



CHAMBERGRAM

THE OFFICIAL PUBLICATION OF THE TOMPKINS COUNTY CHAMBER OF COMMERCE NOVEMBER 2009

ADVERTISING SUPPLEMENT TO THE ITHACA JOURNAL. ADVERTISING IN THE TOMPKINS COUNTY CHAMBER OF COMMERCE'S "CHAMBERGRAM" IS SOLD BY THE ITHACA JOURNAL. ALL ADVERTISING POLICIES MAINTAINED BY THE ITHACA JOURNAL APPLY TO THE PUBLICATION.

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Letter to the Membership

Jean McPheeters, President
Tompkins County Chamber of Commerce

NOVEMBER 2009

I've been out of work with an ailment for a few days and it has gotten me thinking about work, work hours, sick leave, and a number of other issues for both employers and employees.

Many jobs require employees to be at a specific place for specific hours—to interact with customers or clients at specific times, to be part of a manufacturing system, or to deal with situations immediately. For those sorts of jobs employers hire staff for 2080 hours per year for 40 hour per week jobs, but the employers realize that the average employee will work many fewer hours. Subtract 80 hours for 2 weeks of vacation, 24 hours for personal time, and somewhere between 56 and 80 hours of sick leave for most jobs for a total of at least 160 hours or 4 weeks of time off. Most employees will have many more hours off of work than that. But there are still some jobs without sick leave or vacation time. Many small employers simply cannot afford these benefits as they build their companies.

Those non-work hours and other benefits are, of course, considered by employers when setting or negotiating hourly wages, and when considering how many employees are really needed to staff a job. For instance, the rule of thumb is to staff one position 24/7 will take at least 5.4 full time equivalent employees and that doesn't really give you adequate coverage for breaks.

Currently there's a bill in Congress, the Healthy Families Act, to require 7 days of paid sick leave for all workers in businesses with more than 15 employees. That's a very condensed version of the bill, but essentially it would give workers one hour of sick leave for every 30 hours worked up to a maximum of 56 hours. It's not clear how this bill would interact with the Fair Labor Standards Act, which has a different set of rules for who is covered for employers with more than 50 employees. The Chamber's Government Affairs Committee will continue to monitor this legislation and other HR legislation and keep our members informed.

Another, and more cumbersome calculation for most employers, is how to allocate and evaluate work that isn't really regulated by hours at a desk or behind a wheel. The federal and state Departments of Labor create rules to define which jobs are exempt or non-exempt from the Fair Labor Standards Act, but as more work moves away from the traditional workplace to home offices, a seat in an airplane, or to a constant drumming in our heads, the FLSA rules are harder to apply. Work is accomplished by teams rather than solely by individuals; ideas generate more work and more value. I generally find that we've accomplished more than 90% of our work plans for the Chamber and the Convention & Visitors Bureau every year, but we've also added many items as the year progressed to fulfill the needs of our members and to take advantage of the ideas and creativity of our staff.

This valuable additional product that arises from serendipity and opportunity should be recognized by every business. This year as you write work plans for 2010 and review job descriptions for your staff, please consider how your teams work together and how you will gauge and reward productivity and value for these teams. And think about the training that you and your staff need to take advantage of the new trends and ideas in your industry. We list many local and regional training opportunities on our website—see Training Opportunities under Business Resources at our website, www.TompkinsChamber.org, and we update this site frequently.

Finally, being away from work for a few days has helped me realize how extraordinarily lucky I am to work with the people at the Tompkins Chamber of Commerce. They have readily stepped in to cover appointments and meetings for me and to assure that our events and activities continue without interruption. They remember items that I forget and they are ever so much better than I am with most technology that I blush at my inadequacy. Thank you to each one of you for your creativity, inventiveness, attention to detail, and general good humor. I'm looking forward to seeing all of you soon.

RIBBON CUTTINGS AND CELEBRATIONS

The Chamber Welcomes Personalized Fitness Programs by Deborah Newman



Deborah Newman began teaching personal fitness in 2001 at various locations throughout Tompkins and Cortland Counties such as Cornell University, Ithaca College, Private Dance Studios, YMCA's, and other local fitness centers. Due to the high demand for her classes, in 2006 she opened her own studio to provide the very best in personalized fitness programs for women. By delivering a unique

atmosphere and private attention not available elsewhere, her personal training business has grown significantly each year.

The beautiful 550 square foot studio is situated on 100 acres that includes over 3 miles of fitness trails. Located centrally on a hill top between Ithaca and Cortland, her studio has become the destination for local women of all ages seeking long-term improvement of their fitness levels.

