feasibility studies.

The deadline for grant submissions is 4:00 p.m. December 14, 2007. Questions about the program should be directed to the SMSI Program Manager as indicated in the application guidance. Applications are available on the Department of State web site at <http://www.dos.state.ny.us/lgss/smsi> or by calling the Division of Local Government at (518) 473-3355.

The Chamber will host an information session on the grant and the application process. A representative from the Department of State will be on hand to provide examples of typically funded projects and to answer questions. The session is scheduled for

## Save The Date Membership Christmas Party

*Byrnclyff Resort & Conference Center*

*December 6, 2007*

*5:30pm - 9:30pm*

*Watch your mail for an invitation*

## Health Insurance Update

**January is open enrollment.** This is your opportunity to evaluate your plan options, make changes or join. This is the only time of year when you can make changes to your plan. Don't miss this opportunity.

Health Insurance rates will adjust on January 1<sup>st</sup>. The new rates will appear on your health insurance invoice. By mid-December the Chamber website will be updated with the new rates.

Current Chamber membership is required to participate in Chamber sponsored Insurance plans. Additionally, an employment relationship must exist in order for employees to maintain coverage through the Chamber.

## Job Openings Added to Chamber Website

**New benefit allows members to list job openings on Chamber website at no cost**

We are hearing more and more from employers about difficulties in filling open positions in their companies. We're sure there are a number of factors that play into this dilemma and we hope to offer one more option to aid member employers spread the word about openings.

On the Chamber's new website, members will now be able to list job openings for free. There will be a standard form to fill out with your company information, job title and job description. We will then post the opening on the website for 30 days. It's simple and free to Chamber members. Visit the Chamber website at [www.wycochamber.org](http://www.wycochamber.org) to complete the online job posting form.