

MEMBER WEB STICKER

As recently reported in a national study Chamber Membership is a vital business strategy.

To help you promote your Membership with the Chamber we have provided door/window decals. Now you can add a web sticker to your website as well.

The Web Sticker is now available in three different sizes for your convenience!



- #1 (336x167)
- #2 (177x89)
- #3 (162x82)

When consumers know a business is a member of the Chamber, they are:

- ♦ 44% more likely to think more favorably of it
- ♦ 63% more likely to patronize the business in the future
- ♦ 12% more likely to think the business' products stack up *better* against its competition concluding the company is trustworthy, involved in the community and is an industry leader
- ♦ 51% more likely to be highly aware of the business

Consumers *need* to be aware that the business is involved with its local chamber in order for the benefits to emerge.

As reported in the national study by the Shapiro Group. For more information or see the study visit:
www.acce.org/news-acce-article_ektid6418.aspx

If you have questions or would like to add a Web Sticker to your website call the Chamber at 315-252-7291



36 South Street
Auburn, NY 13021

Home of the Community Calendar
www.cayugacountychamber.com

PRESORTED
STANDARD
US POSTAGE PAID
AUBURN, NY
PERMIT #72

Our Mission

To provide progressive leadership and serve as an advocate for the business community, focusing on nurturing, prosperity, and enhancing the quality of life for our members and the residents of Cayuga County.



Table of Contents

- 2 New Members
- Chamber
- 2 Board of Directors & Staff
- Business @ Noon:
- 3 Cayuga Community Health Network
- 3 HR One
- Business After Five:
- 5 Elements Day Spa & Salon
- 5 Art @ the Chamber
- 6 2009 Renewed Members
- 6 Market Cayuga
- 7 Leadership Cayuga
- 8 MARKETING:
Ask the Kids!
- 9 IGNITE
- 10 The State Report
- 10 Chamber Cup Golf Tournament
- 11 Event Registration
- 12 Chamber Web Sticker



Chamber Link

Cayuga County Chamber of Commerce June 2009
www.cayugacountychamber.com (315) 252-7291

On Thursday, May 28, 2009 over 100 Chamber Members joined together at the 10th Annual Small Business Person & Business Leader of the Year Award Luncheon to celebrate eight outstanding businesses that were recognized for their local success & contributions.

2009 Business Leader Award Recipients



Top Row: Peter Wisbey, Seward House; Dom Basile, Highland Park Golf Club; Richard Elliott PE LEED, Beardsley Design Associates; Julia Reich, Julia Reich Design; Joe Manning, Homecare Medical Supply; Chris Gordon, Chamber Ambassador & Finger Lakes Business Service, Inc. **Bottom Row:** Susan Jones, Neighborhood House; Jackie Scanlon, Smiley's Town & Country.

Recipients of the 2009 Awards are:

Small Business Person of the Year 2-5 yrs:

Jackie Scanlon, Smiley's Town & Country

Small Business Person of the Year 6-14 yrs:

Julia Reich, Julia Reich Design

Small Business Person of the Year 15 yrs+:

Joe Manning, Homecare Medical Supply

Business Leader Under 50 Employees:

Highland Park Golf Club

Business Leader Over 50 Employees:

Beardsley Design Associates

Non-Profit of the Year:

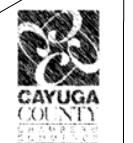
**Seward House
Neighborhood House**

Terri Bridenbecker Outstanding Young Professional Award:

Chris Gordon

A special thank you to our Lunch Sponsor **Five Star Bank!**

(Continued on Page 11)



Business
Leader
of the Year
Award

Return Service Requested

Welcome New Chamber Members!

Help us welcome these new Members as they join those who choose to invest in Cayuga County's future through their involvement & support of the Chamber.

J. Peter Brooks School of Beauty

Janet Brooks
62 Franklin Street
Auburn, NY 13021
315-252-2330
info@brooksschoolofbeauty.com
Beauty School

No Place Like Home Designs

Sharie Kelly
6504 Beech Road
Auburn, NY 13021
315-729-0539
nplhdesigns@gmail.com
Interior Design

Motorcycle Tours of the Finger Lakes

Chris Kelly
6504 Beech Road
Auburn, NY 13021
315-729-8354
ridethelakes@gmail.com
Motorcycle Tours

Fingerlakes Weight Loss Program

Beverly Miller
17 Lansing Street
Auburn, NY 13021
315-255-7544
bmiller@auburnhospital.org
Non-Profit

Quiznos

Brett & Joanne Davenport
1626 Clark Street Road
Auburn, NY 13021
315-255-1112
tazboys22@aol.com
Restaurants

Remember to call upon fellow Members when seeking products or services.

