

OCTOBER 2016 CHAMBER LINK



Business After Hours

~The Living Well

The September Business After Hours was truly a celebration of the arts and of helping each other. We were hosted by the Arts Center of Yates County and the Flick Gallery was alive with local art and enthusiasm. We celebrated helping each other by inviting the United Way to join us for the kick-off of their fall fund raising campaign. The food was prepared by the Penn Yan Diner and Java Gourmet/Black Cat Bistro was on hand with some great samples. Vineyard View provided the wine which was excellent as well. Thanks to all, including Kris Pearson for pulling off an event that was attended by nearly 100 people. We appreciated the sponsorship of the event by Community Bank and Lyons National Bank and once again, we did not have a winner in the cash prize drawing. We drew Fred Goossen's name – he owns the local Miracle Ear office and Fred wasn't in attendance.

The October BAH will be held at the Living Well, located across the street from the Wagner Restaurant on East Elm Street in the Village of Penn Yan. Join us at 5PM on Wednesday, October 12th for the best networking opportunity in the Central Finger Lakes!!

The Living Well is a ministry of the United Methodist Churches of Yates County. The "Well" offers a safe, welcoming, respectful space and staff. It is dedicated to helping individuals with immediate needs and resources. They do this by helping with emergency needs such as: food; dry goods; utilities; referral services; vouchers for emergency needs and an informal "Coffee House" worship. Volunteers and financial support are always welcome.

It's no surprise that we'll have plenty of great food and drink and there will be several door prizes offered!! Since we didn't have a winner in September, our cash prize drawing grows to \$550.00 and all you have to do is attend to be eligible to win!

BAH is free and open to the membership of the Chamber and the community at large. It's a great way to expand your business network and find new opportunities. Reservations aren't necessary and we encourage you to bring along a co-worker or friend. For more details, call the Chamber at 315.536.3111.



Scarecrows, Scarecrows – Everywhere!!

~Popular Fall Event Returns

The Yates County Chamber of Commerce announced in mid-September that the popular scarecrow display would return to Penn Yan during the month of October.

Businesses, clubs, organizations and individuals are invited to join in the fun and enter a scarecrow in this year's contest. According to Mike Linehan, Chamber President this is the sixteenth anniversary of the popular program. Linehan said, "we are hopeful that the community will again get behind the scarecrow program. It really helps to dress up our retail corridors during the busy fall season."

Entry forms are available at the Chamber office and the cost to participate is just \$10.00 per scarecrow. Several cash prizes will be awarded in the judging competition.

For more information, contact the Chamber at 315.536.3111.



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 over thirty 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 and the adjacent blocks of Elm and East Elm Streets. 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” and “Reindeer Flight Training” where they will learn to make reindeer food, Christmas cookies and enjoy face painting. Look for Yates Young Professionals to host an evening of painting and sipping (wine of course) at 7 Main Street. Truly there is something for everyone!

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.



Finger Lakes Litspiration
~Friday, October 21

Join us this autumn evening as we welcome and showcase the work of five women who have written books based on their love for the Finger Lakes region. Our featured guest is Kristan Higgins, a NY Times, USA Today, Publishers Weekly, and international best-selling author, who publishes a series of novels that are based out of the Finger Lakes, and even did research here at Fulkerson Winery! She will be accompanied by Mary Pat Hyland, Laurie Gifford Adams, Roz Murphy, and Katie O'Boyle, four local women who have and continue to write books that are inspired by the Finger Lakes.

There will be wine and light fare to enjoy. In light of many of these works containing rescue dogs as characters, we will be having a silent auction throughout the event to benefit the Humane Society of Yates County-Shelter of Hope. We also encourage you to bring an item to donate on the shelter's wish list. You can view their list at <http://www.yateshumane.org/wishlist.html>

Tickets for the event are just \$7.00 and you are encouraged to buy your ticket ahead of time, but tickets will also be sold at the door.

Visit www.fulkersonwinery.com/finger-lakes-litspiration to purchase your ticket!

****The first 30 guests at the door will be entered into a raffle to name a character for one of Kristan Higgin's upcoming books!****



Yates County Business Briefs

Green & Gold Weekend – mark your calendars for the weekend of October 14th – 16th for the Green & Gold Weekend at Keuka College. This combines family weekend, alumni reunion and homecoming for a blockbuster weekend!! Check out the Nik & the Nice Guys Concert on Saturday evening – complete with fireworks! www.keuka.edu

Business After Hours 2018 – believe it or not – we have already booked all available dates for BAH in 2017 and are now filling the 2018 calendar (and we only have five 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 October. The class will be held on Saturday October 8th beginning at 9AM. 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

October

4	Retail Council – Chamber Office – 8AM
6	ChamberTalk – WFLR 96.9FM – 8:35AM
12	BAH – The Living Well – 5PM
13	Board Meeting – Chamber Office – 7:45AM
27	Long Range Planning Committee – Chamber Office – 8:30AM
31	Trick or Treat!! Be Safe – Have Fun!!

Thought of the month

Children must be how to think, not what to think