The Portal
Something special at EVERY turn...

Join us at the Health and Wellness Fair in May

Cayuga Health System (Schuyler Hospital and Cayuga Medical Center) and the Watkins Glen Area Chamber of Commerce will host the 2nd Annual Health and Wellness Fair on Saturday, May 13 at the Watkins Glen High School Field House in Watkins Glen. Now is the time for businesses and organizations to reserve their booth!

For the public, this event is free to attend! It is a wonderful opportunity for residents to visit with dozens of wellness-related vendors, purchase wellness-related products, attend informative seminars, and much more. For more information, keep an eye on our website and Facebook page!

As a vendor, this is a unique and affordable opportunity to share your health or wellness related business with the local community and to communicate how your business supports a healthier, more vibrant lifestyle! If you are an insurance agent, a real estate broker, a doctor, a local chef or restaurant creating healthy meals, a massage therapist, a physical therapist, a yoga instructor, or any other fitting professions – this is the place for you!

Advance registration is required by April 17, 2017. The booth fees are $25 for Watkins Glen Area Chamber of Commerce members and $35 for non-Chamber members. For booth availability and reservations, please contact the Chamber at 607-535-4300 or email: cassie@watkinsglenchamber.com.

To learn more about the Health and Wellness Fair or to download a vendor application form, visit: www.watkinsglenchamber.com/health-and-wellness-fair.

The Health & Wellness Fair is sponsored by:

Cayuga Health System

To RSVP for After Hours Mixers or other Chamber events: please give us a call at 607-535-4300.
Welcome to spring in the Finger Lakes! I honestly can’t think of a better place to work and play!

During the first quarter 2017, your chamber team has been hard at work! At a special meeting in January, the board of directors adopted a **2017-2018 Strategic Plan**. This plan was the culmination of seven strategic planning sessions with key groups of members, the responses we received to our survey, and several working sessions with the board of directors. Our key objectives have been identified as follows:

1. **Creation of a Strategic Declaration**
The creation of this document is integral to the future of our chamber. With the tremendous amount of growth in our membership, our programs, and our tourism activities, we need to be sure to clearly define our role locally and regionally. We are looking forward to re-defining our mission, vision, and value statements by the QT4 2017.

2. **Chamber Headquarters Facility**
We are happy to welcome The Glen Resort, our future neighbors! With this objective, we will be evaluating all possible options for the Chamber Headquarters that will allow us to maximize the services offered to our members, capitalize on space utilization, and be cost effective.

3. **Chamber Ambassador Program**
We learned through our member survey that our members would like more interaction with their ambassadors. We are excited to turn our focus to this initiative and to generate increased engagement with our members!

4. **Watkins Glen Community Culture**
Through this objective, we look to provide tools for the community to encourage and assist business owners and staff with creating a more open, inclusive, and welcoming culture to our visitors. You can learn more about this objective by reading the Tourism Section of this newsletter.

5. **State Park Satellite Location**
The State Park Renovation Project is well on its way, and we are looking forward to partnering with them to staff and run a Satellite Visitor Center in their new Welcome Center! A committee has been tasked with outfitting this new location, creating a marketing program, and developing strategies to lure State Park Visitors to other areas of our community. The go-live date for this satellite location is @ June 2018!

I am looking forward to all that 2017 has in store for the chamber, its members, and our community! If I can be of any assistance in growing your business, please don’t hesitate to reach out to me.

Warmly,

Rebekah Carroll, IOM
President and CEO
Welcome to our newest members!

Care Value
143 Whitetail Drive, Elmira, NY
(607) 329-6415 • www.insurcenter.com
“Care Value, Inc. (CVI) in Upstate, New York is an independent family-owned and operated Marketing Organization with technical and web-based tools. We make Medicare simple for brokers.”

Classic Cuts Barber Shop
103 Third Street, Watkins Glen, NY • (607) 379-9535
Featuring traditional and modern men’s and children’s haircuts, also offering straight razor shaves.

Cooper, Pautz, Weiermiller, and Daubner, LLC
2854 Westinghouse Road, Horseheads, NY
(607) 739-8763 • www.cpwlaw.com
Handling bankruptcy, real estate, workers compensation, family law, civil litigation, criminal law, will and estates, and more.

D & K Ranch
3010 Clark Road, Interlaken, NY
(607) 351-0794 • www.dkranchny.com
Small horse ranch that offers horseback riding on the Finger Lakes National Forest trails, along with secluded cabins where visitors can spend the night.

