

## 17th Annual Chamber Cup Golf Tournament

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The 17<sup>th</sup> Chamber Cup Tournament took place on a sunny day at the gorgeous Lakeview Golf & Country Club. Teams geared up to try and win "Hole in One" prizes: a 2011 Buick Lacrosse sponsored by Summit Automotive Group, \$10,000 cash sponsored by the Chamber, and several other prizes. **The Fingerlakes Group, LLC** team including Bill Chamberlain, Chuck Campbell, Mike Donovan, and Mike Kozynitis are the 2010 overall Champions and will have the honor of holding the Chamber Cup for one year. Congratulations to all the winners!

A special thank you to Lakeview Golf & Country Club Staff for doing such an excellent job. Also a big thanks to Tony Biata and Jeff Lumb. We would also like to extend our thanks to Senator Michael Nozzolio and Cayuga County Legislators Tim Lattimore and Peter Tortorici for all their support and for participating in our Chamber Cup Golf tournament.

A most sincere thank you to the **2010 Chamber Cup Sponsors:**

Silver: **NUCOR Steel Auburn, Inc.**  
**Savannah Bank**

Bronze: **Dermody, Burke & Brown CPAs LLC**

Longest Drive: **Cayuga Lake National Bank**

Men's Division Winners:	1st Place:	The Fingerlakes Group, LLC
	2nd Place:	Cayuga County

Mixed Division Winners:	1st Place:	Time Warner Cable
	2nd Place:	Leadership Cayuga 2008

Women's Division Winners:	1st Place:	Seneca/Cayuga ARC
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Longest Drive:	Women: Lisa Davis	Men: Brian Hoey
Closest to the Pin:	Women: Laurie Didio	Men: Demetrius Murphy

Skins Winners: The Fingerlakes Group, LLC, Leadership Cayuga 2008, Hiscock & Barclay, Johnston Paper Co., Inc, Cayuga County

The Chamber Cup Tournament was a success yet again due to the generosity and support of our Chamber Members. Thank you to all the businesses who sponsored and contributed to the 17th Annual Chamber Cup.

**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.

## Welcome New Chamber Members!

### 4 Tin Fish Farm

Kimberly Fortin  
1603 River Road  
Port Byron, NY 13140  
(315) 664-0124  
4tinfish@gmail.com  
Agriculture

### Central Industrial Packaging & Supply, Inc.

Bert Kise  
2170 Ellis Drive  
Auburn, NY 13021  
(315) 252-2099  
bkise6@verizon.net  
Manufacturing - Specialty

### First Data Merchant Services

John Hoppe  
7523 Moccasin Path  
Liverpool, NY 13090  
(315) 489-6401  
www.firstdata.com  
Sales & Services

### Homeland Security Consultants

Mark Netti  
167 N. Fulton Street  
Auburn, NY 13021  
(315) 253-0938  
mnetti5@yahoo.com  
Consultants

### Mesa Grande Taqueria, LLC

Jim Daddabbo  
100 Genesee Street  
Auburn, NY 13021  
(315) 252-6252  
www.mesagrandetaqueria.com  
Restaurant

### Primerica

Teresa Sgroi  
6319 Fly Road, Suite 101  
East Syracuse, NY 13057  
(315) 295-0656  
www.primerica.com  
Financial Services

### Rural Metro Medical Services

Michael Addario  
488 W. Onondaga Street P.O. Box 671  
Syracuse, NY 13201  
(315) 471-0102  
www.ruralmetrosyracuse.com  
Healthcare