Chamber Board of Directors

Elizabeth Hoey	Chair, McQuay International
Mike Oropallo	Immediate Past Chair, Hiscock & Barclay, LLP
J.D. Pabis	First Vice Chair, Auburn Enlarged City School District
Liz Werner	Second Vice Chair, Unity House of Cayuga County, Inc.
Elaine Buffington	Treasurer, Corporate Secretary, bmc, LLP
Scott Berlucchi	Auburn Memorial Hospital
Charles Bouley, Jr.	Bouley Associates, Inc.
Kelly Buck	Wells College
Wayne Cole	New York Life Insurance Company
Jim Courtney	Retired YMCA-WEIU
Lon Fricano	TLC
Mike Gordon	Falcon Realty, U.S.A.
Daniel Larson	Cayuga Community College
Dan Soules	Grant Avenue Development
William Speck	Cayuga-Onondaga BOCES
David Tehan	Karpinski, Stapleton, Galbato & Tehan, P.C.
Nancy Thomas	First Niagara

Staff

Pamela Kirkwood	Interim Executive Director
Amy Fuller	Finance Coordinator
Jackie Scholz	Communications Coordinator/ Website
Ginny Kent	Leadership Cayuga/Membership Coordinator

Hope to see you at Founders Day on June 6, 2009

Stop by and visit our Chamber Staff at the Hospitality/Information Booth!

**2009 Small Business & Business Leader of the Year Award Luncheon
A Special Thank You to our Keynote Speaker
Eric Allyn, Welch Allyn**



Mike Oropallo, Chamber Immediate Past Chair & Hiscock & Barclay, LLP; Pam Kirkwood, Chamber Interim Executive Director; Eric Allyn, Welch Allyn.

Eric Allyn gave an informative speech on "Managing a Successful, Multi-Generation, Family Business." Mr. Allyn spoke about Welch Allyn's signature products and new, innovative products. He also addressed the unique challenges of managing the family business into the future.



Cayuga Community Health Network, Inc.
Cayuga County Tobacco Free Partnership
CNY Diabetes Prevention Partnership
Cayuga County

"Building a healthier Cayuga County by improving access to health care & promoting healthy lifestyles"

188 Genesee St. Suite 207 Carr Bldg.
Auburn, NY 13021
315-252-4212 cayugahealthnetwork.org



Event Registration

Leadership Cayuga Graduation
The Point at Sand Beach
June 10, 2009 5:30p.m.

16th Annual Chamber Cup
Dutch Hollow Country Club
July 27, 2009
Registration 9:30am Shotgun Start 10:00 am

- BOLD** my business listing on the Chamber Website for \$55.00.

Please send me information on:

- Promotional Opportunities in the Chamber Link and Chamber website
- Chamber Benefits & Programs
- Chamber Volunteer Opportunities
- Other: _____

Cayuga Dollars\$

- Please add me to the list of Member Businesses who accepts Cayuga Dollar\$
- I am interested in purchasing Cayuga Dollar\$
- I would like more information on Cayuga Dollar\$

Business Name _____
Enclosed please find my check for \$ _____
Visa/Master Card # _____
Card Exp. Date _____
Signature _____

315-252-7291 Fax #: 315-255-3077

Please Note Chamber Summer Hours



July & August
Monday– Friday
8:30 am – 4:30pm

Employer Mandates Top Priority for End of Session

A number of employer mandate bills are on the Legislature's "short list" to be addressed this session.

Among the bills under consideration on which action is expected to be taken are bills which will increase the current maximum unemployment insurance benefit and permanently index those benefits to the state's average weekly wage; legislation to require employers to provide paid family leave; a "New York State Fair Pay Act"; and a bill which would add the Earned Income Tax Credit to the ever-expanding list of required notifications an employer must provide to all employees. Senate Bill 2245/Assembly Bill 4921 would provide for four annual increases in the maximum UI benefits, starting July of 2009. The per employee costs would rise from an average of \$297.50 to \$455 per employee through 2012.

