



Feb 9, Chamber Monthly Meeting

The Skaneateles Chamber's first monthly meeting of the year will be Thursday, February 9th at noon at the Stella Maris Retreat and Renewal Center, 130 E. Genesee Street. Stella Maris is the perfect place to spend some time reflecting on your business and network with your fellow chamber members to bring you new business in 2012.

A buffet lunch consisting of: Orange Glazed Cornish Game Hens, Oven Roasted Fingerling Potatoes, Green Beans, Rolls, Salad Bar, Cheesecake with Cherries, Coffee, Tea & Ice Water. The cost will be \$15 inclusive of tax and gratuity. Pay at the door, checks payable to Stella Maris. Reservations are mandatory and are due by February 6th by calling the Chamber at 685-0552.

Throughout the meeting everyone present will have a chance to share something about their business that will encourage growth in 2012. You decide what you want to talk about – we will provide the audience! If you have not had the chance to visit Stella Maris, be sure to take this opportunity to do so. Tours will be available.

2012 CHAMBER MEMBERSHIP MEETING DATES:

(Dates are firm. Places are tentative)

- April 12 – Lodge at Welch Allyn
- June 14 – Anyela's for an evening meeting??
- September 13 - Skaneateles Country Club
- November 8 Krebs, if open????
- December 12 – annual meeting and holiday party at Sherwood Inn

UPCOMING CHAMBER EVENTS

- February 7** – Professional Services Comm, Vincent McCabe, 4 pm.
- February 7** – Permanent Dock Committee, Cheney & Blair, 4:30 pm
- February 9** – Membership Meeting at Stella Maris, noon.
- February 10** – Telephone Book Committee, Johnny Angels, noon.
- February 15** – Chamber Board Meeting, Sherwood Inn, 8:00 am.
- February 16** – Tourism Committee, Sherwood Inn, 8:30 am.
- February 16** – Business after hours at Creekside Books and Coffee, co-sponsored by Elbridge Wine and Spirits, 5-7 pm.
- February 22**– Membership Council/Welcome Comm, Chamber office, 8:30 am.
- February 28** – Speaker Series at the Sherwood Inn, 5:30-7:30. See pg 8.
- March 7** – Boat Show Committee, M&T Bank, 9 am.

2012 Board of Directors

President	Pam Schoener
Vice President	Tom Grant
Secretary	Patty Keogan
Treasurer	Tracie Barnes
Past President	Richard Pitman

Term Ends 2014

Sandi Mulconry
Elaine Slater-Kogler
Rita Trenti

Term Ends 2013

David Hunt
Susan Greenfield Murphy
Sarah Wiles

Term Ends 2012

Anne Bishop
Tom Blair
Alain Castel
John Logan
Lori Milne
Joe Panzarella
Randy Stockweather

Executive Director: Susan Dove

Administrative Specialist: Candy Searing

Customer Service Rep: Linda Dwyer

REFER A NEW MEMBER
and
RECEIVE A FREE TICKET
INTO THE CHAMBER
HOLIDAY PARTY
Watch the March Newsletter for
details!

Mission Statement

Skaneateles is a uniquely charming place to live, work, and grow. The Skaneateles Area Chamber of Commerce; comprised of 400 businesses and individuals, works to promote the prosperity of its members, cultivate growth and economic development, and preserve the quality of life for the entire community.

Skaneateles Chamber Welcomes New Members

Greene Gate Career Counseling – Michael Greene offers quality services assisting individuals with defining their career. Using personalized vocational assessments, and a variety of exploration activities, you will make informed choices for finding a job, choosing a college program of study, or changing to a new career. With nearly thirty years of experience working in career development, Greene Gate is an accessible and affordable choice. Green Gate can be contacted online, greenegate@gmail.com or (607) 220-7326

JET Voice Over Talent – Joan Thomsen, has been a member of the Skaneateles Chamber for many years. Joan has recently changed her business focus and is now doing voice overs. For those that are not familiar with the term “voice over,” it is a recording of someone reading, or working from memorized material, without an accompanying visual image of that person. In other words, you hear the person, but you do not see them. Joan offers her services for the following recording purposes: audio web content, commercial advertising, public service announcements, corporate training, children’s educational material, phone system messaging, audio books, documentaries, medical material, scientific or technical, or motion picture and tv. Call Joan at 685-2325, 730-1585, or e-mail JET.voiceovers@me.com.

