

New Members

The following businesses have recently joined. Please take a moment to welcome them and consider doing your business with your fellow members of *The Otsego County Chamber*.

Denim & Diamonds Hair Salon

Joyce Knuth
9 Elm Street
Oneonta, NY 13820
607-353-2002
jk.dd.449@gmail.com



A new full service hair salon using high quality products at affordable prices ... haircuts, color, nails, pedicures, facials and much more.

Northeast Kidney Foundation

99 Troy Road Suite 200
East Greenbush, NY 12061
518 533-7880
info@healthykidneys.org
www.healthykidneys.org



NeKF offers wellness programs, networking and vocational rehabilitation for patients and families, including monthly "Kidney Club" support group meetings to assist those facing the challenges of kidney disease and related conditions.

North Star Electric

Nathan Place
326 Nelson Road
South New Berlin, NY 13843
607-548-7008
ns.electric@hotmail.com

Master licensed and insured with 35 years combined experience in all phases of residential, commercial and industrial electrical construction. Serving Otsego, Delaware and Chenango counties.

Priority One Payroll

7 Union Street
Ballston Spa, NY 12020
518-363-0600
jdubiack@priorityonepayroll.com
www.priorityonepayroll.com



Specializes in small businesses needs, from complete payroll tax preparation and administration, to services including direct deposit, garnishment service, benefit time accrual, workers' compensation insurance, time and attendance solutions, 401k offerings and much more.



Richard D. Nanes

203 Martindale Road
Oneonta, NY 13820
607-286-7998
keynote@oelblue.com



Rental properties.

Sallie Dunham-Davis, LCSW

5 Market Street
Oneonta, NY 13820
607-433-0209
Sallie.81@hotmail.com



Small Group Practice providing Psychotherapy and counseling.

Do you know a friend or colleague who would like to join *The Otsego County Chamber*?

For details contact Shelly at (607) 432-4500 ext. 207 or shelly@otsegocountychamber.com

4th Annual Business Expo & Job Fair

Thursday, November 3, 2011



The Otsego County Chamber

189 Main Street, Suite 201
Oneonta, NY 13820-2580

Phone: 1-877-5-OTSEGO
or (607) 432-4500
Fax: (607) 432-4506

tocc@otsegocountychamber.com

www.otsegocountychamber.com

In This Issue:

Annual Small Business and Breakthrough Awards

In the Next Issue:

Plans for 2012 and Annual State of the State Luncheon

Address Correction:

Please call (607) 432-4500 or email shelly@otsegocountychamber.com

The Otsego County Chamber

Strengthening Our Economy Shaping Our Future

Volume 14, Issue 4

189 Main Street, Suite 201 • Oneonta, NY 13820-2580

September 2011

STAFF

President & CEO:
Rob Robinson
Director of Operations:
Shelly Giangrant

2011 DIRECTORS

Chair:
Roxana Hurlburt •
ISD
First Vice-Chair:
Tanya Shalor •
Opportunities for Otsego
Second Vice-Chair:
Brian Hutzley •
SUNY Delhi
Secretary/Treasurer:
Rob Robinson •
President & CEO
Past Chair:
Mark Grygiel •
NYCM Insurance

George Allen •
Northern Eagle Beverages
Scott Bonderoff •
Bassett Healthcare Network
Colleen Brannan •
SUNY College at Oneonta
Scott Davis •
Country Club Auto Group
Caprice Eckert •
Pathfinder Village, Inc.
Sean Gahagan •
National Baseball Hall of Fame & Museum
Doug Gulotty •
Douglas Gulotty & Associates
Jon Hansen •
Gordon B. Roberts Agency
Eric Jervis •
Harlem & Jervis Law Office
Rachel Lutz Jessup •
NBT Bank
Mark Kingsley •
The Inn at Cooperstown
Paul Lawrence •
Holiday Inn Oneonta
Carolyn Lewis •
Otsego County Economic Development
Armand Nardi •
The Daily Star
Bill Reeves •
Hometown Oneonta
Nick Savin •
ONC BOCES
Steve Sinniger •
Otsego County Farm Bureau
Joe Sutaris •
Community Bank
Leif Van Cott •
Unadilla Laminated Products
Romona Wenck •
Laurens Central School
Cyndy Yager •
A.O. Fox Hospital
Kelly Zack-Decker •
Hartwick College

