



# BUSINESS SPEAKS

MARCH / APRIL 2010

[www.herkimercountychamber.com](http://www.herkimercountychamber.com)



## HAVE YOU SIGNED UP YET??

### 2010 B2B LEGISLATIVE BREAKFAST—MARCH 5TH



Title Sponsor



B2B Presenting Sponsors



8:00 am at the Knights Inn of Little Falls  
20 Albany St., Little Falls

U.S. Congressman Michael Arcuri  
N.Y.S. Senator James L. Seward  
N.Y.S. Assemblyman Marc W. Butler  
H.C. Legislature Chairman Raymond Smith

Will be our Guest Speakers

This Legislative Breakfast will touch on issues that are very important to all of us, as Americans, business leaders and County residents. This event has grown in popularity over the last few years because of the important issues that are discussed by our elected officials and responses that are given to the questions that are asked. Now is the time for us to let our elected officials know what is important to us.

### HERKIMER COUNTY CHAMBER ANNUAL LUNCHEON



Tentative date: Thursday, April 29  
12:00 Noon

Details concerning location, speaker, award winners, etc., will be forwarded to you soon. Keep an eye out.

*For more information or to make reservations for these events, please contact the Chamber office.*

Phone 866-7820

Fax 866-7833

email [bonnie@herkimercountychamber.com](mailto:bonnie@herkimercountychamber.com)

### ADMINISTRATIVE PROFESSIONALS DAY

Pencil in this date...April 21st

4:30-7:00 pm

\$12 per person

Sponsored by: **HUMMEL'S**  
**OPoffice**  
**plus**



A short 10 minutes from Herkimer at the  
**Knights Inn of Little Falls**

Vendor Displays ~ Music ~ Door Prizes ~ Networking  
Plus-Plus-Plus

Prepay by April 16th and your name will be entered  
into a \$100 Cash Early-Bird Drawing.

See insert for details

### SAVE THIS DATE!! JUNE 18TH



B2B Customer Appreciation Golf Outing  
**PINK Ball Classic**



Would you like to be the Title Sponsor for this event?  
Contact the Chamber office.

The Genesis Group in partnership with the Herkimer County  
Guidance Association and the  
Herkimer County Chamber of Commerce to present a,

### Career Exploration Program

Tues. March 16th - 8:30 am,  
Herkimer County Community College.

We will speak to 9th grade students about our work experience, education and help answer questions regarding their career development. If you would like to be a presenter at this event, please contact Genesis Executive Director Ray Durso, Jr., by calling 792.7187 or via email, [info@TheGenesisGroup.org](mailto:info@TheGenesisGroup.org) (More details to follow).

## INSIDE THIS ISSUE

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**“HELP OUR CHAMBER GROW STRONGER”** ...Bring us a new member and receive a **free insert** for you business in our next newsletter, promoting you business or event to 500 members.

**Just a reminder.....I am a member of the Herkimer County Chamber because:**

- ◆ **New Business Contacts...**Networking and new business contacts help you business grow. With nearly 500 members representing hundreds of area employees, the Chamber speaks with a strong voice for our business community.
- ◆ **Credibility...**Credibility to make a statement that you are committed to the future of the Herkimer County area.
- ◆ **Community Commitment...**Promote the community to help Herkimer County residents enjoy greater opportunities.
- ◆ **Referrals...**Referrals and sales opportunities to deliver return on your investment.
- ◆ **Publicity and Exposure...**Publicity and heightened name recognition so customers know who you are.
- ◆ **Marketing and Advertising...**Targeted and affordable advertising (Chamber media-Newsletter, website, etc...) to help you advertise your business effectively on a small budget.
- ◆ **A Healthy Local Economy...**Create a strong local economy to keep our business momentum moving forward.
- ◆ **Gain a Voice in Government...**The Chamber is you representative on the local, regional, state, and national levels. Your voice is heard on vital regulatory, legislative and educational issues affecting your business.

