

PCCOC Newsletter

September/October 2010

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

Grant Awarded to Revitalize Downtown

The Phelps Business and Development Tourism Council (BDTC) is pleased to announce that the New York Main Street Program has awarded them \$115,000 in grant funds to assist Phelps Historic Downtown area property owners renovate commercial units and residential units. Another \$10,000 was also designated for street scaping. The purpose of the program is to enhance the appearance of the historic downtown district to attract and maintain unique businesses and the necessary shoppers needed to support them.



Any business owner within the target area is welcome to apply for the grant money that is available through the New York Main Street

program. If multiple applications are received after an initial call for projects, those that will best meet the objectives of the program and the BDTC will be selected to proceed first. Projects with a residential component and or address health and

safety issues will be given first priority.

Projects will require two bids and the State Historic Preservation Office will review and ensure that environmental regulations are complied with. Information about applications will be sent to businesses in the Historic District by the end of September. For more information call the Phelps BDTC at (315) 548-8900.

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

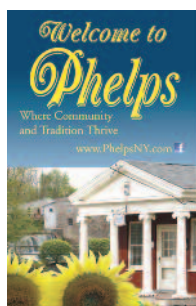
Heidi Westfall

Tina Suhr

Lisa Minns

Tammy Smith

Phelps at NYS Fair



The Phelps Historical Society went to the New York State Fair and shared a booth in the Center of Progress Building in collaboration with the NYS Cultural Heritage Tourism Network. On Sunday August 29th, with digital images rolling on screen, cabbages were rolling toward pins! Cabbage bowling and potato-spoon races were all part of the fun, along with guessing how certain antique items were used. On Friday, September 3rd, the antiques, costumes and digital images were back and fair-goers were treated to Sauerkraut Art with the Phelps Arts Center version of Vincent Van Gogh's Starry Night, made with sauerkraut of course! Sauerkraut recipes, brochures, and upcoming events relating to Phelps were all handed out both days by PCHS Director, Mary Beth Springmeier (in costume)! This was all part of the Fair's Vision NY Program, seeking interactive and fun activities for families! PCHS sends thanks to the Phelps Business Development and Tourism Council, the Sauerkraut Festival Committee and everyone, including AFS Exchange Student Nigel Honczek, for helping us put this together!

Computers and Electronics

Phelps Community Center (PCC) is now a drop-off point for residential computers and electronics to be recycled that can contain hazardous waste elements. These types of equipment need to be disposed/recycled in an environmentally sound manner. Although residential households are currently exempt from penalty, everyone is encouraged to be environmentally conscious. We accept the following for a \$5 charge:

- | | |
|---------------------|----------------------|
| Computers | Equipment |
| Printers | Audio/Visual |
| Typewriters | Equipment |
| Fax machines | Batteries |
| Monitors | Terminals |
| 27" TV's or smaller | iPods |
| \$10 charge | Electronic scrap |
| TV's over 27" | Computer accessories |
| Free | Video game systems |
| Circuit boards | UPS units |
| Telecommunications | |

Bring items for recycling to the PCC office. Call (315) 548-8989 for hours.

Chamber Meetings

4th Tuesday of each month,
6:00 - 7:00 PM, Water
Side Wine Bar.

Call us at
548-5481

write us at P.O. Box 1,
Phelps, NY 14532
or by email

Chamber@PhelpsNY.com

Businesses of the Month



Sylvia Watson

August Business of the Month Syl's Place, Inc

112 Main Street, Phelps, NY 14532 • (315) 548-9467

Sylvia Watson has had experience owning and running grocery stores for more than 40 years. She has an infectious smile that makes you feel good about yourself and is easy to talk to. Her store, Syl's Place is the useful kind every small town needs. It has all those food items you need in a pinch and lots of dollar plus every day use items hanging from pegs and displayed on gondolas. Best of all she works hard to make what she considers as being the best sub in town. "Where else?" she asks "can you get a ½ pound of meat and cheese on every 12" sub?"

As a kid Sylvia fesses up to being one of those kids that liked to play with grocery items at home and pretend she was doing something important with them at a store. That interest in being a grocer has stayed with her throughout life. Her longest stint as owner was while working the grocery at the KOA campground that she owned in Canandaigua. She ran it for 20 years and even had a restaurant on site there for the last 13 seasons. In 2002 she had an opportunity to sell before making her move to open a business in Phelps in 2003.

Her first spot was on the west end of town and was briefly known as Dollars-to-Donuts before changing the name to The Corner Grocery & Deli. By 2007 the other businesses in her building moved out and Sylvia found that there was an opportunity to buy her current building outright. After making the purchase she moved in shortly thereafter and changed the name to its current one. She has hired people on and off again, but especially appreciates the help she has received from Cheryl Rogers who has been there for her since the move.

