

JANUARY 2017 CHAMBER LINK

COLES FURNITURE & FLOOR FASHIONS

Business After Hours

~ Cole's Furniture and Floor Fashions

The holiday edition of BAH was hosted by Raven's Landing, on Main Street in the Village of Penn Yan. Cindy Lane-Newcomb and her team were great hosts and provided a fantastic selection of passed hors d'oeuvres from Lakeside Restaurant. Anthony Road Wine Company and LyonSmith Brewing Company were on hand offering samples of their beverages. We drew Keuka Cut & Curl in the cash prize drawing and they weren't in attendance so the jackpot grows!

January takes us to Cole's Furniture and Floor Fashions, located at 123 Main Street in beautiful and historic downtown Penn Yan. The event takes place on Wednesday, January 11th and we will get underway at 5PM.

Coles Furniture & Floor Fashions is the number one flooring, furniture, and accessories store to visit in Penn Yan, NY. They can be considered as borderline boutique based on their product selection, which features one-of-a-kind furniture pieces, top-notch bedding, exceptional lighting devices, expert installations and more! Currently, their store has three floors filled with a variety of first-rate furnishings, flooring materials, and decorative accessories. Gene Berardo and his team can work with customers who are looking for complete installation services and cash-and-carry purchases.

Our cash prize drawing will be \$650.00 since we didn't have a winner in December!!

Please plan to join us - this is a great way for you to stretch your business contacts and have a little mid-winter fun at the same time!! As always, feel free to bring along a co-worker, friend or business associate!!



Annual Dinner Dance

~Top of the Lake – Midwinter Night's Dream – February 4th!!

The Board of the Chamber is excited to announce that the Annual Dinner Dance and Silent Auction will be held on Saturday, February 4, 2017 at Top of the Lake Restaurant in Penn Yan. The evening's theme is "Midwinter Night's Dream" and everyone is encouraged to put aside the usual business attire and dress for the occasion!! The evening begins at 6PM with cocktails and dinner service begins at 7PM. Important event reminders are noted below!

Corporate Sponsor – it's exciting to announce that Lyons National Bank (LNB) will be the title sponsor for this year's event. Financial support for this event is extremely

important to the overall operation of the Chamber and we appreciate the support of Sue Andersen and the entire team at LNB.

Reservations – invitations will be in the mail shortly. We are limited to around 200 seats and the event fills quickly. You can beat the crowd and call in your reservations today at 315.536.3111.

The Menu – our locally sourced and Finger Lakes inspired menu will be presented as a buffet so that you will be able to sample a variety of delicious offerings. Ticket price is \$60.00 and includes your dinner, entertainment, Finger Lakes wine at each table and a souvenir wine glass.

Silent Auction – as always, we will be conducting the annual silent auction, which is a major fund-raiser for the Chamber. If you'd like to have your business highlighted by donating an item to the auction, call the Chamber today at 315.536.3111.

Event Planning – we need some folks to help us with decorations for the evening. If you'd like to pitch in, give us a buzz and we'll put you to work.

Awards – we will be presenting the Snow Spirit Award, the Seager Pride Award, the Maxwell Award and the Volunteer of the Year Award (see details later in this edition). If you have nominees for these awards, let us know! (315.536.3111)

For now, mark the date on your calendar and get set for an action packed evening!!



**Annual Awards
~Nominations Now Accepted**

The Yates County Chamber of Commerce announced today that it is accepting nominations for the annual Norman Snow Memorial Spirit Award and the Emily Seager Memorial Pride Award. These awards are given annually to an organization or individual in Yates County that demonstrates tremendous community spirit and pride.

The Snow award was established years ago as a tribute to Norman Snow, Jr. who served as a Chamber Director and Chair of the Chamber's Tourism Committee at the time of his death. Norm exemplified community spirit in his service to the Chamber and in his day to day contributions to the community and his family business.

The Seager award was created in 2009 to honor former Chamber Director Emily Seager who had such pride for her community and for the organizations that she was involved with, including the Chamber.

The awards will be presented at the Chamber's Dinner Dance, on February 4th, at Top of the Lake Restaurant. Nominations for the awards are being accepted by the

Chamber until Friday, January 13th 2017. Nominations should be typewritten and should include the nominee's name and a brief description of the spirit and/or pride that the person or organization demonstrates.

For more information on the award, contact Chamber staff at 315.536.3111.



Chamber Releases Wage & Benefit Survey

~Details Available On-line

We released the 2017 edition of the popular Wage & Benefit Survey in mid-December. Nearly 30 local employers, representing over 2,600 employees responded to the survey, now in its twenty-third year.

According to the survey results, sixty-three percent (63%) of the responding employers provide some level of health insurance benefit to their employees, down from seventy-eight percent (78%) five years ago. Retirement benefits are down over 2012 levels, with fifty percent (50%) of employers reporting some type of retirement benefit. Entry level wages have increased ten percent (10%) over the same five year period.

Average wage increases over the five year time period were 18%. The largest growth area was among skilled workers where entry level salaries grew 30%.