To fund the benefit increase, the legislation proposes to increase the taxable wage base for unemployment insurance from its current level of \$8,500 to \$13,000 in 2012. Commencing in 2013, the benefits would be annually adjusted to ensure the benefit level remains at 50% of the state's average weekly wage, and the taxable wage base would be adjusted to ensure that benefit increase is fully funded.

www.bcnys.org. Material from The Business Council of New York State, Inc. For more information, contact chambers@bcnys.org.



COMMUNITY CALENDAR

DID YOU KNOW IT IS FREE TO POST YOUR EVENT??

Designed to promote all activities in Cayuga County this calendar can be used to gain maximum exposure while avoiding scheduling conflicts.

Simply go to the chamber website www.cayugacountychamber.com and click on **COMMUNITY CALENDAR**.

16th Annual Chamber Cup Golf Tournament

Monday, July 27, 2009 @ Dutch Hollow Golf Club

SPONSORSHIPS OPPORTUNITIES STILL AVAILABLE!

Chamber Cup Registration

Entry Deadline is Wednesday July 15, 2009

Entry Fees

Members

\$360 Per Each 4-some

\$30 Reception & Dinner only

_____ Yes! Sign me up for a Team of 4 Golfers.
 _____ Yes! I am interested in the Chamber Cup Sponsor Opportunities.
 _____ Yes! I am donating a raffle prize.
 _____ Yes! I want to be a committee member.
 _____ Yes! I want to volunteer at the event.

Captain _____

E-mail _____

Crew _____

Crew _____

Crew _____

Sponsor Level _____

Please invoice me for \$ _____

Name on Card _____

Acct # _____

Exp. Date _____



Signature _____

Mail To:

Cayuga County Chamber of Commerce
 36 South St., Auburn, NY 13021
 Phone: (315) 252-7291 Fax: (315) 255-3077
 E-mail: admin@cayugacountychamber.com



Did You Know...

This summer's youth employment rate is expected to be the lowest in decades?

As you might expect, the main reason for the declining number of minors who will find employment this summer is the country's economic recession. Some employers are hiring fewer seasonal workers or none at all this year. And as the unemployment rate nears 9%, teens are facing stiff competition from unemployed workers who are 18+ years old.

If your organization plans to hire minors this summer, you need to be aware of the extensive federal and New York State regulations that have been enacted to protect workers under age 18. These regulations address minimum age requirements, the type of work that may be performed, and the number of hours that may be worked per day and per week. Implementing the following tips will help your organization comply with these regulations and promote workplace safety:

- Obtain original working papers from each minor before he/she is allowed to begin work
- Maintain working papers in each minor's general personnel file throughout employment
- Review minors' job descriptions and update as necessary to ensure they will not be performing any prohibited work
- Educate supervisors on the federal and state regulations that pertain to the employment of minors
- Conduct new employee orientation and thorough on-the-job training
- Conduct appropriate safety training
- Provide adequate supervision of minors at all times
- Conspicuously post the work schedules of minors each work-week by listing the starting and ending times of each minor's work shift, any meal periods, and any changes in work hours

Failure to comply with federal and state regulations pertaining to the employment of minors can be costly. Violations of the Fair Labor Standards Act (FLSA) can result in penalties of up to \$11,000 per worker. The Genetic Information Nondiscrimination Act (GINA) amended the FLSA to provide for up to a \$50,000 penalty for the death or serious injury of a minor. This penalty can be doubled for a repeated or willful violation. Violations of NYS labor regulations are a misdemeanor punishable by fine or imprisonment, or both. In addition, violations can result in civil penalties of up to \$1,000 for the first violation, up to \$2,000 for the second, and up to \$3,000 for any additional violations.

As a Chamber member you are entitled to 3 FREE consultant calls per year at HR One's Human Resource Hot Line at

BUSINESS @ Noon

Hosted by:

Cayuga Community Health Network

On Wednesday, May 13, 2009 over 50 Chamber members gathered at the Chamber Business @ Noon to network and to be spoiled by a delicious lunch.



A Huge Success!

Irving T. Lyons, Jr., Executive Director of the Cayuga Community Health Network gave a brief overview of the Health Network's mission, programs, and services.