"Women want a place to exercise in private with expert coaching to make their routines more enjoyable and effective towards their personal fitness goals. I provide that in a way that keeps my clients excited and continually improving. I have some clients that have been with me for seven years," says Deborah.

By customizing each Pilates-based workout to the needs of each client, Deborah is able to provide programs that are much safer and more effective than the standardized sessions offered elsewhere. Most importantly, each program is designed so that the client can follow the program in their own home without the need for expensive fitness equipment.

"My clients learn how to exercise correctly, how to avoid injury during exercise, and how to follow up with workouts at home to realize their fitness goals. By specializing in individual and small private group sessions I am able to help each client learn better mind-body awareness and more effective exercise practices for their specific needs."

Ms. Deborah Newman
1305 Peruville Rd., Groton, NY 13073
607.342.3544 • www.hangarfield.com

Ithaca Stove Works Is Now Under New Ownership!

After 15 years in the industry, Tomas Kucera - the new owner of the Ithaca Stove Works - knew what direction he wanted his career to take.

"I started in hearth retail, both service and sales" Kucera says, "then I worked in Engineering and Product Development at the Jotul North America, and assisted in the design of several products." After leaving Jotul, Tomas helped to found a hearth products distributor that grew from zero to \$10 million in 3 years. After that, he worked with Hearth and Home Technologies as a Territory Manager and technical representative. Additionally Tomas is a certified instructor for the National Fireplace Institute and the American Institute of Architects, training in hearth design and installation.

When Tomas learned that the former owner of the Ithaca Stove Works was interested in selling, the smoke cleared. "I wanted to develop a bio-mass heating business, and I knew that Ithaca was the right community to do this in. Plus Ithaca Stove Works already had what I consider to be some of the finest lines of hearth product

in the industry available."

Customers will be pleased to know that the Ithaca Stove Works still features the Harman, Jotul and Hearthstone lines. Added to the lineup are Heat & Glo, Scan,

RSF fireplaces, Atra, Enviro-Fire, Tarm, and Froling (and more to come). There are familiar faces at the shop as well as new hearth specialists on board.

Happy heating!



Mr. Tomas Kucera
414 N. Meadow St., Ithaca, NY 14850
607.272.2650 • www.ithacastoveworks.com

NEW MEMBERS

Commencement Weekend Rentals

Donna Tregaskis
PO Box 6733
Ithaca, NY 14851
(607) 272-7344
www.commencementweekendrentals.com
Bed & Breakfast & Country Inns

Evans Codeworks

Laran Evans
120 Utica St.
Ithaca, NY 14850
(607) 279-5383
www.evanscode.com
Software Developers

Ithaca Stove Works

Tomas Kucera
414 N. Meadow St.
Ithaca, NY 14850
(607) 272-2650
Fax: (607) 273-1106
www.ithacastoveworks.com
Stoves / Fireplaces - Wood, Oil, Gas

Gateway Energy Services

David Weakley
8786 Pasture Gate Ln.
Baldwinsville, NY 13027
(315) 439-3332
Fax: (315) 503-5588
www.gesc.com
Energy Marketer

Key Bank

Ann Maybee
221 S. Warren St.
Syracuse, NY 13202
(315) 425-8611
Fax: (315) 425-8611
www.keybank.com
Banks & Financial Institutions

Jonathon Ames, PhD.

Jonathon Ames
122 W. Court St.
Ithaca, NY
(607) 273-2607
Fax: (607) 793-9583
www.jonathanames.net
Business & Management Consultants

Know Yourself Coaching Services LLC

Sanjay Behuria
109 Sheldon Rd.
Ithaca, NY 14850
(607) 348-5397
www.knowyourself.com
Business & Management Consultants

Lucienne's Fine Foods

Lucienne Cruvellier
PO Box 57
Jacksonville, NY 14854-0057
(607) 209-4100
www.luciennes.com
Chocolatier

Stella's Restaurant, Cafe & Bar

Thomas Pastuszak
403 College Ave.
Ithaca, NY 14850
(607) 277-1490
www.kitchenandcocktail.com
Restaurants





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MEMBERS IN THE NEWS

The work of Julia Reich Design draws international attention: The Big Book of Green Design - which includes work by Julia Reich Design - is the first book on sustainable design focused exclusively on the graphic design and advertising communities and is also the first book to showcase real world solutions from small to medium sized firms. It promises to be the first practical and hands-on guide show-

ing how real designers are helping smaller companies project a green image.

The book will be in stores in November, and distributed internationally (to over 20 countries) by HarperCollins Publishers.