## 2010 Chamber Board of Directors

<b>J.D. Pabis</b>	Chair Auburn Enlarged City School District
<b>Liz Werner</b>	First Vice Chair Unity House of Cayuga County
<b>Elaine Buffington</b>	Treasurer and Corporate Secretary Buffington & Hoatland CPA's, PLLC
<b>Mike Oropallo</b>	Legal Counsel Hiscock & Barclay, LLC
<b>Elizabeth Hoey</b>	Immediate Past Chair McQuay International
<b>Charles Bouley, Jr.</b>	Bouley Associates, Inc.
<b>Kelly Buck</b>	Unity House of Cayuga County
<b>Sue Edinger</b>	Aurora Inn, Inc.
<b>Richard Elliott</b>	Beardsley Design Associates
<b>Kevin Ellis</b>	Cayuga Marketing, LLC
<b>Tom Filiak</b>	Auburn Memorial Hospital
<b>Hilary Ford</b>	Mack Studio Displays, Inc.
<b>Edward Galka</b>	O. Mustad & Sons
<b>Mike Gordon</b>	Falcon Realty, U.S.A.
<b>Sheli Graney</b>	Auburn Internal Medicine
<b>Daniel Larson</b>	Cayuga Community College
<b>Dan Soules</b>	Grant Avenue Development
<b>William Speck</b>	Cayuga-Onondaga BOCES
<b>David Tehan</b>	Karpinski, Stapleton, Galbato & Tehan
<b>Nancy Thomas</b>	First Niagara

## Chamber Staff:

<b>Andrew Fish</b>	Executive Director
<b>Amy Fuller</b>	Finance Coordinator
<b>Ginny Kent</b>	Leadership Cayuga/ Membership Coordinator
<b>Jackie Scholz</b>	Communications Coordinator/ Website

## Did You Know...

### The New York State WARN Act has been amended?



On February 12, 2010, the New York State Department of Labor issued revised rules for the state's Worker Adjustment and Retraining Notification (WARN) Act. The amendment became effective immediately.

#### Overview of NYS Warn Act

The New York State WARN Act requires profit and not-for-profit employers of 50+ employees to provide 90-calendar days advance written notice to affected employees of certain employment losses (i.e., layoff, relocation of operations, or a permanent or temporary plant closing if such employment loss is going to affect a specified threshold of workers).

#### Highlights of the NYS Warn Amendment

- Several definitions in the Act have been revised, including the definitions of "affected employee," "covered employer," and "mass layoff."
- Additional information must now be included in the notice an employer provides to affected employees, the employees' representative (if applicable), the NYS Commissioner of Labor, and the local Workplace Investment Board;
- Notice must be provided to an affected employee in a language he or she understands; and
- Clarifies that e-mail notification to affected employees is permissible if all such employees have regular access in the workplace to personal computers where e-mail may be received and viewed during normal working hours.

#### Avoiding Disaster

If your organization employs 50+ employees and is considering a layoff, relocation, or plant closing, make sure to review both the federal WARN and New York State WARN Act requirements prior to taking any action to ensure compliance with these regulations. **This is only a brief highlight of the revised NYS WARN regulations. The changes in the revised regulations are too numerous to list here.**

As a Chamber member you are entitled to  
**3 FREE** consultant calls per year at  
HR One's Human Resource Hot Line at  
1-800-457-8829

# The State Report

The Business Council of New York State, Inc.

#### New Taxes, Fees in Budget Harm Economy

"New York taxpayers will be forking over more than \$2 billion in new taxes, fees, assessments and other revenue raisers if the Senate returns and approves its revenue bill and other pending legislation," said Kenneth Adams, president and CEO of The Business Council of New York State, Inc. "That is a far cry from the Senate Democrats' promise of no new taxes in their earlier budget resolution."

That is the finding of an analysis by the Public Policy Institute, the research arm of The Business Council, of the budget passed by the Assembly and awaiting Senate approval.

"This is an anti-growth, anti-jobs budget," said Adams. "It appears Albany has little interest in economic recovery and job creation. You can't impose new taxes and fees on businesses, cut economic development programs, renege on promised investment incentives, and then hope that businesses will respond by creating jobs."

#### Deferring Earned Tax Credits is a Huge Tax Increase

Among the most damaging tax increases in the state budget is the deferral of business tax credits that will raise the tax bill on many companies by \$200 million this year and by more than \$1 billion when fully implemented.

"These are tax credits that were earned by businesses in New York for creating jobs, making investments and cleaning up brownfields," said Kenneth Adams, president and CEO, The Business Council of New York State, Inc. "Now Albany is failing to honor its commitment."

"The proposal would erode key economic development incentives, such as the investment tax credit (ITC), which is widely used to support new capital investments in New York State's manufacturing sector. Incredibly, this proposal impacts tax incentives already earned by businesses for investments they have already made in New York State — like Empire Zone real property tax credits and ITCs that have been carried forward," added Adams.