The 2017 Yates County Wage & Benefit Survey represents a continuation of a project that began over two decades ago when the Yates County Chamber of Commerce Industrial Committee was approached to prepare such a survey for Yates County. Although there were several sources available to employers interested in wage and benefit comparisons, all of them covered to large a range of employers or were focused primarily on wages and benefits as they related to large cities. After a review of what was available, it became apparent that in order to have meaningful data that would be useful to local employers, we should consider preparing our own wage and benefit survey. Our survey would reflect area costs and other wage and benefit customs as they relate to local employers.

Copies of the survey are being provided free of charge to those companies that participated in the project and for the first time, the results are available in a convenient PDF format on the Internet. Non-participating entities can obtain download instructions from the Chamber for a \$100.00 fee.



EZ Pass On the Go

~Available at Chamber Offices

Just a reminder that the Chamber is an authorized EZ Pass retailer, allowing us to offer EZ Pass tags, right here at the Chamber office. As you know, EZ Pass is the system used on the New York State Thruway and other toll roads in the Northeastern United States. This system allows you to move quickly through the toll plazas without having to stop to get a ticket or pay a toll. Tolls are automatically deducted from a prepaid account that you establish with EZ Pass. It's easy, purchase a tag from us and then go online to establish your account and you are all set! Tags are just \$25.00.



Yates County Business Briefs

Defensive Driving Course – the Yates County Chamber of Commerce is currently taking advance registration for its Defensive Driving Course being offered during the month of January. The class will be held on Saturday, January 7th from 9AM – 3:30PM. The six-hour course is held at the Chamber office located at 2375 Route 14A just south of the Village of Penn Yan. Successful completion of the course affords drivers a ten-percent reduction in their liability and collision insurance premiums as well as a four-point reduction on their DMV record. The cost of the six-hour course is \$35. Advance registration is mandatory, as class size is limited. To register for the class, just call the Chamber at 315-536-3111 or stop by their offices at 2375 Route 14A in Penn Yan.

FLX Lunch - have you checked out our new promotion?? Visit www.flxlunch.com on a daily basis to check out specials and soups at over twenty local restaurants. We think that this tool makes it easier for folks to enjoy “lunching” here in the Finger Lakes and so far, we are averaging about 75 looks per day at the site. Are you a place that offers lunch specials and would like to be listed?? Just call us at 315.536.3111!

Chamber Talk – be “in the know” and “ahead of the game” by listening to the only radio program in the County devoted to business issues. Chamber Talk can be heard on WFLR Radio (96.9FM, 101.9FM and 1570AM) the first Thursday of each month at 8:35AM. The program looks at current trends in the business community and gives listeners an inside look at Chamber programming. Tune in!!

Digital Edition – don't forget that you can subscribe to the digital edition of ChamberLink by sending an email to mike@yatesny.com. The digital edition is delivered via an e-mail link to our website and guarantees that you will get the “hot news” right off the press. We no longer produce a printed edition of ChamberLink!

Chamber Nametags - have you noticed the gold nametags that Chamber staff and Board members have been wearing to BAH and other Chamber events?? We think

they really help folks to stand out in a crowd and they are great at other community events to demonstrate support for the Chamber. These nametags carry a charge of \$10.00. All you have to do is e-mail or call Jody (315.536.3111 – jody@yatesny.com) and give her the names and business associations that you would like engraved in gold and we'll do the rest of the work. Get yours today – this is a limited time offer!!

Unclaimed Funds?? – just a reminder that you might want to stop by the Chamber office and have us check with the NYS Comptrollers office. You might have a secret stash of cash hidden somewhere in the Comptrollers office. So far we have uncovered funds for several local folks, and we don't charge a penny to do it!!!

Free Events Publicity – here's the best deal going. If you have a special event that you would like the world to know about – all you have to do is let us know. We will include it on our website – free of charge. The event listings on the website are used by a variety of media outlets around the Empire State so your listing on there will get you tons of exposure. All you have to do is FAX us the information, 315.536.3791 or e-mail jody@yatesny.com.

Internet, Internet, Internet – we keep reminding you and will do so until we have EVERY member listing on www.yatesny.com perfect. Log on today and search for your business, then search for your competition. Think about what keywords we could add to your listing to assist customers in finding you. This is one of the many benefits of membership and unlike other Chambers, we have never charged you a dime!!

SCORE – don't forget that another great Chamber service is SCORE, small business counseling. Offered by the US Small Business Administration, SCORE matches retired business leaders with emerging entrepreneurs. The retirees offer their years of knowledge and expertise to help support the new businesses. The service is free, confidential and VERY effective. Call the office today to learn more!



CALENDAR OF EVENTS

January

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| 5 | Chamber Talk – WFLR – 8:35AM |
| 7 | DDC – Chamber Office – 9AM – 3:30PM |
| 11 | BAH – Cole's Furniture & Floor Fashions – 5:00PM |
| 12 | Board Meeting – Chamber Office – 7:45AM |
| 26 | Long Range Planning – Chamber Office – 8:30AM |

Thought of the month

Don't make excuses, make improvements!