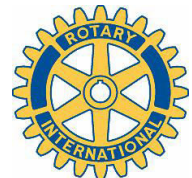
Tom McKellop – Welcome to Tom McKellop, our newest Patron Member.

*Patron Members are social members of the chamber. They can attend any meeting or business after hours, and receive our newsletter. If you know of someone who would like to keep a pulse on the business community and be a Patron Member of the Skaneateles Chamber, please refer them to the Chamber Office for a membership application. Membership is \$50 per year. Patron member referrals are **not** eligible for the referral program.*



THANK YOU!

FROM WINTERFEST 2012



I am writing on behalf of the **Skaneateles Sunrise Rotary Club**, a BIG thank you to all of our sponsors, retail shops & professional businesses, restaurants, Skaneateles United Methodist Church, Boy Scouts, Girl Scouts, Interact club, Sea Scouts, National Jr. Honor Society, The Creamery, Stan Kolonko, Ice Carver; Jim Parr, wood carver; Skaneateles Masons, Davey's Forest Project, YMCA, Sidney Beckwith Photography, Skaneateles Journal, Skaneateles Press, Scotsman Pennysaver, Village of Skaneateles, Town of Skaneateles, Polar Bear Club, Skaneateles Chamber of Commerce, and Skaneateles Rotary Club for your support of Winterfest!

The event was a huge success, a nice addition to our community, and could not have taken place without the support of so many! “Like” Skaneateles Winterfest on Facebook to view hundreds of great photographs! Save the date: January 26, 2013.

Candace Searing, Skaneateles Chamber and Skaneateles Sunrise Rotary

BUSINESS AFTER HOURS



Call the Chamber at 685-0552, or e-mail csearing@skaneateles.com to make a reservation!

Network, socialize, win door prizes!

THURSDAY, FEBRUARY 16th from 5-7 pm

Hosted by:

***CREEKSIDE BOOKS AND COFFEE and
ELBRIDGE WINE AND SPIRITS***



“Come celebrate Valentines Day with “sweet treats” of chocolates, cupcakes, coffees and wine!”
at Creekside, 35 Fennell Street, Skaneateles

DOOR PRIZES
APPRECIATED. JUST BRING
IT WITH YOU!

UPCOMING 2012 AFTER HOURS:

March, 2012 – OPEN

April, 2012 – OPEN

May-2012 – OPEN

June, 2012 – Lockwood Farms

SEPTEMBER, 2012 - OPEN

OCTOBER, 2012 - OPEN

NOVEMBER 20, 2012 – Dickens Kick off Party

Please consider hosting an after hours in 2012 at your business. Or consider joining together with another business to host a joint business after hours. Twice the fun and half the work! Showcase your workplace, network with other Chamber members, and provide an informal atmosphere for Chamber members to get together!



LIMITED PARTICIPATION FOR FIRST FRIDAYS THIS WINTER.

**VISIT THE FOLLOWING MERCHANTS:
FRIDAY, FEBRUARY 3rd!**

Snake Oil Glassworks is having their 2nd Annual Blowin' Red Fundraiser on Friday, February 3rd from 5-9pm. in support of the American Heart Association's Go Red for Women initiative. Silent auction and live auction with 100% of the proceeds to the AHA.. If you would like to donate an item for the auctions please contact Peg Austin at snakeoilglassworks@gmail.com or call 685-5091 and they will happily come pick it up. Plan on coming to the event – lots of fun for a great cause. What will Phil be wearing this year????!! Snake Oil Glassworks is located at 4251 Jordan Rd.

7:30 PM – 9:30 PM live music at **Creekside Books & Coffee**, 35 Fennell St. Free and open to the public. (315) 685-0379. www.creeksidebooks.com

FIRST FRIDAY will be back in full action on Friday, May 4th. Watch here for First Friday events during the winter.

RESULTS OF 2011 SKANEATELES CHAMBER MEMBER SURVEY

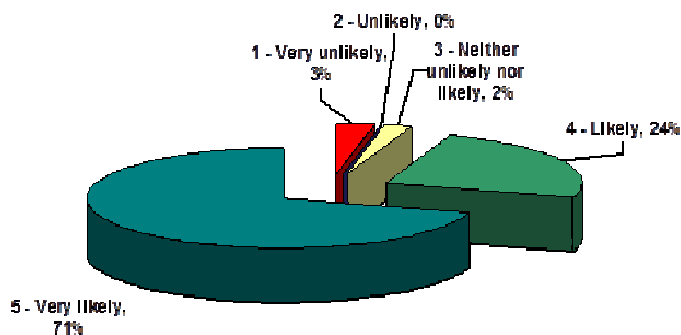
In order to better understand the needs of its members, the Skaneateles Area Chamber of Commerce commissioned its Professional Services Committee to investigate conducting a membership study. Jean Vincent, President of Vincent McCabe, Inc., and co-chair of the Committee volunteered her research company to conduct the study pro bono. The survey questionnaire was developed in cooperation with Sandi Mulconry, Professional Services co-chair, the committee members, Chamber staff and Board members.