"It also reduces economic development incentives available to support new investments and new jobs in New York State, and will further erode the business community's confidence in state-offered incentives. It will brand New York as the "state that can't keep its word" when it offers incentives to encourage private sector job creation and investment," concluded Adams. "No matter how it is packaged, this is a business tax increase — businesses will pay a projected \$1.4 billion more in taxes over the next three years than they would under current law."





**Capt. Myles Keogh**, for whom the race was originally named



**Terry Masterson**, Executive Director of CEDA

On Wednesday evening, July 21st, **Terry Masterson, Executive Director of the Cayuga Economic Development Agency (CEDA)**, was introduced to the community at a reception held at the Chamber Office. Catering was provided by **Daut's Restaurant** and wine was provided by **Dill's Run**.

Masterson is heading up the new Local Development Corporation, which will provide a single-coordinated focus for economic development within Cayuga County. It will be linked to broader efforts in our region. Initial funding for CEDA is provided through the county and the Cayuga County Industrial Development Authority, but the goal is to develop strong community buy-in and attract long term partners with area businesses, agencies and private donors. The CEDA Board represents private local businesses and industry, government, tourism, health, education and the not-for-profit community.

Currently, CEDA is focusing on the development of a strategic plan, which will help identify what drives the Auburn and Cayuga County economy and which future trends will have the greatest impact. Mr. Masterson told guests at the reception that the success of CEDA is dependent on building a community vision and action plan that supports all stakeholders in Cayuga County, as well as the CNY region. No one agency, person or business can do this alone.

Mr. Masterson has previously worked in local and regional community and served as Executive Director for the Westchester Partnership for Economic Development. He was also a partner in the formation of "Team Hudson Valley," an alliance of Westchester, Dutchess and Orange Counties designed to market the Hudson Valley as a premier business location.

CEDA's Office is at 2 State St., Auburn. Terry Masterson may be reached at [terry@cayugaeda.org](mailto:terry@cayugaeda.org) or (315) 567-5250.

Posters and photos of the **History of the Great Race** are on view through August in the lobby of the Cayuga County Chamber of Commerce. Visitors are invited to enjoy the artwork from 9a.m.- 4:30p.m. Mondays through Fridays at 36 South Street, Auburn.

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](mailto:wthussey@gmail.com).

For more information on the History of the Great Race or to register for the event, please visit [www.great-race.com](http://www.great-race.com) or call **(315) 252-7139**

Recruitment is underway for Leadership Cayuga, and application materials are available on the Leadership Cayuga page of the Chamber website, and at the Chamber Office.

The Class of 2011 will mark Leadership Cayuga's 23rd consecutive year of operation. The sessions are developed to enhance regional knowledge, hone leadership skills and give participants access to key business and community leaders of Cayuga County. This exposure, and the related networking, builds confident and informed individuals, who leave the program ready to make a positive impact in their work and through community service.



Dave Homick, Class of 2008,  
Mark Palesh, City Manager



Hilary Ford, Stephanie Salato, Kevin McAvey,  
Andrew Smith, Class of 2010

Is this your year to attend Leadership Cayuga? Nominate yourself, a colleague, newly relocated executive, or high school student with strong leadership qualities. Applications will be accepted throughout this fall, and the Class of 2011 will be confirmed in December.

Please call (315) 252-7292 or email [leadership@cayugacountychamber.com](mailto:leadership@cayugacountychamber.com) with any questions.

## Congratulations to 2010 Business Leader Awards - Business Person of the Year Award Class 6-14Yrs

**Kimberly Manrow**  
**Custom Business Services**  
Grant Avenue Plaza  
360 Grant Avenue Road  
Auburn, NY 13021  
Telephone: 315-258-8780  
Fax: 315-258-0381



Kimberly Manrow, E.A., Senior Accountant and President of Custom Accounting Services, Inc., established her business in 1996 as a home-based, part-time bookkeeping service. Since then, CAS has grown into a multifaceted firm with 5 employees. Their services currently include assisting clients with all of their Accounting, Payroll, and Bookkeeping needs, as well as serving them with a growing Tax Preparation and Representation Practice, Comprehensive QuickBooks Training, and Small Business Development & Consulting. Kim first launched CAS out of her home after graduating Magna Cum Laude from Cayuga Community College with a degree in Accounting. The business was incorporated in 2000 when it became Kim's full-time career. Continuing her education in taxation and business management, Kim became a Licensed Enrolled Agent with the Internal Revenue Service in 2003.