Anne E. McCarthy, Program Coordinator, informed and educated the group on the Cayuga County Tobacco Free Partnership.



Suzanne Hai, Cayuga Community Health Network, and David Homick network at the event.

Maureen Riester, Leadership Cayuga & JEF Computing, was the lucky door prize winner of a 3ft. sub from Subway.

A special thanks to **Cayuga Community Health Network** for hosting a great event.

**Please Visit: Cayuga Community Health Network
 88 Genesee Street
 Carr Bldg. /Ste 207
 Auburn, NY 13021
 Phone (315) 252-4212**

www.cayugahealthnetwork.org

NAVIGATE YOUR WAY TO GREAT SAVINGS!

- NEW & USED VEHICLE LOANS
- RECREATIONAL VEHICLE LOANS
- HOME EQUITY LOANS
- HOME EQUITY LINE OF CREDIT



NAVIGATE THE OPEN ROAD WITH A TOM-TOM ONE 125 GPS
When You Close On A Loan Of \$10,000+



REFINANCE & SAVE!



Banking Your Way!
AUBURN COMMUNITY
Federal Credit Union



EARN A \$25 VISA®
At Loan Closing On Loans Of \$5,000-\$10,000

HURRY, THESE OFFERS END JUNE 30, 2009!*

*\$25 VISA® Gift Card distributed at loan closing on any loan of \$5,000-\$10,000. GPS navigation unit ordered at loan closing on any loan over \$10,000 and delivered to member's home. Navigation unit will be model shown or another model of equal value. Contact credit union for complete details.



IGNITE
Invest • Grow • Network • Inspire • Teach • Empower

“SPRING CLEANING” with IGNITE

In an effort to reach out to the community on a continuous basis, IGNITE partnered up with the local Salvation Army and launched its first special items drive. “We learned that people donate food to the local food pantry, which is great. What many don’t know is that people have a hard time getting a range of essential personal items that cannot be bought with food stamps. This prompted us to start seasonal drives collecting different non-food items in order to support those who are less fortunate in our community.”, explains IGNITE volunteer coordinator Monika Salvage.

IGNITE managed to get local businesses and organizations involved and successfully wrapped up its “Spring Drive” that focused on cleaning and body care items. “It is so fulfilling to see people’s eyes lighting up when we can hand them their own shampoo or bar of soap. It is something so basic for us, but for many it is a very special treat.”, shares Captain Traci Cregan from the Salvation Army, who was very grateful for the boxes and boxes that kept coming in from IGNITE collection sites. A very big Thank You goes out to the participating partners: Dollar Tree on Grant Avenue, Auburn YMCA, Inn at the Finger Lakes, Auburn Fire Department and Genesee Elementary School.

During the summer, the “Back to School Drive” will continue this initiative in an attempt to collect school-related articles for children.



Dollar Tree

Put the Chamber website to work for you!!!

The Cayuga County Chamber of Commerce’s website is a busy site for Chamber members, community leaders and citizens of Cayuga County. It is a great source of contact information for local businesses, as well as the home of the **Community Calendar**.



Chamber Event Page On the Website

Banner on website!!!

What is Web Banner Advertisement?

Banner ads are a form of online advertising that embeds an advertisement into a webpage.

Because of its graphic element, Web banners function the same way as traditional advertisements; they notifying consumers of products or services. They differ as they have the added ability to bring potential customers directly to your website with results that can be monitored in real-time and may be targeted to the viewer's interests.

It is like touching a printed ad and being immediately teleported to your place of business.... Your website!

In the past 30 days the Cayuga County Chamber website has seen over **610,000** hits averaging **2,494** average hits per day!

Banner Advertising on the Web and it’s importance in Internet-based businesses is immense!

For just \$100/per month your business can have a banner on one of our community’s most visited sites... the Chamber website!!

Get your business’ banner on the website today! **JPEG format (719x70 pixels)** it is the width of the web page and sits on each page. Banners rotate throughout every page of our website.

For only \$55.00 we will create your banner.

Call 252-7291 for more information.



Nancy Ansteth

MARKETING: Ask the Kids!

Submitted by Nancy Ansteth, SBDC Certified Business Advisor & Auburn SCORE Volunteer

As we meet with an increasing number of clients, one of the major concerns expressed is marketing one's business on a limited budget. Within the past few months, traditional direction has changed dramatically in deference to technological advances.

