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2010 Phyllis Goldman Encouragement Award Luncheon



(Left to Right): **Kelly Buck**, Unity House, **Susan Marteney**, Neighborhood House, **Cynthia Aikman**, Northstar Management, **Jane Fox**, Fox Dealerships, **Sue Dwyer**, Cayuga County Clerk, **Ann Robson**, Auburn Document Center

The Cayuga County Chamber of Commerce is proud to recognize Cynthia Aikman as the award recipient of the 2010 Phyllis Goldman Encouragement Award for Women. The award was presented at the award luncheon sponsored by Key Bank on Monday, November 15, at the Highland Park Golf Club. Jane Fox was the featured keynote speaker for the ceremony.

Cynthia S. Aikman is a Cayuga County legislator and business development specialist focused on emerging and expanding businesses. Her unique style of direct communication coupled with emotional intelligence makes her a sought-after process partner for many CEOs and managers.

Cynthia attended high school in Johnstown, NY, and holds a B.S. in biology from SUNY Oneonta and a master's in public administration from Syracuse University with a concentration in state and local finance. Prior to starting her own consulting firm in 2007, she was a Peace Corps volunteer and served as the City of Auburn's Planning and Economic Development Program Manager for four years. She now works and lives in Auburn with her husband Walter, her daughter Susan, her son Daniel and two dogs.

The recipient of a number of prestigious CNY awards, Cynthia is also the founder and trustee of the newly established Cayuga Women's Business Trust Fund. Its purpose is to create and sustain a fund to assist women in Cayuga County in entrepreneurial ventures by making capital available to secure small business loans.

For the past 35 years, Jane Fox has been the iconic woman you know and trust in automotive sales. Beginning with a single used car dealership in Weedsport, Jane has since bought ten different dealerships and now oversees a total of 160 employees. Currently, the Fox Dealerships include Honda, Toyota, Subaru, Chrysler, Dodge and Jeep franchises in Auburn, and Sharon Chevrolet in Phoenix, NY.

Jane has received the GM recognition award in honor of 25 years as a Chevrolet dealer, and is the recipient of the Oldsmobile Elite Dealer Award. She is the past president of the New York State Automobile Dealers Association, and won the prestigious national Time Magazine Quality Dealer Award. Jane holds a B.S. in English from Nazareth College.

Follow us on:



Facebook



Twitter

Our Mission: To advocate as the voice of the business community, provide value-added services to our members, and facilitate collaboration that supports economic development for the greater good of Cayuga County

Welcome New Chamber Members!

D'Angelo Boutique & Cigars

Carmen & Rhonda D'Angelo
141 East Main Street
Waterloo, NY 13165
(315) 539-1368
www.rgdusa.com
Specialty Retail

Fairman Message Therapy

Reni Fairman
2 South Street Suite 207
Camillus, NY 13031
(315) 246-0177
www.massagfmt.com
Massage Therapy

Farm Boy Graphics

Tom Hitchcock
7342 State St. Rd.
Auburn, NY 13021
(315) 253-2257
www.farmboygraphics.com
Retail

Green & Seifter PLLC

Roger Beer
110 West Fayette Street
Syracuse, NY 13202
(315) 422-1391
rbeer@greenseiftercpas.com
Accounting

Mang Insurance Agency, LLC

Paul Lattimore
17 West Genesee Street
Camillus, NY 13031
(315) 730-3003
pwljr@mac.com
Insurance

Upstate Office Equipment

Eric Bjornland
4919 Route 233
Westmoreland, NY 13490
(315) 853-4111
www.uoe.com
Equipment

2010 Chamber Board of Directors

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

Chamber Staff:

Andrew Fish	Executive Director
Amy Fuller	Finance Coordinator
Ginny Kent	Leadership Cayuga/ Membership Coordinator



Did You Know...



It's time for employers with calendar year group health plans to provide a CHIPRA notice to all employees?