In the fall of 2007, Kim fulfilled her dream of creating a new business model in the Auburn community that she had been working on for many years – the formation of Custom Business Services. CBS is a cooperative of small businesses housed under one roof, that offer a wide range of services to benefit the local small business community. Kim has been calling CBS (located in the Grant Avenue Plaza) her "business home away from home" since she opened the doors and moved CAS in as one of four Residential Members. Aside from private office space, CBS also offers rentals of their Ruth E. Carpenter Memorial Training Center and Conference Room.

Kim also recently created and launched PITCH, a CBS sponsored program consisting of monthly roundtable gatherings for women entrepreneurs and women in business. She is also a member of the National Association of Enrolled Agents (NAEA) and the American Institute of Professional Bookkeepers (AIPB). Kim is a strong proponent of business education and works regularly to educate the local small business community in all areas of taxation and financial planning. Additionally, Kim has taken an active role in local community service by serving as Treasurer for the Booker T. Washington Community Center from 2001-2004, and has provided financial advisory services to several non-profit organizations in the area.

The Annual Business Leader Awards are presented in May. To see more about this year's winners or for nomination forms for the 2011 Business Leader Awards visit:  
[www.cayugacountychamber.com](http://www.cayugacountychamber.com)  
or call (315) 252-7291

## BAN: AMBIT Energy

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On Wednesday July 14, **AMBIT Discount Energy Consulting, Inc.** hosted a Business at Noon event at the Chamber Office. More than 20 chamber members were treated to a delicious lunch from **Premier Catering** while hearing about the opportunities AMBIT has to offer by Representative Ray Monte. He spoke about how he got started with AMBIT and how you can too.

If you are interested in learning more about AMBIT Discount Energy Consulting, Inc., please contact Brian Mullen, Regional Consultant (315)289-9856 or email [bmullen2008@yahoo.com](mailto:bmullen2008@yahoo.com)

If you would like to host a business event, contact the Chamber (315) 252-7291

## Mike Oropallo Dedication

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Pictured left to right: **Councilman Bill Graney; Jamie Oropallo; Senator Nozzolio; Mark Oropallo; Marian Oropallo; Michael Oropallo; Mark Oropallo; Alexis Oropallo; Kathy Oropallo and Mayor Michael Quill.**

**Senator Mike Nozzolio** recently paid special tribute to **Michael "Mike" Oropallo** by recognizing his valuable contributions to the community at the dedication of the Oropallo Recreation Complex in Auburn. Senator Nozzolio also presented the Oropallo family with a special New York State flag that was flown over the State Capitol in Albany.

## We still need your help!

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We are going through some changes here at the Chamber. Along with the new layout of our newsletter, we are also starting the process of redesigning and updating our website and our overall image. **But we need your help!** Our records are, at best, incomplete. And to serve everyone better, we are asking for you to send us some information about you and your company. What we are looking for is:

- |                        |   |
|------------------------|---|
| -Company Name          | -Website Address  |
| -Contact Person's Name | -A .jpg of Your Logo  |
| -Address               | -An Image of Your Business or Employees   |
| -Phone Number          | -A Sentence or Two Briefly Describing Your Business or Organization               |
| -Fax Number            |   |
| -Email Address         | -And If You'd Like to Receive the Newsletter and Other Information Electronically |

If you could send this information to us at [admin@cayugacountychamber.com](mailto:admin@cayugacountychamber.com) as soon as possible, we can start in our efforts to being a better Chamber for all!

# Thank You

We'd like to extend our thanks to all sponsors and volunteers for making this year's Chamber Cup Golf Tournament a success!