Not a computer buff? Now's the time to get the kids and grandkids involved in the business; these programs are second nature to them. I'm talking about **Facebook, Twitter, YouTube and Constant Contact**, which are the only ones with which I'm familiar. I know there are others, but one has to begin somewhere.

At several conferences I've attended lately, these marketing tools have been given considerable attention. While my initial reaction to each was that only a younger population would be utilizing them, I have since learned how wrong that assumption is. It is accurate, however, to assume that the younger internet navigators will adapt more readily to them—so, incorporate the skills of the youth in your midst and promote your business!

While I will not wax eloquent on each of these programs, I will provide a brief definition for your evaluation as a potential tool for your business.

Facebook is a free-access social networking website that is operated and privately owned by Facebook. While your connection with Facebook might be as a network member through work, school, or region, you can also add friends for the exchange of personal updates. For the purpose of marketing your business, you have the opportunity of apprising all Facebook contacts of what you are doing, where and how they can utilize and obtain your products or services. Through the "Beacon" feature of the site, a business may publish a user's activities to their Facebook profile as a social ad, thus promoting products/services. However, there have been some issues which have necessitated changes to the feature so research the details well.

Twitter is a free social networking and micro-blogging service allowing the sending and reading of others' updates which are known as 'tweets'. This site has global popularity and enables up to 140 characters of text on the user's profile page. Because the user has control of who accesses his/her page, targeting an audience directly provides customized marketing.

YouTube is a video-sharing website whereby users can upload and share personal videos. The site is now owned and operated by Google Inc. One must be a registered user to upload videos; however, unregistered site visitors may view videos. A great way to introduce a new product or location for your business.

ConstantContact.com is an email program that allows the user to integrate an existing email database of customers or other desired recipients into an email campaign. The ConstantContact.com staff will assist in optimizing this marketing tool and keeping your communications professional.

They begin by differentiating between explicit and implicit permission from your intended recipients. This step is imperative to prevent your marketing communiqué from being designated "spam". They also offer a 60-day free trial use of this tool before you make an investment. I might also state that their costs are most reasonable.

Investigating any or all of these sites is an investment of your business time and promises a positive impact on your budgeted marketing dollars.



Bud's Second Generation Cleaning Service
 Karen Nord, Owner/Operator
315-258-8037
 Free Estimates— Fully Insured
 Commercial/Residential Janitorial Services, Floor Maintenance,
 Carpet & Furniture Cleaning.
Great Work at Great Prices!
 Email: budscleanngsvc@msn.com



Sue Rose, Chamber Ambassador & Inn at the Finger Lakes, and Susan Redmond, Assemblyman Finch's Office share a smile for the camera at the Business @ Noon at the Chamber hosted by Cayuga Community Health Network.



Cayuga County Department of Planning and Economic Development

Cayuga County Small Business Assistance Program

Contact:

Frank Howe
Senior Economic
Development Planner

160 Genesee Street
5th Floor
Auburn, NY 13021
(315) 253-1276
planning@cayugacounty.us

Helping our small businesses grow and succeed

Cayuga County is an equal opportunity provider and employer.

Types of Assistance Available

- Small Business Loans
- Small Business Development Counseling
- Business Plan Consultation
- Employee Occupational and Vocational Skills Training
- Referrals to Other Agencies

BUSINESS AFTER FIVE

Hosted by:
Elements Salon & Day Spa

On Wednesday, May 27, 2009 over 20 Chamber members gathered at the **Elements Day Spa & Salon**



Dr. Kim Newton, Auburn Audiology receiving a free hand massage from Erica, Elements Salon & Day Spa

Business After Five to network and to be spoiled by delicious hors d'oeuvres and refreshments.

Guests received free samples of various aveda products, free hand massages, special discounts and coupons. Elements Salon & Day Spa, Sheryl Puylara gave a brief overview of all of the products and services that Elements has to offer. There were five lucky winners of the door prize giveaway of an Elements Salon & Day Spa Coffee Mug with various products and gift certificates inside.



Nancy Thomas, Chamber Board Director & First Niagara Bank and Michelle Barber, Chamber Ambassador & Five Star Bank.