## **STATISTICS TO BACK UP YOUR GOOD CHOICE TO JOIN A CHAMBER OF COMMERCE...**

A national study by the Schapiro Group, and Atlanta-based market research firm, reveals a number of important findings about how consumers and business owners perceive the local chamber of commerce and the businesses that are their members. For example....

- ◆ When consumers know that a business is a member of the local chamber, they are 44% more likely to think favorably about it.
- ◆ Consumers who are told that a business is a chamber member are 51% more likely to be highly aware of it and 57% more likely to think positively of its local reputation.
- ◆ Consumers are 63% more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce.
- ◆ The results of this study are clear: Positive perception increases among consumers and business owners when a business is identified as a member to their local chamber of commerce.

### **NOMINATING COMMITTEE REPORT**

Every year the Nominating Committee is charged to nominate a Slate of Officers and board members to fill ending terms or vacant seats. This recommendation has to be sent out to our Chamber members prior to our Annual Meeting in April. The following are the recommendations of the Committee

**President:** Stephen Smith, M.V. Economic Dev. Dist.

**1st V. P.:** Justin Hummel, Hummels Office Plus

**2nd V.P.:** Arlene Broat, NBT Bank

**Secretary:** David LaValla, D. LaValla & Son, Inc.

**Treasurer:** David Read, Day, Scarafile & Read, Inc.

#### **Directors to serve 2010-2013 Term**

Mary LaBreche, Knights Inn of Little Falls

Carl Marucci, Adirondack Bank - Little Falls

Mary Morse, Kwik-Kut Mfg.

David Read, Day, Scarafile & Read, Inc.

Roger Skinner, Skinner Auto Group

Sandra Claeys, Rochester Hardwood Floors of Utica, Inc. (new)

Joseph Tomaino, Newport Telephone Company (new)

### **CURRENT BOARD MEMBERS (NOT UP FOR RE-ELECTION)**

Arlene Broat—NBT Bank

Kenneth Collis—Collis True Value Hardware

Mark Cushman—Fermer Precision

Dominic Frank—Herkimer ARC

Paul Gagliardi—M&T Bank

Tom Goldin—Remington Arms

Melodie Greiner—First Source FCU

Scott Hendrix—Whiter Hendrix Funeral Services

Justin Hummel—Hummels Office Plus

David LaValla—David LaValla and Son

Dr. Ann Marie Murray—H.C.C.C.

Stephen Smith—MV Economic Dev. Dist.

Robert Taylor—Ralph E. Taylor Agency

Robert Watkins—AGFS

#### **Staff**

John Scarano, Executive Director

Bonnie Ricci, Office Manager

### CHAMBER ALLIANCE OF THE MOHAWK VALLEY



Pictured left to right: Joan Drummond, incoming CAMV Chair; Jennifer Muthig, Governor Paterson's local representative and outgoing Chairperson Mary Morse.

At the February 2010 CAMV meeting Jennifer Muthig fielded many questions from the 9-chamber representatives and promises further action on issues discussed.

### 3RD YEAR PRESENTING SPONSOR NBT BANK

Thank you, NBT Bank for participating for the 3rd year in a row as a Presenting Sponsor in the Chamber's Business 2 Business Series . Pictured: John Scarano (center) is receiving the sponsorship check from NBT Bank officials Arlene Broat, Assistant Vice President (left) and Denise Snyder, Vice President (right).



### CHAMBER CHRISTMAS OPEN HOUSE

It was great to have our members and friends stop by for a little Holiday Cheer. Thank you to all that donated goodies for the Chamber's Annual Christmas Party.

- |               |                      |               |
|---------------|----------------------|---------------|
| Arlene Broat  | Mary Morse           | Scott Hendrix |
| Mary LaBreche | Carl Marucci         | Guy Devitt    |
| Rudy Scialdo  | Steve "Doozer" Smith |               |

**MEMBER GOOD NEWS** Congratulations to **Herkimer Diamond KOA Kampground** for being named "Kampground of the Year 2009" for the North American Continent.

Also, thank you **Dan Enea** for all your efforts in Haiti. You make us proud.



