

Press Announcement - for immediate release

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Jennifer Tavares Elected Chairperson of the Board of the Chamber Alliance of NYS

February 10, 2022 - Albany, New York - The Chamber Alliance of New York State (CANYS), a statewide association of more than 70 Chambers of Commerce, has elected Jennifer Tavares, CEcD to its Board of Directors for a second term. Further, the CANYS Board of Directors has elected Ms. Tavares as chairperson of the board for 2022.

Jennifer Tavares began her second term with CANYS in January with an extensive background in chamber of commerce leadership. She has served as president and chief executive officer of the Tompkins County Chamber of Commerce since July 2014. Previously, Ms. Tavares served as director of economic development for Commerce Chenango in Chenango County, New York, and led the Potsdam Chamber of Commerce prior to that role.

In her role at the Tompkins Chamber, Tavares has developed the Chamber's organizational capacity and member engagement outcomes, fostered a 50% growth in the tourism division, implemented an innovative workforce attraction initiative, and played a pivotal role in community development projects such as the Tompkins Center for History and Culture and the Ithaca Downtown Conference Center. Most recently, Tavares worked through the Tompkins Chamber Foundation to attract \$300,000 in grant funding to support microenterprise development in Tompkins County.

"I'm extremely pleased to have Jennifer continue her service on our board to further the work of the Alliance in providing professional development, valuable resources and strong advocacy insights to our chambers of commerce throughout New York State," said Peter Aust, executive director of CANYS. "Jennifer's passion for chambers is effusive, her experience extensive, and I'm confident our association will continue to grow with her involvement and leadership."

"I am honored to continue my board service with CANYS and take on the role of chairperson this year. I am passionate about the work Chambers do, the ways we reflect both the uniqueness and complexity of our communities, impact our local economies, and enhance quality of life," said Tavares. "I am proud to support the work of CANYS and continue to elevate one of the most influential business organizations in New York State."

The Chamber Alliance of NYS is an association of Chambers of Commerce dedicated to providing members with education and insight into the latest trends and issues facing chambers, member businesses and our communities – in addition to providing a forum to connect and collaborate with peers throughout New York state.

Peter L. Aust, Executive Director