

# POWER *in* PARTNERSHIP



watkinsglen  
AREA CHAMBER OF COMMERCE

# A NOTE FROM THE PRESIDENT

It is with great excitement that I welcome you to the Watkins Glen area and its Chamber of Commerce! Our region is currently undergoing a revolution! A revolution of its business climate, of its confidence, and of its reality! It is with wonder and amazement that I join my colleagues, my partners, my members, and our leaders to come together with two purposes in mind. Those are, to bring our region to new heights and to grow our business community beyond our wildest dreams!



## OUR MISSION:

To advance economic vitality by providing promotion, education, and support for our members and community.

## OUR VISION:

To be the leading organization that meets the needs and exceeds the expectations of our business community.

The Watkins Glen Area Chamber of Commerce has the distinct honor – and immense responsibility – of playing a very important role in this regional revolution. It is up to us to serve our business members, our community, and our leaders by providing tools to create positive outcomes and foster sustainable, long-term growth. Over time we have learned that most often the tool you need today, may not be the tool you need tomorrow – but not to worry! Our Chamber has the flexibility and agility to work with you as your needs change. Whether it is providing referrals, offering advertising opportunities, addressing marketing challenges, providing leadership development opportunities, or troubleshooting ways to grow your business – we can help with it all!

Please contemplate the remarkable value that membership in our Chamber offers your business and consider the many ways that this collaborative partnership can benefit you and your business. Committing to membership with us certainly grows our capacity to serve your needs, but most importantly, in the end – it will grow your business!

Please don't hesitate to contact me if you have any questions or if you would like additional information about our chamber.

We can't wait to partner with you!

**Rebekah LaMoreaux, IOM**

President & CEO

## THE TOP TEN

- 1 Referrals.** Our tight-knit, experienced staff knows its members well and can easily, accurately, and enthusiastically refer potential business your way!
- 2 Information Sharing Services.** We are a well-known source of information—both locally and regionally. We can share your press releases, your events, your announcements, and more courtesy of our carefully nurtured connections and various marketing channels.
- 3 Educational and Leadership Development Opportunities.** Brush up on old skills and learn some new ones! The educational opportunities we offer are varied and have real-world relevance, including an annual leadership conference, small business think tanks, periodic professional trainings, Leadership Schuyler, and more!
- 4 Unique Networking Opportunities.** Like many Chambers, we host monthly mixers. But we also have a number of other networking opportunities including a business expo, various standing committees, and bi-monthly small business roundtables. Check out our calendar at [www.watkinsglenchamber.com](http://www.watkinsglenchamber.com) for more!
- 5 Complimentary Marketing Opportunities and a Marketing Help Desk.** With your membership, you gain access to a trusted, in-house marketing professional. Want to reach our social media followers? Need help deciding which advertising is right for you? Wondering where to start when it comes to marketing your business? We can help!
- 6 Members First Initiative.** Support local business by doing business with Chamber members – that’s our motto! Save money in the process too! Member to member discounts reward you for doing business with fellow members. These discounts also offer another way to market your business to loyal, business-minded Chamber members. It’s a win-win!
- 7 Customizable Landing Page.** Your customizable landing page on our website has the potential to attract the nearly half a million visitors to our website annually —use it to its fullest potential! Need help? We offer complimentary tutorials!
- 8 Support Services.** Our office is staffed with knowledgeable professionals. We are here to listen to your problems, but more importantly – we will help you find a solution! Our Ambassador Program is a second layer of support, providing another personal connection to your chamber of commerce.
- 9 Grand Opening and Milestone Celebration Services.** We host ribbon cuttings to celebrate the opening of new businesses and help mark major milestones for existing businesses. We maximize the potential of these events by leveraging our strong slate of media contacts and stellar event marketing capabilities.
- 10 Your Bottom Line is Top of Mind!** We know that owning a business is no small feat—it takes time, energy, and money... often times, lots of money. So we work hard to make your membership work hard for YOU.

SOMETHING SPECIAL AT *every* TURN

# TESTIMONIALS

**CONSISTENCY.** “We opened the Great Escape Ice Cream Parlor in 1982 and one of the first things I did was join the Watkins Glen Area Chamber and have been a member for 32 years. The Chamber promotes Schuyler County and the Finger Lakes Area better than any other organization! Every year I see more things they offer that help my business and the area!”

—PETER HONSBERGER, OWNER, GREAT ESCAPE & EVERYTHING ICE CREAM

**ADDED VALUE.** “The Watkins Glen Area Chamber of Commerce is a great asset to not only the Watkins Glen community but the surrounding area as well. The Chamber’s ability to think big has added value to local companies, including ours. While we are headquartered in Montour Falls, most of our business extends well past our immediate area. With its far reaching membership, the Chamber does a great job offering diverse networking and educational opportunities that connect businesses to one another. Welliver takes advantage of these events as great opportunities to make business and community connections. After all, in business it isn’t what you know, but WHO you know.”