METHODOLOGY

During the months of September and October 2011, Chamber members were invited to complete a survey online. A total of 100 individuals completed the survey – 97 Chamber members and 3 non-members. Types of businesses represented in the survey reflect the large business diversity of the membership and varying years of membership. A majority (85%) have been members for two years or more. 54% of the respondents have a store front and 46% have no storefront.

FINDINGS

95% of the survey respondents plan to renew their membership. Both retail and non-retail members score likelihood of renewal at the 95% mark.



Chamber Satisfaction

Reflecting the high projected renewal rates and value scores, there were many open-ended comments provided that reflect strong positive feelings towards the Chamber staff and the work that they do for members.

Chamber Services

Many different aspects of Chamber offerings are important to members. Business After Hours, Dickens and various events and tools (such as the Directory and website) had the most mentions as important aspects of membership.

MANY THANKS TO JEAN VINCENT, VINCENT MCCABE AND THE PROFESSIONAL SERVICES COMMITTEE FOR THEIR HARD WORK ON THE SURVEY!

THE WINNER OF THE \$50 CHAMBER GIFT CERTIFICATE FOR COMPLETING THE SURVEY WAS PEG AUSTIN OF SNAKE OIL GLASSWORKS! CONGRATULATIONS!

CHAMBER MEMBER SPOTLIGHT



The Chamber Member Spotlight is a monthly feature of this newsletter. If you would like to be featured in the Chamber Member Spotlight please e-mail an article about your business to: sdove@skaneateles.com. Articles are featured on a first-come, first-served basis. Businesses may not submit an article more than once every two years.

FIRST NIAGARA BANK
SYRACUSE
WINTERFEST

20WF12

CANAVAN '12

LET THE FUN & GAMES
Begin!

February 15-26, 2012
www.syracusewinterfest.com

M2M MEMBER TO MEMBER DISCOUNTS M2M

Here's how it works:

IF YOU WANT TO CHANGE YOUR OFFER PLS CALL US – 685-0552!

Call the Chamber or e-mail if you would like to give a discount to your fellow Chamber Members and their employees. Be specific about the discount you are offering: Every month in this newsletter a list of all "member-to-member" discounts will be published. **In order to get the discount, the member/employee must produce a copy of the newsletter which lists your discount.**

MEMBER DISCOUNTS: "Another benefit of membership in the Chamber!"