Elf in The Oak
4221 Route 414, Burdett, NY
(607) 546-4641 • www.theelfintheoak.com
Café offering specialty breakfast and lunch sandwiches also homemade soups, salads, and pastries.

Empirents, LLC
1844 Oak Hill Road, Alpine, NY • (607) 333-6045
Equipment rental business providing quality equipment with exceptional customer service and value. We can even deliver that skid steer or excavator right to your job site, along with any additional attachments.

Fairfield Inn & Suites, Geneva Finger Lakes
383 Hamilton Street, Geneva, NY
(315) 789-2900 • www.marriott.com
Travel with confidence at Fairfield Inn and Suites by Marriott. A hotel with outstanding service for an easy and comfortable stay. Free wi-fi, pool, fitness center, and complimentary hot breakfast. “Stay amazing!”

Finger Lakes Spring Water
144 Broadway Street, Elmhira, NY
(607) 733-6048 • www.chemungsoftwater.com
Introducing a new taste of the Finger Lakes, Finger Lakes Spring Water! Available in 3 and 5 gallon bottles, coming soon in gallon and sports bottles. Call for delivery to your home or office. Water coolers available for sale or rent.

FLX Table
22 Linden Street, Geneva, NY
(315) 730-3083 • www.flxtable.com
“With only 12 seats and no barrier between the dining area and the kitchen, it is meant to be an intimate and interactive experience in which we welcome you not only into our business, but into our home.”

Grand Prix Fitness
140 N. Catherine Street, Montour Falls, NY
(607) 210-4058 • www.facebook.com/grandprixfitness
General fitness center with a wide variety of free weights, nautilus equipment, cardio equipment, group training program, spin, and yoga classes, plus tanning.

Groundswell Center for Local Food & Farming
225 South Fulton Street, Ithaca, NY
(607) 319-5095 • www.groundswellcenter.org
Provides access to land for marginalized people and education that merges sustainable farming practices and social justice.

IBEW Local 139
415 W. Second Street, Elmira, NY
(607) 732-1237 • www.ibew139.com
Supplying formally trained and skilled craftsmen and women to Southern Tier construction projects since 1901.

Lake Country Kennels
1811 Baker Hill Road, Watkins Glen, NY
(607) 329-3118 • www.facebook.com/LakeCountryKennels
Dog, cat, and other small pet boarding and grooming. Short or long term boarding available. Loving hands-on care. Indoor Heated run 10’ with outside exercise runs. Walking trails available.

Nesco Resource
99 West McCann’s Boulevard, Elmira, NY
(607) 846-3782 • www.nescoresource.com
Offering clients and employees services ranging from temporary staffing, permanent placement, recruitment process outsourcing, onsite management services, and more!

Pinnacle Rental Centers
7412 State Route 54, Bath, NY
(607) 776-1726 • www.pinnaclerentalcenters.com
We provide quality party and equipment rentals at reasonable rates, and ensure the superior service that our customers deserve! We rent what you need to make your next party or project a complete success!

Pro Business Growth
5 East Market Street, Suite 243, Corning, NY
(607) 592-9632 • www.probusinessgrowth.com
We coach and guide small business owners on how to out market and outsell their competition by implementing a step-by-step marketing program that instantly generates more leads, attracts more clients and increases their revenues.

Savannah Consulting
139 Walnut Street, Suite 101, Corning, NY
(607) 742-9356 • www.possibilityapplied.com
Tap Rhonda Morton’s expertise in the neurobiology of change to transform your business, your team, your life.

Schuyler County Coalition on Underage Drinking & Drugs
106 South Perry Street, Watkins Glen, NY
(607) 535-8140 • www.schuylercounty.us/437/SCCUDD
SCCUDD is a group of concerned adult and youth community members, businesses, schools, and agencies who want to make a positive impact on the lives of our youth by reducing underage alcohol and substance use.
Welcome to our newest members!

Seneca Sail & Power Squadron
Village Marina, Watkins Glen, NY
607-535-8121 • www.senecapowersquadron.us

Southern Tier Balloon Tours
2628 Mill Glen Street, Endicott, NY
(607) 222-7620 • www.stballoon.com
We offer a full hot air ballooning experience in the Finger Lakes. Flights are 45-70 minutes long and conclude with a champagne toast. All flights meet at Stewart Park in Ithaca. Flights available 7 days a week.

Welcome to our newest members!

Steven J. Getman, Schuyler County Office of the County Attorney
105 Ninth Street, Watkin Glen, NY
607-535-8121 • www.schuylercounty.us
The county attorney is the legal advisor to the county legislature and other county officials.