—ANNE WELLIVER-HARTSING, VICE PRESIDENT OF FINANCE, WELLIVER

**SUPPORT.** “Watkins Glen State Park is a proud member of the Watkins Glen Area Chamber of Commerce. The opportunities that the Chamber offers for networking, referrals, and educational programming are of huge value. Through Chamber involvement, the park staff has established invaluable relationships with local business, educational, and non-profit leaders. The Chamber also has very active and focused committees, which work hard to expand tourism and support member businesses. The Ambassador Program really helps my organization reach the specific resources that the Chamber can provide, while allowing my staff to stay focused on their daily tasks. I encourage others to explore all of the benefits that Chamber membership provides.”

—RONALD RONEY, MANAGER, WATKINS GLEN STATE PARK

**BEST IN CLASS.** “Employment Solutions became a member of the Watkins Glen Area Chamber because we were looking to network and collaborate with like-minded business professionals and also do more business in the Watkins Glen area. The Chamber team understands what businesses need to grow and succeed. They host excellent networking events, offer best-in-class educational programs such as the SPARK Leadership Conference and Leadership Schuyler, and have personally introduced us to the types of companies that are the right fit for our recruiting and staffing services. We have created some tremendous business relationships as a direct result. I particularly appreciate their holistic approach to community and business development. They do an amazing job representing every component of the business community and it shows by how quickly Watkins Glen is emerging as one of the brightest spots in all of New York! Our experience has been wonderful and financially beneficial. I would highly recommend any business that is looking to be a part of a forward thinking organization and looking to do business in the Watkins Glen region to join the Watkins Glen Chamber of Commerce!”

—DAN MORI, PRESIDENT, EMPLOYMENT SOLUTIONS OF NEW YORK, INC.

# LOOKING FOR WAYS TO GET INVOLVED?

## **Networking Events.**

If you are looking to network, you won't want to miss the After Hours Mixers, Golf Tournament, New Member Breakfast, or Summer Rendezvous!

## **Information Sharing Events.**

If you are looking to share your information with other members and the community, join us at the Brochure Exchange, Business Expo, or Health Fair.

## **Think Tank Events.**

Periodically we host events during which we bring our members together to think through a problem and create a solution. Look for dates via [www.watkinsglenchamber.com](http://www.watkinsglenchamber.com) and your email inbox.

## **Committees.**

Nothing provides a better opportunity to grow relationships than rolling up your sleeves and working side by side with colleagues... and we have a committee for everything!

## **Ambassador Work.**

Looking for a way to really connect, make one on one connections you would not have otherwise had, and become an extension of the Chamber Team? Our Ambassador Program is the most intense form of networking that we offer.



# PARTNERS

**Chemung-Schuyler-Steuben Workforce New York (CSS Workforce)**

(607) 937-8337 • [www.csswfny.com](http://www.csswfny.com)

**Community Foundation of Elmira-Corning and the Finger Lakes, Inc.**

(607) 739-3900 • [www.communityfund.org](http://www.communityfund.org)

**Corning Small Business Development Center (SBDC)**

(607) 937-6861 • [www.corning-cc.edu/workforce/small-business-development-center](http://www.corning-cc.edu/workforce/small-business-development-center)

**Finger Lakes Tourism Alliance (FLTA)**

(315) 536-7488 • [www.fingerlakes.org](http://www.fingerlakes.org)

**Finger Lakes Wine Country Tourism and Marketing Association (FLWC)**

(607) 936-0706 • [www.fingerlakeswinecountry.com](http://www.fingerlakeswinecountry.com)

**Regional Economic Development and Energy Corporation (REDEC)  
and REDEC Relending Corporation (RRC)**

(607) 962-3021 • [www.redec.us](http://www.redec.us)

**Schuyler County Farm Bureau**

(607) 535-3072 • [www.nyfb.org](http://www.nyfb.org)

**Schuyler County Industrial Development Agency (SCIDA)**

(607) 535-4341 • [www.flxgateway.com/scida](http://www.flxgateway.com/scida)

**Schuyler County Partnership for Economic Development (SCOPED)**

(607) 535-4341 • [www.flxgateway.com](http://www.flxgateway.com)

**U.S. Small Business Administration (SBA)**

(607) 734-8130 • [www.SBA.Gov/NY](http://www.SBA.Gov/NY)



214 N. FRANKLIN STREET  
WATKINS GLEN, NY 14891  
607-535-4300

**WATKINSGLENCAMBER.COM**