- **Lootens Distributing** – receive wholesale price on items such as: car starters, DVD players and flat screen monitors, car stereos, and most 12 volt accessories, etc. For a complete list contact Lootens Distributing at 685-8816.
- **Cindy Griffith, Intuitive** - \$5 off a Psychic Reading with Cindy Griffith Readings can include: Psychic Tarot Cards, Tarot Numerology, Spirit Guide Readings and Energetic Evaluations. Cindy offers her readings at her office in Skaneateles or over the phone. Discount cannot be combined with any other special. To schedule an appointment or for more information, call Cindy at 315-685-8395, email at Cindytarot@msn.com.
- **Ice Hot Concepts** - We are pleased to offer the following discount to chamber members and their employees: 10% OFF Merchandise (includes Skates, Skating Apparel, Equipment, Accessories, and Gift Items). (excludes used skates, consignment items, skate sharpening, and lesson fees). 315-685-1678 or e-mail robyn@icehotconcepts.net
- **Joe Shannon's Clean Carpet** – offers a 10% discount on any carpet or upholstery cleaning. Gift certificates available. Call 315-523-0939 for a free estimate.
- **The UPS Store, 27 Fennell St., Skan** – 5% off UPS Shipping; 15% off b/w and color copies/prints, packaging, boxes, faxing and mailboxes.. 315-685-0155
- **Essential Health Solutions** - FREE gift for Chamber Members. Simply visit <http://www.looklivefeelbetter.com/specials.html>. 315-246-1638.
- **Imagine, 38 E. Genesee St, Skan** – 10% off on any regularly priced merchandise. 315-685-6263.
- **The Country Ewe, 18 E. Genesee St., Skan** - 10% off on any regularly priced merchandise. 315-685-9580.
- **Skaneateles Antique Center** - 10% off on any regularly priced merchandise. 315-685-0752.
- **Camillus Kayak Shop** - 10% off all Thule Car Rack Systems, 10% off all paddles in stock, \$50 off any Tahe Marine kayak in stock, and 20% off all PFD's in stock.
- **Vernak Farms Country Store, Borodino**– 10% off all gift baskets and deli trays. 315-673-9327.
- **Creekside Books and Coffee, 35 Fennell St., Skan** 15% off all merchandise in the bookstore only.
- **The Dealer Auto Sales, 816 W. Genesee St., Skan** – Full Auto & Truck Service. 10% service and repair courtesy discount. Clean, Quality, Southern Cars. \$100.00 off any auto or truck purchase. (Discount not valid on sale items) Over 28 years experience. 685-3921. 816 W. Genesee St., Skaneateles.
- **Inn at the Finger Lakes** – 15% off any room, any time. Free Breakfast Buffet (6-10 am) and Finger Lakes Wine & Beer Reception (5-7 pm). Ask for **Member to Member** and/or **Family & Friends** discount. Reservations: 253-5000.
- **Clear Lakes Animal Wellness, 1661 E. Genesee St., Skan** – 10% off on your pets wellness exam. Call 685-2188 for an appointment. Mention the discount.
- **Fleur de list Florists, 26 E. Genesee St.** - 10% discount all regular priced merchandise. \$50.00 discount on any wedding booked for 2012.
- **Primary Technology Solutions** - "We are offering 10% off of any computer sold. (All brand new equipment) Please email Paul Rodgers at prodgers@pritechs.com for prices."
- **Gazella Performance and Wellness** – offers a 10% discount on all services.



**DO A HOT DEAL TODAY ON
SKANEATELES.COM.**

Only \$5.00 per week

Call the Chamber at 685-0552

Or login to Skaneateles.com

**Skaneateles.com had over 117,000 unique
visitors in 2011. An increase of 31%**

**BANNER ADS ON SKANEATELES.COM
are only \$250 for 3 months. A great value!**

Call Sue Dove at 685-0552 for details!

CHAMBER MEMBER NEWS.....

PRIME SPACE AVAILABLE FOR SUBLET

Approximately 900-1000 sq ft of prime retail space (E Genesee Street) for sublet, with option for longer lease, available 5/1/12-3/31/13, rent \$2000 mo. For more info contact 685-1105. Look for cate&sally at their new location at 8 East Genesee Street in mid-April.

Snake Oil Glassworks presents: **2nd Annual Blowin' Red event** in support of the American Heart Association's Wear Red for Women Day on Friday, February 3rd from 5-9pm. Back by popular demand, this fundraising event is not to be missed. There will be a silent auction of items from local artists and vendors, handmade red glass from the Snake Oil Glassworks hot shop and red refreshments. The highlight of the evening will be our "Hot-on-the Pipe" live auction where you can bid on pieces of hand blown glass as they are being made. Bid enough and the gaffer might even do it your way! In keeping with the spirit of the day, our gaffer will once again perform this dressed in a skirt and 4 inch heels (Red, of course!). Ever wanted a private glassblowing lesson? Don't miss this opportunity to win two hours in the glass studio. We'll have a few other surprises as well, and a new outrageous poster. Come join the fun. Requested \$10.00 donation. Bring your checkbook - it's all for a good cause. Questions 315-685-5091 or www.snakeoilglassworks.com.

First Niagara Bank is celebrating their one year anniversary from February 27th – March 3rd. Manager, Debbie Cole invites you to stop into the First Niagara Fairmount branch to celebrate! Prizes and surprises all week long!

CNY Boat Show features Sailboat Shop - The Boating Information Center in the Horticulture Building at the Central New York Boat Show February 15-19 is the spot to learn all you need to know about boating safely, legally, and in an environmentally-friendly way on NY waters. The Center will host the 2012 Discover Clean and Safe Boating educational vessel — a 17-foot Com-Pac Sun Cat sailboat built by Hutchins Company of Clearwater, Florida, and provided by The Sailboat Shop in Skaneateles, NY.