In an effort to increase transfer opportunities for students, Tompkins Cortland Community College and SUNY Delhi are giving TC3 students

the opportunity to earn a SUNY Delhi bachelor's degree without leaving the TC3 campus. The partnership offers degrees in Business and Technology Management and Hospitality Management. Students can study part-time or full-time, and can build upon credits earned at TC3 or other colleges. For more information, call Bill Chernish at 607.844.6553, or e-mail him at DelhiTC3@Delhi.edu.

Congratulations to Alta Spa on their 10th Anniversary!

On October 29, Alta Spa officially celebrated 10 years in business, with an Open House and a musical presentation by Johnny Russo and Doug Robinson.

Alta Spa is located at 308 East State Street, and can be reached at 607-273-6818, or on the web at www.altaspa.net.

Patient Vacation, LLC Offers Health Care Options



needs to another country without sacrificing quality. Rather, the quality of care is superior to that found here in the USA." Cooper has traveled extensively and discovered, first hand, that Thailand has some of the most modern and advanced medical and health care facilities in the world. Its doctors and dentists, nurses and therapists

but, also, to customize their entire trip, rehab and recovery plans." Cooper and his Thai associate, Sompoach Vuthikornudomkit, are constantly visiting hospitals and clinics to make sure that their clients have the best care possible.

Whether you want essential or elective surgery, preventive testing, dental care, and more, Patient Vacation wants to help you to take your health and well being into your own hands. You are invited to meet face to face with Cooper to discuss the full options for all your healthcare needs.

Our clients say it the best, "If you have to have surgery, this (Thailand) is the place." "Patient Vacation' was a great experience. From the moment of being met at the airport, throughout our medical care, until when we boarded the plane home, we felt safe and well taken care of."

have been educated in the finest universities and hospitals in Europe, Asia, Australia and North America.

Cooper adds, "We work closely with each client to not only ensure their health and well being,

Find out what you can do to help yourself. Give us a call and visit our website.

Mr. Robert Cooper
2166 Perry City Rd., Ithaca, NY 14850
607.351.7724 • www.patientvacation.com

Commencement Weekend Rentals - Rent Your Home !!

Commencement Weekend Rentals arranges weekend rentals in private homes, apartments and even rooms for Cornell University and Ithaca College families for graduation. An Ithaca house rent-

al is mutually beneficial, providing convenience and comfort for guests and significant weekend income for the homeowner.

"The families who have rented my home were the right peo-

ple every time, and so considerate and appreciative," says Grace McMenamin, a local realtor who has rented her home several times. Providing a great experience for someone is my way of acknowledging the strangers who have shown special kindness during my international travels."

Many families stay in neighboring counties because of the shortage of nearby hotel rooms on a busy college weekend. A home that is well cared for can provide a warm welcome for college families, reduce traffic on local highways, and facilitate access to local restaurants and businesses.

"Thanks for your part in making this all happen, commented one Cornell family after their rental experience. "It felt like a friend's home! The accommodations were perfect and I highly recommend a house rental. The house was beautiful and close to the campus. We will cherish the memories."

You can support our beautiful county by keeping business local.



Ms. Donna Tregaskis
PO Box 6733, Ithaca, NY 14851
607.272.7344 • www.CommencementWeekendRentals.com

Annual Business Awards

The **David R. Strong Award for Small Business of the Year** is awarded to **Triphammer Wine & Spirits**. The **New Business of the Year** award was a tie, and the winners are **Avalon Homes** and **Black Box Computer Consulting**. An awards luncheon for these businesses will be held on Friday, November

13, 2009 from Noon - 1:30 PM at the LakeWatch Inn, 1636 East Shore Drive. The Master of Ceremonies will be Tom Torello, Ithaca College. The **Not - for - Profit Organization of the Year** award is awarded to the **Cancer Resource Center**. The **Large Employer of the Year** award goes to the **Cayuga Medical Center at Ithaca**. An awards luncheon for

these organizations will be held on Friday, December 4, from Noon - 1:30 PM at the Ithaca Downtown Holiday Inn. The Master of Ceremonies will be Kyle Tuttle, LP Ciminelli, Inc. **Congratulations to each of the award winners!** If you would like to attend either or both of the awards luncheons, please visit www.tompkinschamber.org.

BUSINESS AFTER HOURS Wed. Nov. 11 from 5-7pm

Network with other Chamber member businesses while enjoying Castaways famous wings, other appetizers and fabulous drinks! Voted "Best Live Music Venue" in the Ithaca Times Readers Poll, Castaways is dedicated to providing a friendly and comfortable environment where people can relax and feel at home!

Remember: Bookmark www.tompkinschamber.org, check out our Calendar of Events, and RSVP for as many events as possible! **Ya Gotta Work It!**

Grow your Business During Winter Recess Teachers Fest!