The Children's Health Insurance Program Reauthorization Act of 2009 (CHIPRA) granted each state the option of allowing Medicaid and CHIP eligible individuals to purchase qualified employer coverage through a premium assistance subsidy in lieu of enrolling in Medicaid or CHIP. New York is one of the 40 states offering this option.

CHIPRA requires employers that offer group health plan coverage in these 40 states to make employees aware of the premium assistance that may be available to them. Covered employers must provide the notice to all employees, regardless of the employee's enrollment status in the group health plan, as well as to COBRA qualified beneficiaries. Attached is the Department of Labor's CHIPRA model notice that can be used to meet this notice requirement.

Avoiding Disaster

Covered employers must provide the CHIPRA model notice to all employees on an annual basis starting with the plan's first plan year that begins after May 1, 2010. This means that employers with calendar year plans must provide the notice by January 1, 2011.

Although the CHIPRA notice must be its own separate document, it can be provided to employees with other insurance or open enrollment materials or in the plan's summary plan description (SPD).

Failure to comply with CHIPRA's notice and disclosure requirements can result in civil penalties and excise taxes of up to \$100 per day.

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

Recommendations for Governor-elect Cuomo

The solution to New York's economic crisis must come in the form of a major fiscal overhaul that improves the overall business climate.

Excessive government spending and the suffocating taxes levied to pay for it have created a hostile business climate in New York that impedes economic recovery.

Late last month, the Tax Foundation reported that New York has the worst tax climate in the entire country," said Kenneth Adams, president and CEO of The Business Council of New York State, Inc. "It will be impossible for the new governor to lead an economic recovery for the state as long as Albany creates such inhospitable conditions."

New York's economic challenges are so great that typical government solutions such as retooling incentive programs and advancing piecemeal reforms will not work. The solution must come in the form of a major fiscal overhaul that improves the overall business climate, including large-scale reform that lowers the obstacles to private-sector investment and job creation that will make New York competitive again.

The most important change, and one that must be enacted as soon as possible, is a property tax cap with local mandate relief.

New York's property taxes are 59 percent above the national average. According to the U.S. Census Bureau, 10 of the highest-taxed counties in the country (when taxes are measured as a percentage of property value) are in upstate New York. Property taxes, by far the largest nonfederal tax in New York, must be capped and eventually lowered.

For more information, visit www.nyfirst.ny.gov.



Member News

Auburn Audiology, PC

Auburn Audiology, P.C., is pleased to announce the addition of Kelly Hurd, M.S. CCC/A, FAAA to our professional staff. Mrs. Hurd brings over 12 years of experience with diagnostic audiological evaluations and hearing aid dispensing to the practice. She is a New York State licensed audiologist and registered hearing aid dispenser. She is a graduate of SUNY Cortland and Syracuse University. She holds the Certificate of Clinical Competence from the American Speech – Language – Hearing Association and is a Fellow of the American Academy of Audiology.

315-282-7364

www.auburnaudiology.com



Now is The National Call for Entries for the 2010-2011 Christopher Columbus Awards program. The awards program challenges sixth through eighth grade students to explore opportunities for positive change in their communities. Finalist teams win an all

expense paid trip to the National Championship Week in Orlando, Florida, where they compete for Gold Medals and U.S. Savings Bonds as well as the \$25,000 grant to further develop the team's solution to a community issue. The Finalist teams attend the Christopher Columbus Academy, where they explore science, technology and engineering through teamwork as they work behind the scenes at Walt Disney World®. The deadline for receipt of the complete Entry packet is February 7, 2011.

315-258-0090

www.christophercolumbusawards.com



Currier Plastics has recently made additional investments to their Design & Engineering Department

by adding a Next Engine 3 Dimensional Scanner system. This new system can turn around new designs electronically in a shorter time frame impacting time to market and cost. "This streamlined approach makes delivery of an innovative design a lot cleaner and has helped Currier Plastics customers gain the competitive edge in brand recognition," says Gary Kieffer, VP of New Product Development. "This driving factor is in alignment with our corporate commitment to V² (Value X Velocity). V² is our trademark approach to combining speed or Velocity with superior Value that incorporates total quality, operational precision, efficiency and established organizational core values."

