

PCC Newsletter

Phelps Chamber Of Commerce

Member Benefits Include:

- Advertising your business in the village window at the PCC!
- Ribbon cutting ceremony for new businesses
- Newsletter with business members news
- Advertising your business at PhelpsNY.com
- Being a "Business of the Month"
- Inclusion in "Treasures of Phelps" brochure
- Business membership may allow eligibility for discounted medical coverage
- Membership plaques

Chamber Officers

President: Chuck Molloy

Vice President: Dale White

Secretary: Diane Williams

Treasurer: Mary Niles

Board Members

Bette Collier,

Chairman of the Board

Floyd Ridley

Heidi Westfall

Tina Suhr

Lisa Minns

Tammy Smith

Chamber Meetings

are held on the fourth Tuesday of each month at 6:00 - 7:00 PM at the Water Side Wine Bar with a meet and greet following, bring your business cards for networking.

Call us at 548-5481, write us at P.O. Box 1, Phelps, NY 14532 or by email Chamber@PhelpsNY.com

Unshackle Upstate New York

Leaders from the Buffalo Niagara Partnership (BNP) and the Rochester Business Alliance (RBA) founded Unshackle Upstate in 2006 as the voice of Upstate NY. It seemed to the organizers that more often than not that the needs of downstate and New York City were being given priority over ours. Its mission is to make it clear that political issues that hold back economic recovery in New York State are addressed in ways that clear the way for effective solutions.



BNP AND RBA work with private businesses, business groups and other Chambers of Commerce so that they can reach as many businesses as possible. The movement is widespread going east to west from Albany to Buffalo and north to south from Plattsburgh to the Southern Tier and Binghamton. More than 45,000 businesses employing better than one million people are represented by the group.

The 2009-2010 state budget has been hotly contested by the Unshackle Upstate because spending was increased significantly and they feel the resulting increase in taxes will be counter productive. Other issues regularly debated by the group include making the difficult decisions needed to cut state spending, putting a cap on property taxes, consolidating layers of government and sharing services, as well as putting a stop to passing unfunded mandates. To do so, Unshackle Upstate is working hard to educate people about what kind of officials voters should look at to accomplish the task. Downstate regions are now hurting from many of the same things that effect us and the movement is working at building relationships with them to help work on some common goals.

The Phelps Chamber is formed by and for the benefit of local businesses and taxes can certainly help or hinder us all. While as a Chamber we do not yet know how we may get involved, it's important that we know what the issues are and make informed decisions when we vote this November. Party lines are currently controlling issues like the cap on property taxes. We should look past party lines on the issues Unshackle Upstate is tackling and see what we can do for long lasting solutions that can be of benefit to everyone. For more information go to UnshackleUpstate.com or look for them on Facebook (more than 15,000 members).

Great Food and Great Fun at Chamber Expo

Eight local restaurants and a handmade chocolate vendor participated in "The Taste of Phelps" at the Expo on April 22, filling the room with delicious aromas and titillating our taste buds.

The many spectators were delighted with a great variety of samples: Chicken French and Blueberry Soup from the Phelps Hotel, Crab Corn Chowder from Brothers Still and Grill, Flint Creek's Yorkshire Skillet, along with Syl's Place's potatoes salad and Carriage House Bakery's Cookies, Muffins and Brownies – to name just a few.

Another twenty one businesses from a wide variety of fields showed off their wares and services to the community. From the Thomas Kinkade Gallery of the Finger Lakes to Benemy Welding to numerous financial institutions, businesses displayed their goods. Cheerful Valley Campground won the Best of Show award.



Joanne Sullivan, Lindsey Miller and Tim Grover of the Phelps Hotel Restaurant served up samples of their delicious Chicken French.

Attendance at the Expo was an all time high, and thanks to the Chamber's marketing campaign, people came not only from Phelps but also surrounding towns. One fan of the Expo wrote "I stopped in to the Expo today and was very impressed with everyone that was there, from the food to the businesses. Everyone had time to talk and share. Even though I live in Lyons, as a result of the Expo, I will be dining often at places in Phelps. (I) look forward to many great experiences in your Village."

Many businesses have already expressed an interest in doing it again next year. We are glad this was such a successful event not only for the businesses but also for the many spectators who came and enjoyed it. There is a short survey at

www.phelpsny.com/business/chamber-of-commerce for vendors who attended the event to help us improve the event for next year. Please take the time to fill it out.