Small Business Awardees Announced

Gruver, Zweifel and Scott has been selected to receive *The Otsego County Chamber/KeyBank* 12th Annual Small Business Award and Cleinman Performance Partners has been selected to receive *The Otsego County Chamber/Excelsus BlueCross BlueShield* 6th Annual Breakthrough Award.

"These awards celebrate the true backbone of the upstate New York's and the nation's economy," offered Rob Robinson, President & CEO of *The Otsego County Chamber*. "Small business and innovation: it is where it all happens!"

"The Greater Otsego County region is fortunate to have the business of Gruver, Zweifel & Scott with its longevity in the public accounting field serving our area," offered Roxanna Hurlburt, Chamber Board Chair. "As the recipient of the Breakthrough Award, Mr. Cleinman, a local entrepreneur, is an inspiration to all. Please join me in congratulating these great businesses as we honor them."

These awards will be presented at the 12th Annual Small Business Banquet, Thursday, October 13, 2011 at The Otesaga Resort Hotel in Cooperstown.

"Key Bank is proud of its longtime affiliation with *The Otsego County Chamber* and to recognize many outstanding businesses over the years through our support of the Small Business Banquet. This year is no exception with the honor going to Gruver, Zweifel, & Scott LLP, stated KeyBank's Jim Empie.

"We want to thank *The Otsego County Chamber* for the honor of being chosen to receive the 12th Annual Key Bank Small Business Award," said Steve Gruver, Senior Partner of Gruver, Zweifel & Scott, LLP. "It is a great honor and achievement to receive such a prestigious award. Our community is very fortunate to have so many fine small businesses providing



Roxanna Hurlburt

high quality personalized services to its citizens. We are proud to be amongst that group."

Gruver, Zweifel & Scott, LLP is a full service Certified Public Accounting firm, with its predecessors, has been in existence for more than 50 years providing accounting, auditing, tax, and client advisory services to businesses and individuals, local governments, nonprofit organizations and trusts. GZS is deeply committed to its diversified client base as a provider of the highest quality personalized service.

At GZS, the operating philosophy is simple. Listen to clients and allow the client to set the limits of their service needs. The firm has created an environment that allows its clients to receive individual attention, at the same time having access to the resources of a larger firm. GZS continually strives to set themselves apart from other firms by looking beyond the compliance work. They look beyond the necessity of compliance and act as business advisors and consultants. They listen to clients to find out their needs as well as ways for them to achieve their goals. GZS provides professional services to a large part of Central New York as well as out-of-state clientele.

The Partners and staff are involved in many local activities and organizations, including *The Otsego County Chamber*, the Oneonta Rotary Club, the Oneonta Rotary Foundation, the Otsego County Development Corporation, Otsego County Industrial Development Agency,



Oneonta Kiwanis, Catholic Charities, Saturday's Bread and the Oneonta Country Club. Many of their partners also serve as officers and board members of several volunteer organizations and community youth organizations.

"Based in Oneonta and serving clients across the country, Cleinman Performance Partners is a real Upstate NY success story," stated Eve Van de Wal, regional president for Excelsus

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25th Annual Country Club Auto Group's Golf Classic Results

The Otsego County Chamber's 25th Annual Country Club Auto Group's Golf Classic was held on Thursday, August 11, 2011 at the Oneonta Country Club.

Flight 1:

First Place: Utica School of Commerce (57) – Scott Williams, Shaun Brennan, Mike Conley, Bruce Davis.

Match of Cards: NYSEG (59) – Jim Salmon, Tom Ryan, Bill Reeves, Jim Roe.

Match of Cards: County of Otsego IDA (59) – Joe Bernier, Kurt Schulte, Greg Relic, Jim Salisbury.