The Sailboat Shop owner and past president of the Boating Industries Association of Upstate New York John Jablonski says, "I am pleased to provide a boat for use with this educational campaign. It is a great way to educate boaters of all interests and get about how to enjoy New York's fabulous water resources in a way that is safe, legal and keeps our waters clean." Think summer and come to the Boat Show! Sailboat Shop's number is 315-685-7558.

Merry Go Round Playhouse and the Finger Lakes Musical Theatre Festival would like to talk to you about placing your advertisement in the 2012 Playbill. Advertising in our Season Playbill is an opportunity to expose your business to patrons from Auburn, Syracuse, Ithaca, Rochester, Oswego and everywhere in between (By the way, did you know that 70% of our audience comes from outside Cayuga County?) If advertising isn't for you, you can still help by making a donation. It's tax-deductible for your business and a great way to show your involvement in the community. With over 60,000 tickets sold during the 2011 season and over 75,000 expected this season, you won't want to miss this opportunity. Please call Kristin at 315.255.1305 x27 to discuss the options we offer. Thank you for supporting the theatre in our community!

Skaneateles Historical Society presents their monthly speaker: An Artist on the Lakeshore. In August of 1944, an Army doctor's wife sent a letter from a cottage on Skaneateles Lake's west shore to her husband, a surgeon serving near the front lines in war-torn Europe. In part, it read: "The painting of Nancy is going to be superb. Nothing has thrilled me so much in months. Just knowing Mrs. Trump is something special – a highlight of this summer. Her personality is as warm and understanding as she is beautiful. You would love her – and that painting." Who was the artist known as "Mrs. Trump"? The search for her has brought to light a beautiful collection of portraits, two amazing families, and stories of "The Birches," their extraordinary home on the lakeshore. On Tuesday evening, February 28, at 7:30 p.m. at The Creamery at 28 Hannum Street, Kihm Winship will tell the story of Rachel Bulley Trump, in a talk illustrated with her paintings as well as photographs from the Trump family's personal collection, taken during their summers on Skaneateles Lake.

Skaneateles Y announces Adult Hockey Night – play pick-up hockey every Friday night beginning February 3rd. No checking, no referees, full equipment required. \$10 drop in passes can be purchased the day of the game, prior to 8:30 or pay for the full season, \$80 for members, \$90 for non-members. 315-685-2266.

SAVE THE DATE: Tuesday, February 28th

Skaneateles Speaker Series Examines Online Marketing

In the next installment of the Skaneateles Speaker Series, advertising executive Brian Sheehan, associate professor at Syracuse University's Newhouse School, will speak on "Did You Blink? Look What's Happened to Online Communications."

The program, organized by the Professional Services Committee of the Skaneateles Area Chamber of Commerce, will run from 5:30 to 7:30 p.m. Feb. 28 at the Sherwood Inn. Sheehan's talk will start at 6:15 p.m. Call 685-0552 to make your reservation today.

Sheehan spent 25 years with Saatchi & Saatchi Advertising, which he continues to serve as a consultant. His career took him from New York to Hong Kong, Tokyo and Sydney, Australia. Most recently, he was chairman and CEO of Team One Advertising, a division of Saatchi & Saatchi.



He has worked with such national and international brands as Toyota, General Mills, Procter & Gamble, Hilton, British Airways, IKEA, TIME, News Corp., Bayer, DuPont, Sara Lee, Kodak, Ritz-Carlton, Castrol and Hewlett-Packard.

In 2008 he joined the Newhouse School, where he teaches courses in advertising management and practice, advertising strategy, and online advertising/e-branding. He is author of "Basics: Online Marketing" and "Basics: Marketing Management."

"We learned from the recent member survey conducted for the Chamber that online marketing is the topic of greatest interest to our members," says Jean Vincent, co-chair of the Professional Services Committee and president of Vincent McCabe Inc., which conducted the survey. "Brian's talk will give us great on-point content, along with real-world stories that are both timely and entertaining. This is a rare opportunity for the local community to engage with him and gain his perspective."

Presenting sponsor of the event is Verizon FiOS. Additional support has come from Group M Communications, the Sherwood Inn, and Vincent McCabe Inc. The evening will include opportunities for networking, a free drink coupon for wine or beer, heavy hors d'oeuvres, and door prizes. Tickets are \$20 for members of the Skaneateles Chamber; \$25 for non-members.