### Tee & Green Sponsors:

Bouley Associates, Inc.  
Bo-Mer Plastics, LLC  
HR One, Inc.  
Cayuga County Chamber  
Medent-Community Computer Service, Inc  
Cuddy Financial Services  
Cayuga Lake National Bank  
The Jacobs Press  
Beardsley Design Associates  
Summit Automotive Group  
Buffington & Hoatland CPAs, PLLC  
Auburn Tank & Manufacturing Co., Inc  
Johnston Paper Co, Inc.  
Piaker & Lyons, CPAs  
AmeriCU Credit Union  
Haylor, Freyer & Coon  
Premier Payroll Processing, Inc  
Cuddy & Ward, LLC CPAs

### Raffle Donation & Gift Bags:

Auburn Audiology PC  
Auburn Tank & Manufacturing Co., Inc.  
Auburn YMCA-WEIU  
Bass Pro Shops  
Dermody, Burke & Brown CPAs, LLC  
Express Mart  
First Niagara  
Grant Ave Development  
Lakeview Golf & Country Club  
Lookin' Good Hair, Nails & Tanning Studio  
Lowe's  
Owasco Beverage, Inc.  
Peter's New York Pizzeria  
Savannah Bank  
Secor Lumber  
Springside Inn  
Summit Automotive Group  
The Printery  
Time Warner Cable  
Walmart  
Wayne E. Cole (NY Life Insurance Co.)  
Wegmans

### Golf Committee:

Bob Cherry  
Wayne Cole  
Amy Fuller  
Amanda Tortorici

### Tournament Volunteers:

Wayne Cole  
Ginny Kent  
Pam Kirkwood  
Chyna Tribble  
Amanda Tortorici



## Member News



### Auburn Memorial Hospital to Celebrate its Birthday on August 2

Auburn City Hospital was founded on August 2, 1878. The hospital opened with 13 beds, and the first patient was admitted on April 14, 1880. The birthday was celebrated by AMH employees, physicians, board members and volunteers on August 2, 2010 from 2pm to 4pm.

(315) 255-7293

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



Together, we can save a life

### The Cayuga County Chapter of the American Red Cross is Recruiting

For one full time position for an individual to serve as an AmeriCorpsState member beginning on October 1, 2010. AmeriCorpsState members focus their efforts on helping individuals and communities prepare for, prevent and respond to disaster situations. AmeriCorpsState is a full-time service opportunity where members fully commit their hours of service in return for a living allocation and benefits.

(315) 252-9596

[chapter@ccredcross.org](mailto:chapter@ccredcross.org)



### Chapel House Fundraiser

Thursday, August 19th, 2010, Chapel House is having a fundraiser at Buffalo Wild Wings, 1612 Clark St, Auburn. On this day from 11a.m. - 9p.m., 10% of all food and non-alcoholic beverage purchases will be donated to the Chapel House.

(315) 255-2060

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



### DIRT: World of Outlaws Event

World of Outlaws late model series racing comes to Rolling Wheels Raceway Park, Elbridge, on August 19. Races start at 7:30p.m. Reserved seats just \$30. Kids 9 and under are free.

(315) 834-6606

[www.dirtcar.com/tickets](http://www.dirtcar.com/tickets)

### Welch Allyn® Welch Allyn "Show of Hands" campaign

As part of the Welch Allyn "Show of Hands" campaign, a group of Welch Allyn employee volunteers did weeding, spreading mulch, and installed two bird feeders in the Finger Lakes Center for Living courtyard, as well as beautifying the entrance to the AMH Emergency Department. More than 600 volunteers carried out projects at more than 20 non-profit organizations in Onondaga and Cayuga counties. This volunteer initiative is part of the Beacon of Quality event, a day when the Welch Allyn Skaneateles Falls facilities close to honor employees and the communities they live in.

(315) 685-2535

[www.welchallyn.com](http://www.welchallyn.com)



## IGNITE Inside...

Every second Tuesday of each month, IGNITE will gather in select locations with guest speakers, open forum and refreshments. We encourage anyone and everyone to join us!

### Seward, Tour and Taste!

August 10<sup>th</sup>, 5:30 PM – Seward House located on South Street. Guest speaker Billye Chabot and Wine Tasting by Pepper's Discount Liquor.

### Our Youth's Future

September 14<sup>th</sup>, 5:30 PM – Stardust Entrepreneurial Institute located on 2 State Street. Guest Speaker Jeff Alberici.