What Sylvia likes most about her operation are all the friendly people, many of which she sees every week. Most of the neighborhood kids that come in she has found are wonderful to know and she has enjoyed developing a bond with some of them. The most challenging parts of running the business are not knowing how busy a particular day will be and trying to keep up with her inventory.

Like many entrepreneurs, Sylvia is always up for new challenges and is currently mulling over selling the business if the price is right to try something new or continuing to run the operation if it doesn't. If it doesn't sell her plan is to change the business plan. Shell open for

shorter hours, clear out some of the merchandise, add more seating and run the operation as more of a deli than anything else.

To whet your appetite, we will let you know that her subs range from the 8oz haddock foot long, to the crispy chicken and bacon ranch, to a cheeseburger style one. Her chicken salad sub is the most popular and she says with a smile that it is found to be addictive by many so be especially careful when making it your choice. You can order with Sylvia by phone at (315) 548-9467 or by visiting in person at 112 Main St. They also cater to parties for individuals and businesses that are looking for meat and sub trays to be delivered.

When Sylvia gets out of work she tries to swim every night in addition to spending time with her husband Dick, her three grown kids and eight grand kids. She also spends a lot of time at the New Christian Fellowship church in Newark. Her husband is the pastor and amongst other things she is the music director. She also teaches the ladies bible study and sometimes the kids when applicable. We wish Sylvia many more successes and congratulate her as the Phelps Chambers August business of the month.

September Business of the Month Community Bank, NA

1334 Route 96, P.O. Box 58, Phelps, NY 14532, (315) 548-2511
www.communitybankna.com

It's the perfect time to honor the Phelps Branch of Community Bank, N.A. as the Chamber's September Business of the Month after their President and CEO, Mark Tryniski came out to celebrate the 2009 Branch of the Year Award on August 13th. It was a prestigious honor for them as the Phelps Branch opened over 250 accounts in 2009 which put them in the top seat towering over the entire East Market which earned them this honor and visit from their top executive.

Lapressi's, a local pizza shop, provided lunch and delicious cookies were provided from Blue Ribbon Restaurant. Many customers came through the door for a bite to eat and spend some time talking with Mark as well as the employees.

With a history that dates back to its predecessor bank in 1866, Community Bank has been around for almost 150 years. They take pride in their local decision-making abilities and are proud to point out they didn't require bail out money during the recent financial turmoil that forced many other institutions to seek assistance. They are also poised for growth in the future and are enthused about working towards continued success.

Sue Lanse, Phelps Branch Manager has been in banking for 26 years. She began as a part-time teller in 1984 and believes her people skills helped ready her for the position she currently holds. Sue enjoys getting to know her customers and helping them reach their goals whether it be a student opening their very first checking account or that loan/mortgage customer who needs direction on figuring if they can afford that new car or their first home. "It makes me feel good when I can help people," said Sue.

Being that she started as a part-time teller, she said that having worked in that position has made it easier for her to relate to what her staff goes through on a day-to-day basis. The most challenging side of banking Sue says is keeping up with new regulations the government sets before us as well as the ever-changing technology world.



From left to right: Doug Brown, Mary Niles, Kelly Stewart, Brittanie Miller, Patty Holcomb, Sue Lanse and Mark Tryniski.

The bank's biggest focus right now is on mortgages, and personal/business loans, although they are more than happy to help anyone who is looking for a particular product or service they offer. To live up to the name "Community" Bank, customers can call their local branch and speak directly to a branch employee for answers to their questions. It's also good to know that at Community Bank, loans are approved and handled locally versus through a person often located in another state who you will likely never meet or have contact with again.

Other ways that Community Bank helps locally are through their memberships with the Phelps Lion's Club, Phelps Chamber, and United Way. Sue is the treasurer for the Phelps Lion's Club while customer service representative Mary Niles serves in the same capacity for the Phelps Chamber. The entire branch helps and promotes in various ways to raise money for local community events as well as United Way. Sue's head teller is Kelly Stewart who is supported by full-time tellers Patty Holcomb, and Brittanie Miller and part-timer Doug Brown. John McCarthy is their Financial Services Representative and he is in the branch on a weekly basis.

When Sue isn't working for the bank she enjoys spending time with her family and grandchildren, Aiden who is soon to be six and three year old Anna. Next year she's celebrating her 35th wedding anniversary with her husband Jerry. To celebrate they are taking a two-week vacation to Hawaii at the end of this month. She and Jerry also like to travel around the country when they can, and hope to go on some international adventures when they retire. They also enjoy camping, fishing and gardening.

Towards the end of Mark's celebratory visit he commented about the days events. "I'm thrilled to have been here for their branch of the year recognition. I am most appreciative of our customers for their trust and confidence in Community Bank. We have a tremendous staff in the Phelps branch and I know they will continue to work hard to serve our customers in the community here."

Call Community Bank at 315-548-2511 if you have questions or stop in to say hello if you would like to get to know them and find out more about what they have to offer. The Phelps Chamber is happy for Sue and her staff and wishes them all the best!