Registration: Elizabeth Walton, Shelly Giangrant, Andrew and Rich Gravelin.



Bassett Healthcare: David Borgstrom, Scott Bonderoff, Bill Stamp and Scott Burrows.

Keystone Associates: Paul Bedford, Nick Savin, Gary Kuch and Ken Ellsworth.



HHK Team: Jim Hayes, Bill Brodeur, John Phraner and Brian Wright.

Flight 2:

First Place: Oneonta Realty (55) – Cricket Keto, Patty Canner, Brad Hess, Robert Morse.

Second Places: Hometown Oneonta (63) – Michelle Catan. Paul Catan. Huemac Garcia, Bobbie Ridell.

Third Place: Scavo's Body Shop (63) – Rich Gravelin, Andrew Gravelin, Randy Lewis, Eric Jervis.



Country Club Automotive Group: Tom Grant, Bill Davis, Scott Davis and Tom Armao.



AO Fox Team: Keith Valk, Gary Smith, Joe Phillips and Mike Capuano.



Lunch.

COUNTRY CLUB AUTO GROUP

Straightest Drive #16: Rich Gravelin

Longest Drive #6: Shaun Brennan

Closest to the Flag #2: Cary Brunswick

Closest to the Flag #7: Bruce Davis

Closest to the Flag #10: Tom Cole

Closest to the Flag #13: Oneonta Realty

1 Skin #18 (2): NYSEG



Country Club Automotive Group: Tom Grant, Bill Davis, Scott Davis and Tom Armao.



GZS Team: Bob Gruver, Debbie Mostert, Steve Gruver and Dennis Scott.



COIDA Team: Joe Bernier, Jim Salisbury, Kurt Schulte and Greg Relic.

NYS Small Business Development Center

Free business management assistance for start-up or established businesses is available at the Small Business Development Center [SBDC] Satellite Office now open at 189 Main Street, Suite 205, Oneonta, NY. The office is located on the same floor as *The Otsego County Chamber*. Serving Otsego, Delaware and part of Chenango Counties, Business Advisor Michelle Catan has over 17 years banking experience and three years business ownership. She can be reached at (607) 432-4500 ext 208 or mcatan@binghamton.edu.

The SBDC offers no charge direct one-to-one counseling in the following areas:

- Start-up Assistance
- Business Plan Development
- Accounting and Financial Projections
- Sources of Financing
- Marketing
- Business Expansion
- Relocation and Agribusiness
- Procurement
- E-Commerce

In addition to the Oneonta Satellite Office, The Delaware County Chamber is making space available in the E-Center in Delhi for the SBDC Business Advisor to meet with clients.

The Center's goal is to assist entrepreneurs, business and industry in



finding solutions to their problems which leads to increased profitability and job creation for the community. Started in 1984, the SBDC at Binghamton University has assisted over 12,307 clients and helped raise more than \$157 million in private and public funding for their businesses. Last year alone, the SBDC served over 594 clients with total funding of over \$8.9 million.

Held quarterly at the Binghamton Center, a 20-hr Small Business Startup Program is a program of the SBDC. The next session is scheduled for January of 2012. Contact Michelle for further information.

The SBDC is a resource center for all your questions and concerns in relation to the flood damage coverage, funding and assistance.

➤ The SBDC is assisting flood damaged businesses in Otsego, Delaware and Chenango Counties by helping with NYBDC, FEMA and the SBA funding applications.

Chamber Energy Services

The Otsego County Chamber, in conjunction with Integrys Energy and Mirabito Energy Products, is offering Chamber members natural gas and electricity options tailored to their energy load profile and objectives.

Integrys Energy has been a partner with the Chamber since 1999 serving the electric market. Mirabito Energy Products is an authorized partner representing multiple natural gas and electric energy service companies. There are several different pricing options for natural gas and



electric energy services available to suit your needs. The Chamber, through the Mirabito partnership, will match the best supplier and the best product to suit the energy goals of your business.