UPS Store 6273
110 N. Main Street, Horseheads, NY
(607) 873-7161 • www.upsstorelocal.com
Printing, graphics, and presentations. Pack and ship services including cartons, UPS, USPS, DHL, freight, ground, overnight, and international. Additional services include mailboxes, notary, faxes, and scanning.

New and refreshed: membership benefits in 2017

Members First, Members Strong

The Chamber’s intent is to nurture and sustain a thriving, growing business climate. Our members join us for many different reasons, but primarily they join because they want the Chamber to bring them more business. With this in mind, the Chamber Team is excited to present Members First, Members Strong.

This new program encompasses all of the things members currently enjoy as membership benefits, as well as adding some new ways to advertise, save at work, save at home, network, learn, and invest! The goal is two-prong: to pave the way for members to do business with each other, always putting members FIRST, as well as to provide members with as much benefit as possible to make their businesses STRONG.

To learn more, visit: www.watkinsglenchamber.com/chamber-info/membership-benefits

Chamber Connections Luncheons

The first Chamber Connections Luncheon was held on January 2, 2017 and there were 12 business in attendance, 8 current members and 4 potential members. Introductions around the room generated potential connections and future business prospects. These luncheons not only offer a unique spin on networking, they also provide another avenue to teach fellow members and the Chamber staff more about your business! They are held on the first Monday of every month from 12-2pm. Chamber membership is not required to participate and the luncheons are free to attend, though you may opt-in to lunch for just $5.

Think Tanks

Previously known as Small Business Think Tanks, we dropped the words “small business” and now this unique event series that combines education and networking is known simply as Think Tanks. These take a slightly new form in 2017. They will be held monthly on the second Tuesday, with times alternating between 4-6pm for odd months and 8-10am for even months. The hope is that by rotating times of day, more members will be able to attend more often. Think Tanks begin with an educational component including plenty of time for questions and answers. These events always conclude with a lively roundtable discussion. Think Tanks are offered as a complimentary benefit to members of the Watkins Glen Area Chamber of Commerce!
Work on the official 2017 Schuyler County Travel Guide actually began in August 2016. From copy writing to advertising contracts to requests for proposals for design and printing, nearly eight months of work came to fruition on Friday, March 24, when the travel guides arrived!

The guide was designed by Brian Dudla of Cobp Design and printed by Vanguard. The cover photo by Watkins Glen native Aidan DiGregorio sets the guide apart - a placid sunset sail is the perfect way to represent an escape to Schuyler County. Flipping past the cover, you’ll find four editorial sections that tell our story, paired with rich imagery to lure visitors to stay and play in Schuyler County. Then there are the mindfully-placed member advertisements, an ever-growing events calendar, plus a business directory.

The guide will be distributed through the Chamber’s Visitor Center, Chamber member businesses (including hotels, campgrounds, parks, wineries, breweries, creameries, and other attractions throughout the region), to consumers at travel shows throughout the year, as well as through distribution channels into targeted markets including Pennsylvania, New Jersey, Ontario, Ohio, and across the state of New York.

The Chamber thanks those businesses who invested in the piece by way of paid advertising and in turn, helped make it an interesting, engaging, and helpful trip planning guide for visitors from around the world.

The Watkins Glen Area Chamber of Commerce is pleased to announce the TALES Hospitality Training, presented by the Chamber’s Tourism Taskforce on Tuesday, May 23 from 8:30am - 5:15pm at the Watkins Glen Harbor Hotel.

TALES stands for Tourism and Leisure Exchange Summit and it is themed around the idea that our town is a visitor’s adventure! This all-day summit will feature fun and informative seminars focused on the keys to providing great customer service. Attendees will leave with tools to provide an open and welcoming neighborhood for visitors. The cost to attend is $75 per person for current chamber members and $100 per person for potential chamber members.

Featuring keynote speaker Gavin Landry, Executive Director of Tourism at I Love New York, this training will bring together tourism and hospitality professionals from across the region to energize, educate, and explore the tenets of customer service, hospitality, and tourism. Seminar topics include:

- The Basics of Great Customer Service
- How to Maximize Customer Experience
- Empower Yourself for Customer Interaction
- Reading Customers and Gauging Satisfaction
- Hospitality Is Hard Work! Stress Reduction and Keeping It All Together
- A Goal Without A Plan Is Just A Wish, Let’s Make It A Reality: A Plan for Self-Improvement

For information on the seminars, speakers, and to download a registration form, visit: www.watkinsglenchamber.com/tales-hospitality-training. Registration is available on a first come, first served basis and space is filling quickly!