Businesses of the Month

April 2010

DRW-Devinney Insurance Agency

2123 State Route 14, Geneva

(315) 789-8888

drw-devinney.com



What comes to mind when you walk into the DRW-Devinney Agency is that you feel more like you are coming in to visit a friend. The interior is nicely decorated and whoever is free greets you warmly and makes you feel like you belong. **Dale R White** has been in the business more than 34 years including the last 24 as an independent insurance agent. He spent the first ten years learning the business through Met Life before going on his own with an office in Lyons. While there he grew his business by marketing life insurance through property and casualty offices. Many agents buy out other people to grow, but White has built the property and casualty business from scratch.

About eleven years ago White moved his operation known as the DRW Insurance Agency to its present location at 2123 State Route 14 in Geneva (still the Town of Phelps). Dale serves as the President of the company and **Dale Devinney** joined White as his partner. White works primarily with life insurance while Devinney works the property and casualty side of things. Outside of work, Devinney has coached many freshman and junior varsity basketball teams over the years, and currently flies his own hot air balloon and vintage remote control airplanes as a member of the Finger Lakes Air Pirates.

In the past couple of years Dale R. White has formed business relationships with both **Mark Pinchak** CLU ChFC, RHU, REBC, who specializes in helping Medicare recipients and financial advisor **Lisa Mulvaney**, who helps many of their clients manage their personal and/or small business investment accounts. Together, the four of them can help virtually anyone with their insurance and/or financial needs. They work with thirty three life insurance companies, nine property and casualty companies and have access to countless investment options.

Dale attributes their overall success to hard work,

always ensuring that they spend lots of face time with people so that relationships can be formed. He said, "It's important to keep things simple for people and to explain what they need to know very well." More than 90% of White's life insurance business comes from referrals while Devinney's P&C business is about fifty-fifty with people responding to his Yellow Page ads and Merchandiser ads. The reason both of them think you should consider them is because they will offer you their best deal the first time; which makes it easier for you.

Although Dale White's passion is his business he does try to find a little time on some of his personal interests. He enjoys looking for collectables at garage sales, working on his yard, and has also found satisfaction in refinishing furniture in the past. In addition to his Bachelor of Arts from Houghton College he has participated at many different levels of professional training to keep himself informed. Professional associations also keep him busy and he currently serves as the President of the Finger Lakes Association of Insurance and Financial Advisors. He is also the vice president of the Phelps Chamber of Commerce. In addition to that he is serving or has served on numerous boards and committees to numerous to count. He has received prestigious industry awards such as the National Sales Achievement, National Quality, Health Insurance Quality, Association Management, and the E. Dawn Nuckles Award for political action.

What Dale White likes most about being in the business is helping people fulfill their needs, by finding solutions to problems while using his skills in dealing with people and finances. In short, he cares about his community, colleagues, profession, and clients and hopes he or someone else in his office can help you next. April marked the eleventh anniversary at their current location and the Phelps Chamber congratulates them on their past successes and wishes them many future ones going forward.

May 2010

Bank of Phelps

An office of Seneca Falls Saving Bank

89 Main Street, Phelps, NY 14532

(315) 548-7333

www.senecafallssavings.com

Bank of Phelps, an office of Seneca Falls Savings Bank, was organized in 1870 and is headquartered in Seneca Falls, New York. Seneca Falls Savings Bank has operated as a conservative thrift institution soliciting deposits and making primarily residential mortgage loans in the Northern Finger Lakes region of New York State. Seneca Falls Savings Bank's main office is located at 19 Cayuga Street, Seneca Falls, New York 13148, and its six branch offices are located in Waterloo, Geneva and Auburn (2 locations), Union Springs and Phelps.

Brick and mortar offices are an integral part



of our growth strategy. Our experience tells us that our customer base prefers to frequent their bank, and we prefer to see our customers! To that end, we have begun construction of our eighth banking office in Waterloo and expect to have another in Auburn in 2012.

We opened two offices this year – one in Union Springs and one in Phelps. Union Springs is located just south of Routes 5 and 20 between Seneca Falls and Auburn. This office's location provides greater accessibility to our established customer base in that region of Cayuga County. Our Union Springs office opened on May 1, 2009.