315-255-1779

www.currierplastics.com



Five Star Bank is pleased to announce the internal promotion of Michelle Barber to Branch Manager of the Auburn location.

315-253-7500

www.five-starbank.com



Hospice of the Finger Lakes would like to invite you to the "Friends of Hospice" Thrift Shop Holiday Open House & Sale on Saturday, December 11, from 9:00 a.m. to 1:00 p.m. and Sunday, December 12, from 12:00 p.m. to 4:00 p.m. at Willard Chapel,

Room #7, 12 Nelson Street, Auburn. Sale includes Christmas decorations, cards and ornaments; clothing and accessories; small scale furniture; home décor and artwork; antiques and collectibles. Many items are gift giving quality. Proceeds from thrift shop sales benefit Hospice's mission of providing quality end-of-life care in our community.

315-255-2733

www.hospiceofthefingerlakes.org

JULIA REICH DESIGN

Julia Reich Design's work is featured in the new book *Recycling & Redesigning Logos: A Designer's Guide to Refreshing & Rethinking Design*, by Michael Hodgson and Matthew Porter, published by Rockport. The book demonstrates the strategies and processes of successful redesigns and shows readers how to build on the equity the brand already retains to create a fresh look. The case studies feature before and afters of the logos and discuss why the redesign was necessary and demonstrate how to reuse, reformat and build on the ingredients, materials and essence that is already there.

315-364-7190

www.juliareichdesign.com



The Schweinfurth Art Center announces Allison Graff has joined the staff as the new Program Director. Graff is a graduate of SUNY at Geneseo, and she has Master's Degrees in Art History and Museum Studies from Syracuse University. Her work experience includes managing the Art in Public Places program in Jacksonville, Florida, Director of Education at the Jacksonville Museum of Modern Art, and Gallery Director at Dowd Fine Arts Gallery at SUNY Cortland. She will be responsible for developing and managing art center programs.

315-255-1553

www.myartcenter.org



Unity House of Cayuga County, Inc. is pleased to announce that it has been awarded grants from two

regional funders. The Key Bank Foundation has awarded a \$4,100 workforce development grant to enhance the agency's job and IT training program for adults with disabilities. The Cayuga Community Fund granted \$1645 for the purchase of staff development training materials that will save the agency money and be used for years to come. Unity House is deeply grateful for this support.

315-253-6227

www.unityhouse.com





A Cayuga County Chamber of Commerce Program

**Congratulations to 2010
Business Leader Awards:
Non Profit of the Year**

**Leadership Cayuga Class of 2011
New Class Reception**

Wednesday, January 5, 2011
5:00 p.m. - 6:00 p.m.
Chamber of Commerce Office
Light Refreshments

Leadership Alumni and Chamber members are invited to
join us to welcome the incoming Class of 2011.

Mark your calendars now!
RSVP (315) 252-7291 or
admin@cayugacountychamber.com.

Mission Statement

To empower diverse individuals with the knowledge,
skills and inspiration to successfully achieve leadership
roles while developing a collective resource,
and problem solving network to address present
and future community needs and challenges.

Cayuga County Office of Tourism
131 Genesee Street
Auburn, NY 13021
Telephone: 315-255-1658
Fax: 315-255-3742



TOURCAYUGA.COM

The mission of the Cayuga County Office of Tourism is to promote, support, and increase tourism and thereby stimulate economic growth and the quality of life for area residents.

Our vision is to be the primary catalyst for the ongoing development of a dynamic, collaborative, and innovative Cayuga County tourism industry, which enhances economic development, improves the quality of life for area residents and provides an unparalleled Finger Lakes visitor experience.