**Thank you to all who donated personal items for our "Let's Get Personal" drive. It was a success!**

**Thank you to the following businesses for their support: Chamber of Commerce, Dollar Tree, City Hall, Sound Monkey Music, YMCA, The Citizen and Unity House.**



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**If you live, work, worship or attend school in Cayuga County, you can join.**

\*APR = Annual Percentage Rate. Rates subject to change without notice.

Contact the credit union for complete loan details.

\*\*Prime Rate as of 3/16/10 is 3.25%. Floor Rate = 4.50%. Minimum draw at closing is \$15,000. Closing costs are not added to the loan. Fees and closing costs can range from \$10.00-\$1,500.00. Prime = Prime Rate published in the Money Rates column of the Wall Street Journal. When a range of rates has been published, the highest rate will be used. We will use the most recent index value available to us as of 45 days before the date of any quarterly percentage rate adjustment.

## Market Cayuga



Cayuga County Chamber of Commerce presents their annual business expo:

### Market Cayuga 2010

November 11th  
11:00a.m.- 6:00p.m.  
Auburn Holiday Inn

Regardless of your business type, participating in Market Cayuga will give your business the exposure it needs and deserves, even if you have a global market.

Give Cayuga County the opportunity to get to know your business; understanding the contributions it makes is essential for local support and success.

**Remember: Relationship marketing is still the #1 way to generate and sustain business.**

**Networking = Relationship Marketing**

Best of all there is only a \$100 fee to participate!!!

Invite your clients & customers to visit you. Attendance is free and open to the public.

For more information contact the Chamber at (315) 252-7291.

## Tuscan Experience



Come and experience the beauty of Italy with the Chamber sponsored trip, The Tuscan Experience, taking place from October 7th through the 18th.

Travel across Northern Italy from Rome to Florence to Pisa, enjoying the magnificent art and architecture and the breathtaking landscapes. This trip includes airfare, hotel accommodations, and entrance fees to all places as well as 11 packed days of museums, churches, vineyards, and fun.

Act quickly in signing up, the deadline for registration is August 13th!

For more information on the trip, contact the Chamber at (315) 252-7291 or by email at [admin@cayugacountychamber.com](mailto:admin@cayugacountychamber.com).



## 101st Annual Dinner

### Cayuga County Chamber of Commerce 101st Annual Dinner

On October 20th, the Cayuga County Chamber of Commerce will be presenting our **101st Annual Dinner**.

The Keynote Speaker for the event is **Lauren Dixon**, Founder and CEO of **Dixon Schwabl, Inc.** A graduate of Kent State University, Dixon created and oversees a full-service marketing firm with over 200 clients that is annually recognized for being one of the “Best Small Companies to Work for in America.” Along with the marketing firm, Lauren Dixon also gives back to the community, being a creator of the Horses on Parade fiberglass animal parade in Rochester, one of the most successful charitable events in the area’s history, raising \$1 million for charities. She also gives back by having over 800 Rochester area students intern at her firm, as well as having employees annually volunteer over 3,500 hours of community service.



Lauren Dixon



We are also highlighting the **Musical Theatre Festival**. This annual summer-long celebration of live musical theatre, from classics to contemporary favorites, will transform our region. Our Annual Dinner attendees will have front and center seats to hear the latest news about the Festival’s progress.

Sponsorship opportunities are available.

Please call the Chamber at **(315) 252-7291** or email the Executive Director at **[andrewfish@cayugacountychamber.com](mailto:andrewfish@cayugacountychamber.com)** for more information.

## Upcoming Events

### Brown Bag Lunch Seminar

Merchant Services Seminar hosted by  
First Data Merchant Services  
Cayuga County Chamber, 36 South Street, Auburn  
Wednesday, August 11, 2010  
12:00p.m. - 1:30p.m.

### Business @ Noon

First Data Merchant Services  
Cayuga County Chamber, 36 South Street, Auburn  
Wednesday, August 18, 2010  
11:30a.m. - 1:00p.m.

### Business After Five

Auburn Community Baseball  
Falcon Park, Auburn  
Tuesday, August 31, 2010  
5:00p.m. - 7:00p.m.

### Business After Five\*

Pleasant Beach Hotel  
14477 Fancher Ave, Fair Haven  
Thursday, September 16, 2010  
\*4:00p.m. - 6:00p.m.