The Phelps office was not included in our plans going into 2009; however another bank determined to vacate the market and sell their Main Street building. After careful consideration of the market potential, we determined to purchase the Phelps location in June 2009. We opened our doors on September 21, 2009 and are pleased with the warm welcome we have received! We did a fairly extensive remodel to that office, making it a warm and welcoming atmosphere for our customers! Our seventh office is home to three full time retail employees, one part time employee and a Mortgage Originator. The branch has a secure 24 hour walk-up ATM and night drop as well as safe deposit boxes. Convenient hours are something that our customers demand and we accommodate; we are open Monday-Thursday, 9 a.m.-5 p.m., Friday, 9 a.m.-6 p.m. and Saturday, 9 a.m.-1 p.m.

If you have not had a chance to visit Gail Warrick, Joyce Wheeler, Terri Maslyn-Rogers, Valerie Lapresi-Schmitz or Tammy Scherbyn; we invite you to do so – our incomparable customer service and friendly faces are waiting to serve you!

Joyce Wheeler is a long time resident of Phelps along with her husband and two children. She started working with Seneca Falls Savings Bank in September 2008 with 14 years of banking experience. Joyce loves spending time with her family and living in a great community!

Terri Maslyn-Rogers is a long time Phelps resident. She came to work with the Bank of Phelps in August 2009. Terri has 2 sons – Michael and Matthew, a grandson – Russell

and a special friend – Mike. Terri is an active member of the Phelps Lions Club. She loves old things with a lot of character, Jerry Lewis and Dean Martin movies and of course, spending lots of time with her family.

Valerie Lapresi-Schmitz has been a lifelong resident of the Phelps area. After a career as a school teacher, Valerie brought three years experience in banking to the Bank of Phelps team! She enjoys reading, traveling, gardening and collecting Wizard of Oz memorabilia!

Tammy Scherbyn is the AVP/Mortgage Originator for Seneca County and Phelps and has been with Seneca Falls Savings Bank for 18 years. She lives in Waterloo and has 2 children – Adam and Shelby. She is currently

active in Seneca Falls Rotary, Habitat for Humanity of Seneca County, Relay for Life and the Phelps Chamber of Commerce. In her spare time she enjoys softball, golfing and camping.

Gail Warrick is a lifetime resident of the Phelps Clifton Springs area and is managing our Bank of Phelps office. Gail has been employed with Seneca Falls Savings Bank since 2003 and she helped open our Geneva office in 2004. She has a total of 12 years of banking experience. Gail is very involved with the communities she serves and is currently active with the Phelps Chamber of Commerce membership committee and with the Phelps Lions Club.

Phelps Community Center Needs Volunteers to Make a Difference

By **Janie H. Burgess, Executive Director**

Five years ago, an elementary school building was transformed into a place where the community meets and activity thrives. Inside the walls of the brick building seniors gather to share a meal, teens meet to play basketball, preschoolers listen to stories and school-age children are getting assistance with their homework. Activities and events are held within these walls that make a community thrive.



Phyllis Mouton – treasurer and a building supervisor volunteer.

With your help, we can make a significant difference in the ability to not only maintain our facility and offerings to the community, but to enrich and enhance them as well. In 2010, we have brought new community education classes and even more family events to the PCC. The Playroom just opened; a free place for our youngest community members to grow and learn. We are also striving to make enhancements to the Teen Room, giving our teens additional activities and opportunities. Our Fitness Center will be getting new equipment and flooring. Most of these items are received through

donations and grants. We are a non-profit organization that counts on volunteers, fundraising and receiving donations and grants to operate and move forward.

Your help, no matter how big or small, is very much appreciated by all who enter our doors.

We are currently very short on Volunteers. Volunteers are very hard to come by. We are asking for 3 hours a month per person. Our goal is to find 27 – 30 volunteers. There are so many ways we can use volunteer, such as supervising, office work, committee work, helping in the garden, cleaning, painting, member of the board, organizing rooms, teaching a class, etc. We would love to hear from you if you have any interest at all in helping. I can be reached at director@phelpsc.org or 548-8484. There is also information about volunteering on our website.

Thank you for helping to support of the Phelps Community Center!

Chamber Meeting Door Prize

At their monthly meeting the Phelps Chamber of Commerce has a drawing for those in attendance. In April board chairman Bette Collier (right) presented Gail Warrick, Bank of Phelps, with the door prize. The prize was donated by Halco and it contained a variety of goodies including a Halco mug and a home carbon dioxide alarm. All Chamber members are invited to attend at 6:00 p.m. on the 4th Tuesday at the Waterside Wine Bar.