Chamber members will receive free energy management and consulting services upon request. For more information contact Rob Robinson at rob@otsegocountychamber.com or (607) 432-4500 ext. 202.



Business After Hours

Maximize Exposure for Your Business!! To gain extra exposure for your business, consider hosting a Business After Hours.

Your event will be afforded with many promotion outlets 30-45 days prior to the date. Promotion tactics range from: Broadcast emails, E-Chamber Weekly Update, Newsletter and Website!

A Business After Hours allows you the opportunity to promote and educate the community about your business as a representative from your company will give a 5-6 minute presentation. At your Business After Hours you will have the chance to meet other members and market your business.

For further information, or to schedule a Business After Hours, contact Rob Robinson at (607) 432-4500 ext. 202 or rob@otsegocountychamber.com.

Motion Sign Opportunity!

Have your business noticed with an exciting new opportunity from *The Otsego County Chamber!!* Take advantage of the cost-effective promotional 189 Main Street Time and Temperature Sign. Any business may contract to get their message on the sign, however Chamber membership provides your company a lower rate – 20% off the current published rate card.

Messages may be a short script or a 10-second video. They are scheduled on a five displays per hour, 24-hours a day incremental units, i.e. five, ten, 15, 20, 25, 30 displays per hour.

The Chamber will work with you to maximize your marketing dollar. For more information, or to discuss marketing your business on this sign, contact Rob at (607) 432-4500 ext. 202 or rob@otsegocountychamber.com.

Small Business Banquet Awardees Announced

(Continued from page 1)

BCBS. "Al Cleinman has used his many years of experience in the optometry business to create a unique business that helps ensure the success of private optometry practices. And with an eye towards the future, he's also created a pipeline for future practice owners through a professional development grant program. It's a privilege to present this award to this job-creating company."

"We are honored to have received this award. I am humbled to work with a talented group of professionals, said Al Cleinman. "We appreciate that the business community is recognizing Cleinman Performance Partners' twenty-two years of hard work and dedication with this distinction."

Cleinman Performance Partners, Inc. was founded in 1989 to provide business solutions to independent



optometry practices and select vendors who serve them. Their mission is to help their clients recognize and realize all their possibilities.

The consultancy was based on the personal interests and unique experiences of Alan Cleinman, the firm's President and CEO. Al has 40 years in the eye care industry, beginning his career as a telephone salesman at Brillen Optical in Oneonta while still a high school student in Gilbertsville. Eventually, he founded and nurtured several firms and created scores of products and services.

Highlights include the founding of Co-Optics of America in 1979, the country's first industry buying group. In 1986, Al began publishing the first eye care consumer magazine, "Sight," and has since been a columnist for Optometric Management and Eyecare Business Magazine. After establishing Cleinman Performance Partners, Inc.,

Al went on to help establish Innotech, a high-tech lens company that went public in 1996 and was ultimately acquired by Johnson and Johnson, Inc.

Today, Cleinman Performance Partners employs 22 individuals at its home office in Oneonta, and another 12 consultants across North America, delivering a host of business support services to our chosen markets. The firm is organized around operating divisions that focus resources on distinct development areas.

The 12th Annual Small Business Banquet on October 13th will feature a cash bar reception at 5:45 pm with the dinner starting promptly at 7:00 pm. Price is \$60 per person, or tables of 10 for \$575, and reservations are required. For further information please contact Rob Robinson at the Chamber office at (607) 432-4500, ext. 202 or rob@otsegocountychamber.com.



4th Annual Business Expo & Job Fair Set for Thursday, November 3

The Otsego County Chamber in conjunction with Celebration Creations is pleased to announce the 4th Annual Business Expo & Job Fair will be held on Thursday, November 3, 2011 at the Foothills Performing Arts & Civic Center on Market Street in Oneonta, NY.



The Business Expo is your opportunity to educate the community about your company and services. You may participate as a sponsor or have an exhibitor booth. Sponsors receive two exhibitor booths, marketing perks and a speaking opportunity at the Business After Hours.