### Business After Five

Cayuga Counseling Services  
26 Seminary Ave, Auburn  
Thursday, September 30, 2010  
5:00p.m. - 7:00p.m.

### 101st Annual Dinner

Holiday Inn, Auburn  
Wednesday, October 20, 2010  
5:30p.m.

### Business @ Noon

Cayuga Home  
210 Osborne Street, Auburn  
Tuesday, October 26, 2010  
11:30a.m.- 1:00p.m.

## Let the Chamber Website 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**.

### 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 notify 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.

The screenshot shows the Cayuga County Chamber website interface. At the top, there are navigation links for 'Home', 'About Us', 'Membership', 'Events', 'Contact Us', 'Programs & Services', 'Member Services', 'Board of Directors', 'Sponsorships', and 'Community Calendar'. Below the navigation, there are two main sections: 'CHAMBER EVENTS' and 'IN GOING EVENT SCHEDULES'. The 'CHAMBER EVENTS' section lists several events, including 'July 2007' and 'August 2007'. The 'IN GOING EVENT SCHEDULES' section shows a calendar for July 2007 and August 2007. A red banner advertisement for 'Leadership Alliance' is visible on the right side of the page, with the text 'Banner on website!!!' next to it.

**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 **94,000 hits**, averaging **3,133 hits** per day! **And for just \$100/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 form at (719x70 pixels)** is the width of the web page and sits on each page. Banners rotate throughout every page of our website. **For \$55.00 we will create a banner for you.**

For more information  
Call the Chamber at (315) 252-7291  
or Email us at [admin@cayugacountychamber.com](mailto:admin@cayugacountychamber.com)

## Follow Us on Facebook/Twitter

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The Cayuga County Chamber of Commerce is proud to announce the creation of both Facebook and Twitter pages full of information that is essential to enhance life and business in the county! In order to improve communication, send periodic updates and keep our members up-to-date with the exciting happenings in Cayuga County, we have joined the dynamic world of social media.



Search for the Cayuga County Chamber of Commerce on Facebook and follow us on Twitter at [www.twitter.com/Chamber13021](http://www.twitter.com/Chamber13021).

Don't miss this opportunity to stay connected to the community you love to serve. Take advantage of daily updates about what's happening in your backyard in Cayuga County. Join us in our new social media endeavor on Facebook and Twitter today!

Return Services Requested

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PERMIT #72



## First Data Merchant Services

### Endorsed Payment Processor Provider of the Cayuga County Chamber of Commerce

We offer special discounts to all Cayuga County Chamber of Commerce members and our **"Meet Or Beat"** promo offers members not currently processing with First Data a \$500 Visa gift card if we can't meet or beat their current credit card program rates/pricing.

#### **Debit Card Acceptance – Take Them All!**

More and more of your customers are turning to their ATM/Debit Card for making payments. First Data owns the STAR® debit network and we are linked to the other top national and regional debit networks, so accepting PIN Debit Cards through us at the point-of-sale couldn't be easier...all you need to add is a PIN Pad!

#### **Electronic Check Acceptance – No Hassle/No Risk!**

TeleCheck® (a First Data company) offers you the ability to accept and process checks electronically with no risk (approved checks are guaranteed) through one device (see FD200 terminal pictured at the right) with ACH funding in 2 banking days (no risk, no hassle, no more bounced checks, or bank handling fees!)...it's an **"all-in-one"** payment processing solution!

**PROCESS CHECKS ELECTRONICALLY JUST LIKE CREDIT/DEBIT CARDS**

#### **Merchant Insider Web Site – One Statement Does It All!**

Our secured Internet web site provides access to one monthly statement and reports on all your payment activity such as: Credit, Debit, Marketing/Gift Card and Check history, reports, disputes, media retrieval, and chargebacks. Up to eighteen (18) months of transaction activity is available on-line for all payment types!

#### **Electronic Marketing/Gift Card Programs!**

Increase brand awareness, build customer loyalty and increase sales with your own customized electronic Marketing/Gift Card program. Marketing/Gift Cards have rapidly become a "must have" for all types of businesses...and we offer an affordable complete turnkey program. Create a "customer wallet billboard" to promote repeat business...promotional display racks & door signs included!