President's Message "Networking"

Let me bend your ear a little bit more about networking. A lot of businesses aren't having an easy time right now but we can help each other. The Chamber has been inviting you to get to know other business people at the Waterside Wine Bar for almost a year now. As a Chamber we are doing all we can to shake you out of your daily routine once a month and give you



Chuck Molloy

an opportunity to grow your business. If you do not network nothing happens. Literally. Physically it doesn't hurt, you don't owe anybody money, and you won't suffer from a rash. You can easily talk yourself into skipping a meeting or waiting until the next time to get started (and then deciding to wait again). It certainly can take you out of your comfort zone, but part of growing faster than someone else is taking the road less traveled and going where others won't. Not having enough contacts can hurt you. Do something about it both for your own benefit and for those that could learn from you.

Other business people may have ideas that will help take you to the next level with your business or help you get those extra orders you needed. Who doesn't like to do business with friends? Making friends don't happen overnight, but time is on your side and getting together once a month will make it happen.

At each meeting, a nice door prize is being offered by a merchant as an extra incentive to come say hello and network a bit. We want to get to know you better and as always the best time to grow your network is now. The Phelps business community is special and the reason we will eventually grow faster than other places is because we work together the best.

If you do come out because of this column, next Tuesday, the 25th at 6 p.m. for the meeting and networking or at 7 p.m. for just the networking, please let me know. There is no cover charge. I will personally introduce you to people and insure that you feel welcomed. If no one new comes I may be forced into writing a poem about networking in the newsletter next time. Nobody wants that, so please take one for the team and come join us. If you still aren't sure by all means bring a friend. You can't knock it until you have tried it. Many who have attended the meetings, come almost every month because they have realized it's..... fun too.

MARK THESE DATES:

Tuesday, May 25

Tuesday, June 22

Come to the Phelps Chamber of Commerce monthly meeting. Held on the fourth Tuesday of each month at 6:00 - 7:00 PM at the Water Side Wine Bar with networking time following,



**PhelpsNY.com
Newest Addition**

The Dirtbusters were the first to take advantage of a new benefit offered to Phelps Chamber business members, their very own web page on PhelpsNY.com. Check out their services at www.phelpsny.com/the-dirtbusters.

Any Chamber member business can have their very own web page for only \$99, linked from your listing on the Chamber's 2010 Member Businesses web page. Advertise your services, mer-chandise, special sales or anything you want – put photos, information and links to other websites. Your page will be setup, designed and administered by the Phelps Business Development and Tourism Council throughout the year. Call (315) 548-8900 for more info.

Chamber Events

Saturday, August 21

Community Sale at Redfield Park from 9 a.m. to 1 p.m., spend the day meeting your friends and neighbors while making money for back to school.

Tuesday, December 7

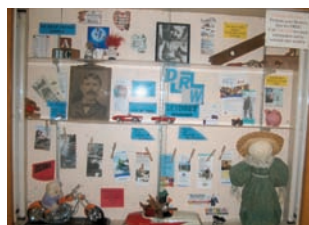
Chamber's Celebration of Thanks honoring businesses and community volunteers. Time and location to be determined.

Watch future newsletters for more information.

PCC Window Schedule

- CurrentPhelps Arts Center
- JuneKimberly Marie Antiques
- JulyOntario ARC
- AugustOpen
- SeptemberBank of Phelps

Advertise your business for a month in the Phelps Community Center's Chamber Window. To sign up call the Chamber Hotline at 548-5481 or email Diane Williams at sunshine@wmsmicro.com.



Travel Site Promotes Phelps

WeGoPlaces.com is a travel planning sites that offers a free service to travelers to plan their vacations. It offers free listings to businesses in the U.S. or Canada as well. Any tourism business, attraction, activity, event organizer or restaurant can submit their information to be added to the site. The free listing includes a brief detailed description, location information, directions, up to 10 pictures, contact information, and links to other information the business wants to provide. This unique form of free advertising allows businesses to target travelers in their specific areas. There are several Phelps businesses already listed on it (ex: the Phelps Arts Center, the Yorkshire Inn etc.). If your business fits this category, go to WeGoPlaces.com and add your free listing today.