Questions? Please call the Chamber at 607-535-4300 or email cassie@watkinsglenchamber.com. The TALES Hospitality Training was created by the Tourism Taskforce, a committee of the Watkins Glen Area Chamber of Commerce.
The fourth quarter of 2016 and first quarter of 2017 have been busy in terms of national and international news coverage for Schuyler County! As the tourism promotion agent for Schuyler County, our Tourism and Marketing Manager Brittany Gibson is regularly responding to leads, as well as pitching stories from Schuyler County. We also regularly share public relations updates with our public relations partners in New York City and beyond. Here is a partial recap of the resulting coverage...

The Town Dish:
The Seneca Lake Wine Trail’s Deck the Halls event was featured in an article called, “From the Finger Lakes to Puerto Rico, Visit These Destinations for Boozy Holiday Fun” in December. The Town Dish sees 5,463 unique visitors to their website monthly. To read the article, visit: www.thetowndish.com/2016/12/16/from-the-finger-lakes-to-puerto-rico-visit-these-destinations-for-boozy-holiday-fun

Upscale Living
Finger Lakes Wine Lockers and Cigar Emporium was included in an article by Upscale Living titled, “Enjoy a One of a Kind Cigar Experience” in February. Would you like to read the full story? Visit: www.upscalelivingmag.com/enjoy-a-one-of-a-kind-cigar-experience.

Country Living
Farm Sanctuary’s a“tiny houses” were featured in an article published by Country Living Magazine titled, “This Animal Sanctuary Lets Guests Stay Overnight in Tiny Houses” in February. Visit www.countryliving.com/life/travel/a41783/animal-sanctuary-tiny-houses for the full article.

First We Feast:
Finger Lakes Distilling’s Brian McKenzie was featured in an article by First We Feast about slang used by distillers around the country and the backstory behind those slang terms. The First We Feast website sees 386,041 unique visitors monthly. Would you like to read the full article? Visit: www.firstwefeast.com/features/whiskey-slang-terminology.

About.com:
Seneca Sol was featured in an article called, “The Best Glamping Spots in Across the USA” in February. About.com sees 32,893,083 unique visitors to their website each month. Interested in reading the article? Visit www.usatravel.about.com/od/Top-Destinations/tp/Best-Glamping-Spots-Across-the-USA.htm

Country Living
Country Living listed Watkins Glen as one of the 25 Most Charming Small Towns in America for A Wedding in March. We are also awaiting another story from another national-level publication on this topic. To read the Country Living article, visit: www.countryliving.com/life/travel/g4102/best-small-towns-for-weddings.

Food & Wine Magazine
The Bistro at Red Newt Cellars was recognized on the list of Best Winery Restaurants in America! For the full list, visit: www.foodandwine.com/wine/best-winery-restaurants-in-america

Wine Enthusiast Magazine
A great article dedicated to a “New York State Of Wine” featured several Schuyler County wineries in March! Check it out: www.winemag.com/2017/03/15/a-new-york-state-of-wine
Special thank you to those members who host, attend, and support our events. We could not host successful events without you!
Hello, I am Kim Wilson, Agent and Director of Sales with Wallin Insurance. I have been a member of the Watkins Glen Area Chamber of Commerce for a little over 2 years, and an ambassador for almost a year.

Your Ambassador will help you ensure you are getting the most out of your Chamber Membership. We send periodic updates, helpful hints, and more. We are also here to chat if you would like to discuss any concerns or questions you may have; and can direct you to the proper staff member at the Chamber.

I enjoy being a part of the Ambassador program because it helps me connect with other professionals in the community. I have spent much of my working career in sales and marketing and I am happy that this role allows me to utilize my skills and my passion for helping people. I hope to help individuals and businesses learn more about the Chamber and help them be more successful in their own businesses. Furthermore, it helps me learn more about each business, which helps me refer businesses when the opportunity presents itself.

As Director of New Sales at Wallin Insurance, I meet with prospective clients, offer them competitive insurance quotes and welcome them to the agency, I also help with marketing for the agency. I am involved with a number of organizations outside of the Chamber, including BNI (business networking international- we are building a chapter in Corning), The American Red Cross, multiple animal rescue organizations, and just about anything that my child is involved in. During my free time (what is that!?!?) I enjoy spending time with my family, music, theatre, trivia, and board games.

Ambassadors are Chamber Members who volunteer to help other members. The group of Ambassadors are a great group of people, who I enjoy working with. If you are interested in learning more about the Ambassador program, I would be happy to chat with you. I look forward to seeing you at one of the Chamber events, or feel free to reach out to me, or visit me at Wallin Insurance.