7 Deadly Article Marketing Mistakes

Article marketing boosts positive brand awareness and establishes a relationship of trust with your target audience... when done properly. Without that rapport and credibility, small businesses stay small. This following list addresses the most common reasons why your article marketing campaign isn't producing any results, yet.

Mistake # 1- You aren't using article marketing.

If you've never heard of this phrase before, you had an excuse. But now that you have, pay close attention for the next 90 seconds: article marketing is as simple as publishing an engaging article to a targeted audience. *It's like advertising, but better!* (Think about it... when you open a magazine, do you look for the articles or the ads?)

Mistake # 2- You don't read any niche publications.

To be an expert in your field, it takes the maturity to accept that you don't know everything. There is always room to grow and more to learn. Luckily, there is at least one magazine and 20+ blogs for every niche and industry. Subscribing keeps you current with the news and strategies that will make you an industry leader.

Mistake # 3- You aren't publishing directly to a targeted audience of potential customers.

While the previously mentioned niche publications may seem like the best bet, this is not always the case. The intended audience for article marketing is the demographic range you speak to when advertising—those wonderful people who would want to buy your product or service.

Mistake # 4- Your topics suck.

No offense intended if you're not a writer. When one relies on competitors for 'ideas' on what to write about, the article is not unique or original. When prioritizing the marketing over the article; it becomes useless spam. Remember that your call to action is "hidden" in a resource box and it is only viewed by those who were engaged by the article, so effective articles are relevant but not promotional.

Mistake # 5- You headlines do not suck... (anyone in).

Good headlines aren't good enough. A great headline explains what the article is about, tells the reader that you're a good writer, bridges relevance to result, and proves that the article will fulfill a need.

Mistake # 6- You only publish marketing articles online.

(See mistake # 3 again.) If you are reading this article right now, I don't need to tell you that print publications are important. If you deal with a local customer base, you should publish marketing articles with *local* publications that are frequently read by your target audience.

Mistake # 7- You're wearing comfortable shoes, because they are yours.

Not everyone can break out of their own point of view. If you want to engage, and convert, readers of a marketing article: lose your own perspective.

Copywriters translate what you want to say, and put it into the words that your audience needs to hear. It's possible to manage successful article marketing campaigns without a copywriter. If you are the DIY type, call (315) 876-5925 and ask Caryn to proofread any written materials (starting at only \$20!) before risking your brand on a poorly written article. To learn more about Branding that stands out, Advertising that shouts, and Marketing that counts, visit <http://BAMcopywriting.com>

MARK THESE DATES:

Tuesday, September 28

Tuesday, October 26

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,

New Faces... New Businesses

While the Village of Phelps has lost a few it has several new faces plus two new businesses that have recently opened. The Carriage House Bakery has a new owner, Maria Logosh, who already has some goods out and will soon be providing customers with a plethora of baked goods. If you stop into Whitson Pharmacy say hi to Tony Thompkins, pharmacist. She and her husband own the Mendon Pharmacy and will soon be closing on Whitson Pharmacy. CJ Creations, a custom upholstery and draperies business on Main Street, opened up during the summer and Cyndy Brotherton is already becoming a well known face. Finally stop in at Finger Lakes Gourmet Chocolates at 3 Church Street to say hi to Krista Brown and get yourself some of her truffles or artisan chocolate. We welcome them all to Phelps so stop in and say hi.

We Want to Know What You Think

The Phelps Chamber of Commerce Membership Committee has compiled a series of questions designed to help the Chamber determine how to better serve our members. Please take a few minutes to fill out the postcard that is inserted in this newsletter and mail it back to us. We thank you for your help in helping you and your business.

Are You Prepared for a Disaster?

Be ready! September is National Preparedness Month. Contact the American Red Cross for information on how to keep your business prepared for a disaster and to help promote preparedness and safety education and supplies with your customers. Contact the American Red Cross in the Finger Lakes 315-789-1522 or redcrossfingerlakes.org.

Need Help? Try the Phelps Library!

The Phelps Community Memorial Library supports the Phelps Business Community with a wide variety of services including:

- Job-Seekers Resource Center providing workforce and career materials
- Weekly posting of the Finger Lakes Workforce New York Job Leads
- Postings of the Ontario Dept of Human Resources upcoming Civil Service Exams and copies of all continuous Civil Service Exams
- Practice test books for Civil Service and professional career certifications
- Professional Reference section with an emphasis on basic business, small business, job and education resources
- Recently updated personal finance business and legal books
- A brochure featuring job related web links
- Free space for meetings, workshops and community programs
- Free Wi-Fi
- Unlimited computer time for job search and filling out job applications

The library is located at Phelps Office Complex, 8 Banta Street, Suite 200, Phelps, NY 14532, 315) 548-3120, www.phelpslibrary.org

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