The Cayuga County Office of Tourism is the designated tourism promotion agency (TPA) for the county and promotes the county's accommodations, attractions and events through print and television advertising, travel and trade shows, public relations, tourism information centers and collaborative regional marketing programs. We also use the ever-increasing power of the Internet to reach out to new audiences through Facebook and Twitter as well as our website, www.TourCayuga.com.

In addition to our marketing efforts, the Office of Tourism also acts as an advocate for the tourism industry, which employs more than 1300 people in Cayuga County, as well as providing training for our tourism partners through workshops and familiarization tours. We also conduct research studies and purchase data to help us know our customer and make sound marketing decisions.

2009 was a challenging year for the travel and tourism industry but the Cayuga County Office continued to develop tools to help visitors explore the county by creating new maps and collateral. In addition, we augmented our web site information and communicated with our customers via regular emails with news about our latest packages, events and attractions. There are sure to be more changes ahead in 2010, but the Cayuga County Office of Tourism stands ready to check the pulse of our visitors, monitor their activities and adapt to the current travel and tourism trends as they develop.

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
or call (315) 252-7291



Letter from the Director

It's hard to believe that another year has passed and 2011 is right around the corner. I want to thank all of you personally for your commitment to our Chamber and to our community. Your support has allowed us to start some great initiatives as we pursue new opportunities to improve the business environment and our community. During the past year I continued to reach out with personal visits to our members and the community as a whole. I will continue to do this in order to better understand what is happening in our community and what initiatives we need to pursue. With the support of an active Board of Directors, we forged new partnerships within the Cayuga County area, with businesses, and not-for-profit and economic development agencies.

Many of you have heard by now that the Chamber will be moving our offices. Beginning in February 2011 we will be located at 2 State Street. We will be co-locating with The Cayuga Economic Development Agency, SCORE, and The Stardust Entrepreneurial Institute in order to create a first stop for economic development. This group will seek to work collaboratively with all organizations throughout the county and the region to ensure better services to our existing businesses and potential new businesses. This move will increase our ability to serve you and the community more efficiently and innovatively.

As you may know, the Chamber is completing a new strategic plan. Adjacent to this letter you will find an outline of this plan. There will be more details to follow as we continue to define our goals and action plans for the next three years. Please read our newly redefined mission. We feel it now accurately represents what we seek to accomplish for the business community as a whole and for our members.

The Chamber is increasing our reliance on electronic communication. As you know the Chamber Link newsletter transitioned to electronic delivery last May. We are working to improve our communication with our members via our e-mail system. In order to do this we need to be sure that we have accurate information for each of you. Please send a short e-mail to admin@cayugacountychamber.com with your current e-mail address and the e-mails of any other members of your organization that you would like to receive our notifications. This way you will have timely access to our events, seminars, announcements, and opportunities, creating a more active partnership between you and your Chamber.

I hope you will contact me with any questions or concerns that you may have. From time to time, we'll ask you to complete surveys or ask for your opinions. These are ways to help us learn, and meet your business needs. We have a successful and growing organization and we will seek to continue that trend in the years to come. With your support we are creating a positive impact on our community for the greater good of Cayuga County.

Sincerely,



Andrew R. Fish
Executive Director

Cayuga County Chamber of Commerce Strategic Plan Synopsis

The Cayuga County Chamber of Commerce is an organization that has been providing needed services to the business community of Auburn and Cayuga County for over 100 years. The services and activities that it has carried out have aimed to enhance the economic opportunities of the businesses in our community. As an organization we feel it is again time to assess all our activities, both past and present, and take a close look at our mission and objectives. When we started this process we wanted to answer four very distinct questions: Who are we? What will we do? What will success look like? How will we measure it? We have undertaken a lengthy and thorough process to get feedback from the community and our members, discuss ways in which we can better serve, and ultimately redefine what it is the Cayuga County Chamber of Commerce is and does. The following is a brief synopsis of that plan.