Reservations are requested by Feb. 21 and may be made by calling 315-685-0552 or by email to csearing@skaneateles.com.



FREE Breast Exams, Mammograms, Pap Tests, and Colorectal Cancer Screenings

No health insurance? Age 40 and older? The Onondaga County Cancer Services Program (CSP) offers free breast and cervical cancer screening for women ages 40 to 64 who do not have health insurance. The CSP also offers a free at-home colorectal cancer screening kit for men and women ages 50 to 64 who do not have health insurance. These services are available at private health care provider offices throughout the city of Syracuse and Onondaga County. **Call 435-3653 today to see if you qualify for a FREE cancer screening!**

PLEASE FORWARD THIS INFORMATION TO SOMEONE YOU KNOW WHO MAY NEED THIS SERVICE!

2012 Community Directory

The Skaneateles Chamber is pleased to be once again partnering with the Skaneateles Journal to print the 2012-13 version of the Skaneateles Community Directory.

The Skaneateles Journal's new advertising representative, Bruce Reeves will be handling all display advertising. You should receive a mailing regarding pricing for display ads in the next week or so.

The Chamber will handle all changes to your FREE 5 line listings. Forms were mailed to you with your Chamber dues invoice and were also included with the display advertising mailing the Journal sent to you.

New this year in the Directory will be a map of the entire area where we will pinpoint tourism businesses throughout the area. Any member paying the Tourism level dues (\$195 or higher) will be placed on the map.

Women Connecting in Business

PITCH MEETINGS HAVE MOVED TO A NEW DAY. at the Training Center of Custom Business Services located at 360 Grant Ave. Auburn. I am pleased to announce that we've set a new date and time for all PITCH meetings going forward. We will meet on the 3rd Friday of every month at 12:15 for lunch meetings. Please join us February 17th from 12:15 to 1:45. Lisa Miller and Eileen Price of Women Wealth & Wisdom will host our meeting. It is the same topic that we postponed from this month's meeting: **A Week Vacation vs. A Week Retirement – What Kind of Investor Are You? Women & Finances: Put Our Knowledge On Your Side** - \$10.00 per person – registration is required – please bring your own lunch and we'll offer light refreshments and a snack. Call 258-8780 to let us know you are coming.

WISE Symposium:

Tuesday, April 3rd, 2012

**Register by January 31st to get the early bird rate*

Keynote Speakers:

Barbara Corcoran, investor on ABC's Shark Tank and founder of The Corcoran Group -and-

Nell Merlino, founder of Make Mine a Million and Take Your Daughter to Work Day

Location:

Oncenter in Syracuse, NY

Registration:

<http://www.wisecenter.org/> Call 443-3550 with questions

WOMEN TIES presents "Creating a National Buzz about your Business" featuring Skaneateles' own Laura Ponticello owner of Laura's List: Books for Women. Join Women TIES on **Tuesday, February 7, 2012, from 11:30 a.m. - 2 p.m. at [Chesterfield's Restaurant, 1713 Bleeker Street, Utica, New York.](#)** On February 7th, Laura will share 5 successful strategies to reach your target audience, create a buzz in the marketplace and connect with your demographic to drive productivity and sales. To register go to <http://womenties.com/events.cfm#Event192>.



22 Jordan St. PO Box 199
Skaneateles, NY 13152

**Many thanks to
THE UPS STORE for
the color copies in this
month's newsletter!**

Thought for the Month:

When you buy from a small mom or pop business, you are not helping a CEO buy a third vacation home.

You are helping a little girl get dance lessons, a little boy get his team jersey, a mom or dad put food on the table, a family pay a mortgage, or a student pay for college.

Our customers are our shareholders and they are the ones we strive to make happy.

Thank you for supporting Small Businesses.

Submitted by,
Robyn Bentley, Ice Hot Concepts

BUY LOCAL! IT PAYS!

COMMITTEE COLUMN

In the newsletter each month we will highlight one of our Chamber Committees. In doing so we hope that you will learn more about what your Chamber is doing for you and to learn about ways you can become involved if you wish to.

PROFESSIONAL SERVICES

The mission of the Professional Services Committee is to provide this segment of the membership with opportunities to interact that will enhance their business prospects. The Committee aims to:

- Identify the needs of the Chamber's professional services members
- Promote the Skaneateles area as a great place to secure professional services

Committee Chairs:

Sandi Mulconry, Group M Communications,
685-9363

Jean Vincent, Vincent McCabe, 685-7227