Ithaca's annual Winter Recess teachers fest will bring more than 5,000 educators and family members to town, Feb. 12-21. We'd like them to visit your business. And we'll promote your business for free. All you need to do is offer an incentive to get teachers in your door.

Winter Recess is a week-long event that thanks NYS teachers with events and deals throughout Tompkins County. Now in its fourth year, it remains the nation's only citywide festival celebrating school teachers. By offering a teacher incentive during the week, and giving teachers a reason to walk through your doors, you can become part of the festivities.

To get involved, just create an incentive that works for your business and send the details to the Visitors Bureau. We'll post your information for free on the festival

website, IthacaLovesTeachers.com, and include your listing in the printed Winter Recess program. We'll also provide you with signs identifying your business as an official Winter Recess partner, and if you'd like, include a small gift from your company in the welcome bags teachers receive at check in. The sky's the limit. For more information contact the Visitors Bureau at 272-1313 or Info@VisitIthaca.com.

Tips for Attracting Teachers Business:

Creativity—An incentive doesn't have to be a discount. Complimentary refreshments, consultations, services and fun events are all effective.

Affordability—Be realistic. We are talking about Ithaca in February. Teachers are coming for value, and in this economy, they're more value conscious than ever. Busi-

nesses offering the strongest values will receive the most traffic.

Think VIP—You're not discounting to the general public. You're creating an incentive for a special group during a period of slow business.

BOGO—Buy-One, Get-One deals have been most successful in luring teacher business in past years.

Competition—There are 160 restaurants in Tompkins County and more than 500 retail businesses. Your incentive must stand out to succeed.

Repeat Business—Roughly 50% of attending teachers live here. This is your chance to introduce your business to an audience of profitable repeat customers.

Show Teachers Some Love—Your incentive must win their affection to attract their attention.

Susan McCormick - Managing Your Investments & Preserving Your Wealth

Susan McCormick has established a Registered Investment Advisory firm, **Fingerlakes Wealth Management**. We are a comprehensive Fee Based Financial Planning Firm providing our clients with both personal and professional service. We offer Investment Advisory Service, Estate Planning, Tax Efficient Investing, Risk Management, and Insurance.

Our mission is to create and maintain wealth for our clients through long term effective asset management. We build client relationships based on trust, competent professional advice, continual communication and prompt personal service. We assist our clients in setting financial goals, monitoring these goals and keeping them informed of the process and achievement of these goals.

Our success is based on our avid commitment to research. We have equipped our business with the most



advanced technology available in the financial service industry and utilize our capabilities to the fullest. This allows us to give our clients an intensely personalized asset analysis, allocation and investment service.

Our responsibility to you is a serious matter. As a Fiduciary, **Your Interests Come First.**

At **Fingerlakes Wealth Management** the term fiduciary responsibility is more than a phrase. It means we must act with your best interest in mind. As a fiduciary, we are different from traditional investment brokers, insurance agents and other product vendors. It is a distinction we are proud of and one that benefits you.

Ms. Susan McCormick
Cayuga Heights Terrace
410 E. Upland Rd., Ithaca, NY 14850
607.257.1008 • www.fingerlakeswm.com

INHS Unveils Cedar Creek Apartments

Cedar Creek Apartments, a newly-constructed 39-unit affordable apartment community located at 310 Floral Avenue in the City of Ithaca, was officially dedicated on Wednesday, October 14th. Over 75 people were on hand to mark the occasion of Ithaca Neighborhood Housing Services' (INHS) largest housing project to date. INHS partnered with Pathstone, a similar housing not-for-profit out of Rochester, to plan and oversee the construction.

Paul Mazzarella, INHS' Executive Director, emceed a brief program featuring Ithaca Mayor Carolyn Peterson and keynote speaker Deborah VanAmerongen, New York State's Commissioner for the Division of Housing and Community Renewal.

INHS, which has been renting residential properties to the Ithaca community since 1982, owns



and will manage Cedar Creek. This project advances the INHS mission to address the need for quality, affordable, energy-efficient housing in Tompkins County - especially to households of low to moderate income.

Pictured in the ribbon cutting from left to right: Stuart

Mitchell and Joe Bowes of Pathstone, Paul Mazzarella, Mayor Carolyn Peterson, Deborah Boatright, Northeast District Director of NeighborWorks America, and Commissioner Deborah VanAmerongen, Scott Reynolds, INHS' Director of Construction Services, is not pictured.

Ithaca Neighborhood Housing Services, Inc.
Mr. Paul Mazzarella
115 W. Clinton St., Ithaca, NY 14850
607.277.4500 • www.ithacanhs.org