A special thanks to our hosts **Elements Salon & Day Spa!**

Please Visit:

Elements Salon & Day Spa
75 North Street
(Located at the Holiday Inn)
Auburn, NY 13021
315-253-0501

www.elementssalononline.com

Art @ the Chamber

Colorful Quartet

Paintings by four members of the Skaneateles-Marcellus Art Guild are on view through June in the lobby of the Cayuga County Chamber of Commerce.

Visitors are invited to enjoy the artwork from 9-5 Mondays through Fridays at 36 South Street, Auburn.

Exhibiting guild artists include Tom Hussey, Christy Lemp, Jean Madden and Ann Lee Yackel. More of their artwork, along with creative work of many area artists will be for sale at the annual Marcellus-Skaneateles Art Guild Arts and Crafts Show June 27 from 10-5 at Marcellus Park at Platt Rd. and Rt. 175 in Marcellus.

The Cayuga County Chamber of Commerce welcomes individual artists and groups for monthly exhibits of their artwork. For more information, please call 315-253-5288 or e-mail

wthussey@gmail.com.

**Thank You to the
Chamber Members who Renewed Your
2009 Membership In April**

Auburn Document Centre

Branches

Dutch Hollow Country Club

E. John Gavras Center

Eastern Copy Product

Fingerlakes Furniture Warehouse

Fuccillo Ford

Haylor, Freyer, & Coon

HelpPeople

Lakeview Country Club

The Center

The UPS Store

**“Multiple Website Listings
Now Available on
Chamber Website”**

*Let the Cayuga County Chamber of Commerce
work for your business!*

Now available and exclusive to all Chamber Members is the new multiple listing feature on the Chamber’s website.

The benefits of having a multiple listing feature on our website are:

- Fast, reliable, and user-friendly data
- Expands your coverage area
- Real time access to your business information & website
- Maximum exposure to a broad geographic market
- Cost effective and convenient means of marketing your business
- Your business listings are on the Accredited Cayuga County Chamber website which enhances the image of your company
- Direct connection to your website

The benefits will very much depend on the nature of your business, and the extent in which you choose to embrace the technology!

The internet is an excellent channel for promoting your business to potential clients anywhere, anytime. The more business categories your business is listed under, the more potential customers you can reach.

One of the first places people go to find out more information about your business is the internet.

Don’t miss out on your chance for this *NEW* marketing opportunity!

Sign for an Expanded Multiple Listing Today for Only \$55 per year

This entitles your business to:

- Be bolded on our website
- A 50 word description
- Your business listed alphabetically
- Your business listed in 4 additional business categories of your choice.

For more information, call the Cayuga County Chamber of Commerce at 315-252-7291 or email us at admin@cayugacountychamber.com



A Cayuga County Chamber of Commerce Program



Andrew Cosachov and Em Boyce listen to presentation on Board Service at the BIC Conference Room of Cayuga Community College, by Elaine Buffington of bmc LLP and Jinny Ellis, community volunteer. Jeff Hoffman, Executive Director of the Cayuga Community College Foundation, followed with exercises that informed the class about the world of philanthropy.

The **Leadership Cayuga** class explored all ends of Cayuga County during last month’s bus trip. George Farenthold, Village Trustee for Aurora, guided the class south through Fillmore Glen, Fessenden Dairy Farm, Bet The Farm and Aurora Inn. Joni Lincoln ‘97, took the class to the Port Byron Old Erie Canal Heritage Park, Sterling Nature Center, Fly By Night Cookie Shop and Pleasant Beach Hotel in Fair Haven. The day ended on a warm, fuzzy note with a stop at the Foxrun Alpaca Farm, followed by and a walk through the Brutus Historical Society. Maureen McEvers (below) tours Erie House.



Leadership Cayuga 20th Anniversary Dinner
“An evening of catching up with old friends and sharing warm memories!”



Alumni gather at the Leadership Cayuga Twentieth Anniversary Dinner, held at the Springside Inn on May 20

**Cayuga County Chamber of
Commerce presents our
2009 Business Show**
Mark Your Calendar for:
Market Cayuga

*Book a Booth Today for
Only \$100*
Call the Chamber at 252-7291
Thursday, November 12, 2009

**Admission is free &
open to the public.**

**Keep a Look Out There’s More
to Come.....**

