

NOVEMBER 2016 CHAMBER LINK



Annual Business Meeting

~Review and Presentation of Programs & Plans

Plan to join us on Wednesday, November 16th for the Annual Business Meeting of the Yates County Chamber of Commerce. We are happy to announce that Josh Trombley and the great crew at the Keuka Restaurant in downtown Penn Yan are again hosting the event this year. Things will get underway at 4:30PM.

It is at this meeting that the annual business of the corporation is conducted. We will elect new directors for a three-year term and consider a slate of officers, offered by the Nominating Committee.

We look forward to reviewing the activities of the Chamber over the past 12 months and celebrating the many accomplishments that we have made as an organization and as a community. Our presentation will include a look ahead at 2017 and some of the projects that we anticipate will keep us busy. We will spend some time reviewing the results of the Oxford Study, a research report on the tourism industry and will take a look at our marketing plans for 2017 and beyond. As always, there's plenty of time left for discussion with Board members and Chamber staff for our members to offer their input.

We will provide a host of heavy hors d'oeuvres and a selection of beverages. The bonus is that this is a complimentary event, we just need your reservation, so that we know how to plan. Call 315.536.3111 or e-mail mike@yatesny.com today and let us know that you will attend. We promise a fun, active and lively meeting!!



Volunteer of the Year Award

~Nominations Being Accepted!

The Chamber announced this week that nominations for the Annual Volunteer of the Year Award are now being accepted. This award, established by the Chamber in 2002 honors Yates County citizens who volunteer their time and talents in the community.

“This award was established to recognize the outstanding contributions of volunteers throughout our county and provide public awareness of the incredible hours of work that are devoted by thousands of volunteers each year”, noted Yates County Chamber of Commerce president, Michael Linehan.

The awards will be given at the Chamber's annual meeting in November. Recipients will be chosen by a panel of Chamber Board members from nominations that are submitted by area organizations and residents. Selection criteria include: outstanding contributions to one or more organizations, a role model for other volunteers, loyal service to an organization and a strong commitment to its mission.

Nominations for the award will be accepted by the Chamber until November 13, 2015. Nomination forms are available at the Chamber offices or by calling 315.536.3111.



Wage & Benefit Survey

~Data Collection Continues

For the nineteenth year, the Yates County Chamber of Commerce is coordinating a Wage & Benefit survey of the businesses in Yates County. This is being done in response to a need that the businesses have to obtain vital and local information about the wage and benefit levels currently being offered.

It is believed that this information is critical in your attempt to recruit and retain employees in this tight job market.

Please remember that the information that you supply to us will be kept in strict confidence. Individual data are compiled by industry segment and then the report is generated, both in an overall sense and by segment.

Businesses that participate in this survey by completing and returning the survey prior to October 28, 2016 will receive a complimentary copy of the report which carries a value of \$50.00.

Interested?? Call the office today and we will mail you a survey form!!

mike@yatesny.com



StarShine – A Community Celebration!

Event Set for December 2nd!!

The Village of Penn Yan is set to “come to life” on Friday, December 2nd as the entire community gathers to celebrate “StarShine, Christmas in the Village”. This popular event, started thirty-two years ago and has grown to become one of the most popular community Christmas celebrations in the Finger Lakes.

StarShine's venue is the historic shopping district of Penn Yan with the focus on the two, downtown blocks of Main Street. The thoroughfare is closed to vehicular traffic for the evening and the sights and sounds of an old-fashioned Christmas fill the air.

Beginning at 5PM a number of community musical groups will perform on the StarShine Holiday stage. Non-profit clubs and organizations from all over the County will be on hand with baked goods, decorations, hot drinks and lots of warm holiday cheer. A favorite part of the evening are the horse drawn rides that traverse the Village streets and delight everyone, young and old.

Kris Kringle has confirmed that he will make a stop at StarShine and be on hand for all the young ones to stop by and deliver their Christmas letters and wishes. After visiting with the jolly old elf, youngsters can stop by the Penn Yan Fire House and participate in "Elf School" where they will learn to make reindeer food, Christmas cookies, enjoy face painting and participate in Reindeer flight Training!!

The highlight of the evening will be the crowning of the new Miss Penn Yan which will get underway at 8PM on the Holiday Stage.

If you have a group that would like to participate just call the Chamber of Commerce at 315.536.3111.



Tourism Advisory Committee

~Funding Decisions for 2016

The Tourism Advisory Committee met in early October to consider proposals from nine tourism entities who were seeking funding from our share of the occupancy tax. The TAC is made up of 8 local tourism professionals and government officials.

The organizations that will receive funding in 2016 are:

Yates County Tourism	\$151,700
Finger Lakes Tourism Alliance	\$ 21,860
Finger Lakes Wine Country	\$ 67,500
Keuka Wine Trail	\$ 10,000
Arts Center of Yates County	\$ 7,500
Rotary Club Wine Festival	\$ 7,500

Since 2008 the occupancy tax has provided the tourism industry with over \$1M dollars to be used on marketing and promotion for our local economy. At the same time, this tax has provided the County with the same amount of revenue, helping to keep taxes in line. Tourism really works for America and for Yates County!!



Yates County Business Briefs

St. Michael School Homecoming – alumni, staff and current students are getting ready to celebrate Homecoming Weekend, November 5th and 6th. The weekend will begin with a school visit and tour from 2PM – 4PM on Saturday followed by socializing and refreshments at the Wagner Restaurant from 5PM – 8PM. Sunday includes a Reunion Celebration Mass at 9:30AM with breakfast to follow. The cost for the weekend is just \$20 per person and reservations can be made at www.stmichaelschoolpy.com. The event is open to the public come celebrate with the St. Michael family!!

Business After Hours 2018 – believe it or not – our BAH schedule for 2017 is completely booked up!! We are now booking dates for the 2018 series and only have three dates available. If you are interested in bringing the focus of the Chamber to your business get on the calendar today!! 315.536.3111

FLX Lunch – have you checked out our hot 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!

Defensive Driving Course – the Yates County Chamber of Commerce is currently taking advance registration for it's Defensive Driving Course being offered during the month of November. The class will be held on Wednesday and Thursday, November 2nd and 3rd from 6PM – 9PM each evening. 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.

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.

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 that 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 call the office (315.536.3111) and give us 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!!

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" 3-5 business days before the printed edition arrives in the mail!

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

November

1	Retail Council – Chamber Office – 10AM
2&3	DDC – Chamber Office – 6PM – 9PM
16	Annual Business Meeting – Keuka Restaurant – 4:30PM
24	Happy Thanksgiving!!
25	Office Closed

Thought of the month

Be the motivation, not the distraction!