Who we are!

We will continue to be the Cayuga County Chamber of Commerce and seek new and improved ways to bring our services and networks to the entire County.

The Chamber's New Mission

“To advocate as the voice of the business community, provide value-added services to our members, and facilitate collaboration that supports economic development for the greater good of Cayuga County.”

What we will do!

Advocacy:

The Chamber will play an active role in creating a positive business environment through awareness, understanding, and synthesis of relevant issues affecting our region, resulting in a voice that advocates for the greater good. We will be developing our advocacy program in the months ahead and seek to establish forums and councils to ensure that the entire business community has an opportunity to be heard.

Membership Services:

By the close of this calendar year the Chamber will use the input and feedback that we have received and revamp our membership services focusing in on 3-4 key services that provide real value added benefit to our members. This will include educational programming, better networking opportunities, and bottom line impact services.

Economic Development:

The Chamber is committed to taking a support role in economic development and working toward true collaborative economic development. With its co-location with CEDA, Score, and the Stardust Entrepreneurial Institute we will seek to grow these relationships. The Chamber will act as a communication conduit to the current business community and ensure they stay engaged and involved in the process.

What success will look like and how we will measure it!

The Chamber has set benchmarks and goals in each of these areas. We have set up accountability teams to ensure that the work is completed and we are able to deliver on our objectives. We conduct this process in an open and transparent way so that all successes and failures will be shared and discussed. If and when changes to this plan need to occur we will be able to communicate and explain what the changes are and why they are needed. The Chamber will continue to seek input and feedback from our membership and the community at large so that together we will know that we are moving toward having an impact on the greater good of Cayuga County.

Market Cayuga 2010

On Wednesday, November 10, the Cayuga County Chamber of Commerce held its 10th annual Business Expo, **Market Cayuga**, at the **Holiday Inn** featuring over 35 chamber member businesses. A special thank you to **Finger Lakes Radio Group**, **Image Agent**, **The Citizen** and all who contributed door prizes to this great event.





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Federal Credit Union

**Anyone In
 Cayuga County
 Can Join!**

**CREDIT UNION MEMBERSHIP IS A NO-COST BENEFIT
 THAT YOU CAN OFFER YOUR EMPLOYEES**

In today's marketplace companies are looking to attract and retain the best employees available. Benefits are a major concern to employees when they evaluate their employment situation. Why not enhance your benefits package by offering membership to Auburn Community FCU? Your organization will have another quality benefit to offer your employees at no cost to the organization, and employees will have access to a financial institution that they can put their trust in to treat them fairly. This means employees will spend less time worrying and complaining about the poor service other financial institutions may be offering them, and more time focusing on their work.

Auburn Community FCU will work with you to set up financial programs and services that will benefit your employees and the entire organization. We offer payroll solutions for your employees such as direct deposit and payroll deduction, loans, surcharge-free ATM access, and all of the benefits listed below.

Credit Union staff will be available to your organization to answer any questions that you may have, or to present information about the Credit Union at employee orientation or benefit fairs.

To take advantage of this offer, please contact Auburn Community FCU by calling 253-2934 & ask for Sam Scro.

Just take a look at a few of the services we have to offer you:

- **Free** Checking
- **Free** Online Banking & Bill Pay
- Visa Check Cards
- ATM Cards
- Savings, Money Markets & IRAs
- Certificates of Deposit
- Vehicle Loans
- Home Equity Loans and Lines of Credit
- Personal Loans
- Recreational Vehicle Loans



AUBURN
 • COMMUNITY •
Federal Credit Union

Main Branch
 65 Wright Circle • Auburn, NY 13021

Prospect Street Branch
 101 Prospect Street • Auburn, NY 13021

Business Hours
 Monday, Wednesday - Friday: 8:30 AM - 5:00 PM
 Tuesday: 9:00 AM - 5:00 PM

Phone Number
 (315) 253-2934

Web Site
www.auburnfcu.com

Auburn Community York FCU is a Community Chartered Federal Credit Union that has been serving Cayuga County since 1936. Anyone who LIVES, WORKS, WORSHIPS, or ATTENDS SCHOOL in Cayuga County is ELIGIBLE TO JOIN Auburn Community York FCU!