#### **One Company For All Services – Best Overall Pricing!**

First Data Merchant Services offers you a single source for all of your payment services...Credit, Debit, Marketing/Gift Cards and Check processing...one reliable company you can count on for everything...PCI compliance training/registration, state-of-the-art terminal equipment, set up, training, one customer service number, one funding source, one merchant ID number, one monthly statement to reconcile and features/solutions unique to us!

#### **For more information contact:**

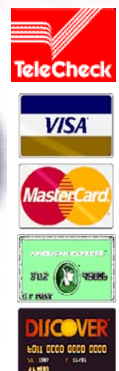
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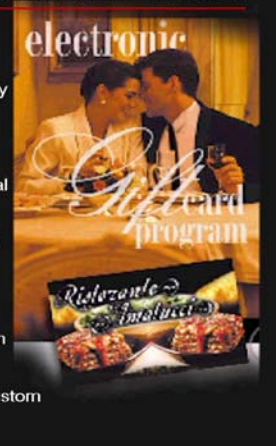


# Did you know?



#### **ELECTRONIC GIFT CARDS**

- Increase Customer Loyalty
- Build Brand Awareness
- Build Incremental Sales
- Minimize Losses from Paper Certificates
- Complete Turnkey Program & Service
- Quick Start & Custom Programs



# Fact SHEET

## On-the-Job Training (OJT)

### New State Program to Help Your Business Fill Training Needs

On April 13, 2010, the New York State Department of Labor (NYSDOL) issued a Request for Application (RFA) for a new State On-the-Job Training (OJT) program. DOL has \$2.8 million in State Workforce Investment Act funds to offer businesses under the OJT program. This program is designed to:

- encourage new hiring, especially of people who are long-term unemployed
- help train these new hires

#### What is OJT?

Our OJT program pairs businesses with the qualified workers you need. These people will require some specialized training -- which only your business can provide -- to do the new job. The program covers some of the training-related expenses you incur for these new hires.

#### Who can apply for the OJT RFA?

- Businesses (private sector, for-profits and not-for-profits)
- Intermediaries that represent a business membership (e.g., Chambers of Commerce, labor/trade organizations, local WIBs, LWIA grant recipients)

#### What does the State OJT program cover?

This new State OJT program is meant to be a catalyst for businesses to start hiring again, especially of long-term unemployed individuals. For this purpose, long-term unemployed means a person who:

- Has exhausted their Unemployment Insurance benefits or
- Is within 5 weeks of exhausting benefits.
- Businesses located in New York State.

- Entities offering a job that is full-time employment (35 hours or more per week).
- Jobs that pay at least \$10/hr.
- Hires that are employees of the business -- not independent contractors or contract employees.
- A business or business intermediary that is in good standing.

OJT will not cover intermittent, part-time (less than 35 hours per week) and seasonal occupations.

We will work with an interested business and/or business intermediary to fully develop the qualifications of the worker(s) you want to hire. Then, we will offer you a list of candidates from our pool of dislocated workers.

#### How much am I eligible to receive?

Businesses can receive training grants of up to 30 percent of the newly hired employee's wage rate. If the person meets the definition of long-term unemployed, you can also collect 20 percent more of the newly hired employee's wage rate, for a total of 50 percent.

The maximum OJT award amount for a newly hired employee is \$5,000 -- there is no minimum award amount. You can hire many people up to a total, maximum award of \$50,000 per business.

Business Intermediaries are eligible for reimbursement of up to 5% of the OJT contract awarded, with a cap of \$50,000.

## How do I apply for the OJT program?

We will accept applications until:

- all funds are obligated or
- November 1, 2010

whichever comes first.

First, send an email to: [StateOJT@labor.ny.gov](mailto:StateOJT@labor.ny.gov) with "Intent to Apply" in the subject line. Include the following information in the body of the email:

- Applicant name (Business or Intermediary name)
- Address
- Federal Employer Identification Numbers (FEIN)
- Contact Person (name, title, address, phone number, e-mail)
- Title and salary range for each anticipated position

Then, if your initial inquiry is approved, you will work with a Business Services staff member to develop a detailed application describing your training plan.

Submission deadline for applications is November 1, 2010. You must complete all training activities by March 31, 2011.

**For more information, contact your regional Business Services Representative.**

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