Sponsorship and Exhibitor Booth space is available. So don't hesitate to reserve your space today! In addition, The Otsego County Chamber members receive a Chamber discount on either option! It is a great opportunity to get the word

out about your business and what services, special promotions or products your business has to offer!

The agenda for the day starts with vendors setting up their booths and materials. Then at 11:30 am the event opens to the public. Immediately following the show, a Business After Hours will take place. The Otsego County Chamber members and general Business Community will be invited to look at displays, enjoy the cash bar and take advantage of networking opportunities.

The 4th Annual Business Expo & Job Fair is a great way to showcase your business and services to the community and network with other businesses.

For more information contact Kerri Green at Celebration Creations Wedding & Event Planning at (607) 267-8541 or info@celebration-

creations.net.

List of Confirmed Exhibitors:

- The Otsego County Chamber
- The Powell Company
- Bassett Medical Center
- Oneonta-Cooperstown Pennysaver Association for Vision Rehabilitation & Employment (AVRE)
- Sidney Federal Credit Union
- Otsego County Chapter NYSARC
- Small Business Development Center
- Mirabito Energy Products
- Celebration Creations
- MJR Products



10 Networking Tips

1. **Set a goal prior to the event.** Figure out who will be attending, who you would like to target, and what you would like to take away from the event. Having a specific goal will keep you focused.
2. **Pre-plan your personal greeting.** Planning a 30-second personal greeting beforehand will allow you to attract a person's interest right away. You need to sell yourself before you can sell a product or service.
3. **Be first to arrive and last to leave.** The longer you stay, the more contacts you will meet.
4. **Be aware of how you smell.** Sounds funny? It's really a very important part of how people react

to you. Do you smell like a cigarette. Likewise, strong perfume or cologne can be overbearing and force people away.

5. **Be positive and enthusiastic.** A positive attitude will increase positive results. Enter the event in an upbeat mood and keep smiling.
6. **Spend time with people you don't know.** Spend the majority of your time meeting new people. Networking meetings should enable you to expand your contact list.
7. **Say the other person's name three times.** A person's name is a pleased sound for them. In addition, repeating the name will help you to remember it. People are impressed when you remember their name the

- next time you see them after you had only met briefly before.
8. **Collect business cards with a purpose.** When you leave you should have a stack of business cards with notes on the back. Each one should generate a follow-up call.
9. **Learn what the other person does.** Not only do people love to talk about themselves, but it will give you time to understand their needs and how you may be of service.
10. **Dress for success.** Attractive people receive attention and anyone can be attractive with the right attire. Dress for a networking meeting as you would if you were going to visit your biggest client.

More Golf Photos



Dinner.



Registration: Rachel Jessup, Tammie Brown and Roxanna Hurlburt.

Company Mugs

Does your company or business have a "special" mug? If you do then display it with the other *The Otsego County Chamber* member's mugs. Contact Rob at 432-4500 ext 202 or Rob@otsegocountychamber.com to make appropriate arrangements.



Call for Board

If you are interested in becoming a member of *The Otsego County Chamber* board; or know of someone that you

would like to nominate, contact Rob at 607-432-4500, ext 202 or Rob@otsegocountychamber.com.

2011 Chamber Special Events/Activities Calendar

Date	Event	Location
October 13	12th Small Business Banquet 5:45 pm	The Otesaga Resort Hotel, Cooperstown
November 3	4th Annual Business Expo 10 am – 4 pm	Foothills Performing Arts & Civic Center
November 3	Business After Hours 4 pm	Foothills Performing Arts & Civic Center
November 24	Thanksgiving Day	Chamber Offices Closed
November 25	Day After Thanksgiving	Chamber Offices Closed
December 7	1 st Annual Holiday Business After Hours 4 pm	NBT Bank, Wall Street, Oneonta
December 25	Christmas Day [Sunday]	Chamber Offices Closed
December 26	Day After Christmas	Chamber Offices Closed
January 1, 2012	New Year's Day [Sunday]	Chamber Offices Closed
January 2, 2012	Day After New Year's Day	Chamber Offices Closed