BAF: Dickman Farms

On Thursday, November 18th over 50 chamber members gathered in the beautiful greenhouse of **Dickman Farms** surrounded by Poinsettias members enjoyed great food from **Daut's Restaurant** and a wine tasting by **King Ferry Winery** what a great way to start the holiday season.

Several Chamber members got up to speak about upcoming promotions and great holiday deals.

Dickmans had chamber board of directors Hilary Ford, Tom Filiak, Kelly Buck, executive director Andrew Fish and his wife Kim create some beautiful wreaths prior to the event that members had an opportunity to bid on. The proceeds from the wreaths benefited the programs of the chamber and Hilary Ford's wreath was the highest selling on the evening. Thank you to Dickmans for providing such a great event and wonderful venue.



KEEP IT CAYUGA

What is it?

Keep It Cayuga is an initiative to increase local spending by offering coupons and discounts for local businesses to the public and encouraging consumers to visit local shops.

How does it work?

Keep It Cayuga's main focus is the purchasing passport system, which are available to be picked up at the Chamber Office. This purchasing passport consists of advertisements from Chamber Member Businesses, and includes incentives to visit these businesses and spend locally. Every time you use the passport, your booklet gets stamped by the participating business. You then receive an entry to win a grand prize for each business that you visit. The prize will be awarded at the end of the initiative in early 2011. The idea is that with discounts and coupons, you will take the opportunity, especially during the holiday season, to visit and spend at the local businesses that participate, keeping the money that is earned locally in the county.

How do you get involved?

Pick up your **Keep It Cayuga Passport Booklet** today at the Chamber Office, 36 South Street, Auburn, and start enjoying the discounts for your holiday season!



Upcoming Events

Business @ Noon

Summit Automotive Group
Wednesday, December 8, 2010

305 Grant Avenue, Auburn

11:30 a.m. - 1:30p.m.

\$5 Chamber members \$7 non-members

Leadership Cayuga Class of 2011

New Class Welcome Reception

Wednesday, January 5, 2011

Cayuga County Chamber, 36 South St, Auburn

5:00p.m. - 6:00p.m.

Leadership Alumni & Chamber members welcome

Business @ Noon

University Center at Cayuga Community College

Tuesday, January 11, 2011

Cayuga County Chamber, 36 South St, Auburn

11:30 a.m. - 1:30p.m.

\$5 Chamber members \$7 non-members

Economic Forecast Luncheon

This year's Economic Forecast Luncheon will be held on:

Thursday, January 27, 2011

at the Holiday Inn

75 North Street, Auburn

12:00 p.m. - 2:00 p.m.

For more information about the event and the keynote speaker to come, stay tuned to the Chamber Link

Message to Our New 2010 Chamber Members

Have you seen your company's web banner on our website? If not, you may have forgotten to submit it to us! You are eligible for three months of FREE banner advertising on our website as our "thank you" for joining. Don't delay—send it over today!

Check out your chamber member page: is the information correct? Does your company logo or photo appear on that page?

Does your company website tell your customers that you support your local Chamber of Commerce? That speaks volumes of your support to the community. The Chamber will send you the Cayuga County Chamber Accredited web sticker to upload onto your website.

Call the Chamber at 252-7291 to be sure you are taking advantage of your membership today!

Ginny Kent
Membership Coordinator



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**.

Thank You and Happy Holidays



The Chamber would like to thank all its members for a great year and wish all a Happy Holidays!

Return Services Requested

www.cayugacountychamber.com

36 South Street
Auburn, NY 13021



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