This BAH was held at Portobello's B&B and sponsored by Campione Water & Coffee Co. Networking here from left-right, Joe Ahern, Chenango Canal Trust Co. and Guy Devitt, HCCC (wow, John's not in this picture)

### BUSINESS AFTER HOURS EVENTS



Here John is celebrating the Holidays at Folts Homes. Left-right: Kathy Eisenhut, Valley Health Serv.; Linda Cardarelli and Pat Frazier, Folts Homes; Darryl Grubner, Holiday Decorator Extraordinaire at Folts Homes; & Peggy Scarano, Valley Health Services.



In February 2010 we visited First Source FCU, Herkimer Branch. Here John is partying with Melodie Greiner, our host, and Board Member (who makes wonderful roast pork); and Niels Mortensen from Upstate Office Equipment.

We would like to take this opportunity to thank all of our event sponsors and hosts. They afford our members an excellent chance to network with other local businesspersons, plus they can show off their businesses to us. We do have a lot to offer in Herkimer County. The next time you receive an invitation to a networking event, give it a chance and register. You may even wish to host the next event. Call the chamber office if interested 866-7820

# Welcome New Members

## Holly Days Christmas for Children, Inc.

Ronald Sterling, President  
PO Box 207  
Ilion, NY 13357  
315-360-4686

## KRP Services, LLC

*Aggregate Equipment Repair*  
Joseph R. Putney, Jr.  
23 Pine Ridge Circle  
North Syracuse, NY 13212  
315-263-1373

## JMc Promotions

*Promotional Products*  
John McCann  
118 Mappa Ave PO Box 557  
Barneveld, NY 13304  
315-896-2146  
www.JMcPromotions.com

## Red Pines Bed & Breakfast

Diane M. Corvetti, Owner  
PO Box 568  
Lake Pleasant, NY 12108  
518-548-5382  
www.redpinesbb.com

## Gerri's Beauty Shop

Geraldine & Gerri Reese  
PO Box 71 - 156 Griffin Rd.  
Wells, NY 12190  
518-924-4681

## Ilion Central School District

Cosimo Tangorra, Jr.,  
Superintendent of Schools  
1 Golden Bomber Drive  
Ilion, NY 13357  
315-894-9934  
www.ilioncsd.org



## BEST OF LUCK TO FRANCESCA'S

The group above gathered to celebrate the Grand Opening of Francesca's Banquet Hall in Ilion. On hand for this ribbon cutting were: Jennifer Muthig, Governor Paterson's local representative; Assemblyman Marc Butler; Herkimer County Legislator Jeffrey Stone; Village of Ilion Officials Joannie Moore and John Stephens; chamber board members Carl Marucci and Rob Taylor; plus Francesca's brother and parents along with our own John S.

## Our Newest Member JMc Promotions



John McCann, owner and John Scarano

## MEMBER TO MEMBER DISCOUNTS

- ◆ **Alliance Worldwide Investigative Group, LLC** 15% discount 800-579-2911
- ◆ **H & M Cleaning** Chamber member reduced rate of 15%. 518-338-8169
- ◆ **Upstate Spray Foam Insulation, LLC** can give 10% OFF to Chamber Members (315) 822-5238 or www.upstatesprayfoam.com billy@upstatesprayfoam.com
- ◆ **Curves** Chamber members corporate joining fee of only \$49! 866-3100 or www.herkimercurves.com

Please check Chamber website for terms and conditions on "Member to Member" Discounts. If you have a discount to add to this list, please contact our office.

Your Chamber actively supports and represents your business in the following:

- New York's Tech Valley Chamber Coalition
- U.S. Chamber of Commerce
- The Business Council of New York
- Chamber Alliance of the Mohawk Valle
- Chamber Alliance of New York State
- Advance Upstate New York
- N.Y.S. Travel & Vacation Association
- N.Y.S. Hospitality & Tourism Assoc.
- Herkimer County Historical Society
- Erie Canal School Boat Foundation
- Herkimer County Snowmobile Trail & Trade Association
- N.Y.S. Snowmobile Association

## Herkimer County Chamber of Commerce

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