

## 2016 Chamber Officers

### President:

Lorraine Lewis  
Retired Business Owner

### Vice President:

Tony Verno  
Williamson Town Supervisor

### Secretary:

Jackie Walker  
Retired Business Owner

### Treasurer:

Temporarily filled by  
Lorraine Lewis  
Jackie Walker

# Williamson Chamber of Commerce

## NEWSLETTER

AUGUST, 2016

P.O. Box 907, Williamson, New York 14589

[www.williamsonchamberofcommerce.com](http://www.williamsonchamberofcommerce.com)

## 2016 Board of Directors

Cynthia Baran  
E.F. Ashley Insurance  
Sarah Jacobs  
The Lettering Lounge  
Elisa Knataitis  
Photo Graphic Service  
Dorothy Orr  
King's Automotive



### WHY SMALL BUSINESSES STILL NEED TO NETWORK IN THE LOCAL COMMUNITY

Posted on Duct Tape Marketing  
Article by Deborah Sweeney CEO of MyCorporation.com

Despite the rise of social networking and the perceived crumbling of face-to-face interaction it has caused, community is not dead. I have always been very passionate about local small business, but when I talk about real life networking within my community, I often get a few raised eyebrows. But establishing roots in your local community, regardless of what type of a business you run, is absolutely vital to your continued success. These relationships can help lead to partnerships and, though the internet has made it easier to market, word of mouth in the flesh is still invaluable to brand recognition.

#### Local recognition is priceless

American Express sponsored a 'Small Business Consumer Pulse Survey' to gauge how the average person felt about local small business. According to that survey, 9 out of 10 Americans believe it is important to support local small businesses, and 73% of respondents said that they make a conscious effort to shop at local businesses. If your business is known as a local company, a solid majority of the nearby population is going to try to frequent your storefront as much as possible. However, if you hide behind a computer screen and refuse to connect with anyone within your community, they may very well pass you over. Even if you don't run a business that does a lot of walk-in sales, that local recognition is still invaluable. Whether it is through hosting an open house, offering a scholarship, or even sponsoring a banner ad at a local baseball game, making your name known to your community is a precious marketing asset. People who live in the area you do business in will go out of their way to look you up online if they know you are active in their community.

#### Small businesses that support each other do better

Are you active in your local chamber of commerce? Well you should be! Studies show that by simply involving yourself with your Chamber of Commerce, you increase customer favorability by 44%, and increase the likelihood of future patronage by 64%. If you are skipping out on your Chamber of Commerce, you are really missing out on some great opportunities to network and mingle with area business leaders.

#### Trust me, it is inspiring

While I love the fact that both my business and my work as its CEO is bettered by becoming involved in the local community, it really is inspiring to be included in a network of small businesses and entrepreneurs. According to the SBA, small businesses have generated 64% of all new private-sector jobs over the past twelve years.

### WHY SMALL BUSINESSES STILL NEED TO NETWORK IN THE LOCAL COMMUNITY (CON'T)

*Taken by itself, the lone small business may not seem like it impacts much at all. But when we work together to build and foster a network of small businesses, we make our community, and our company, better all around.*

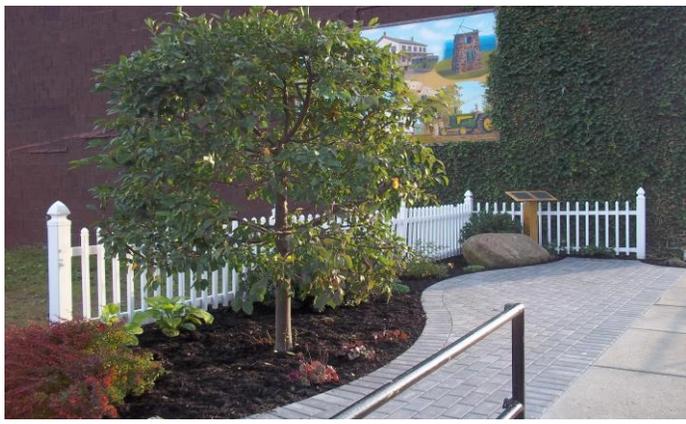
Marketing is all about increasing brand recognition and bringing in new customers. And while traditional marketing through television, radio, and the internet definitely works, you are missing out on a real opportunity if you aren't involved in your local network of businesses. Your company should be recognized as the pillar of the local community, and that only happens when you become involved with your town. So when you're planning out your marketing strategy, remember to include your local community. Not only will your involvement help you to do more business, it will also help make you a better businessperson.

### GREAT RESOURCES FOR SMALL BUSINESSES

The **Small Business Administration** and **SCORE** held an informational meeting for small business owners on Tuesday, July 26<sup>th</sup> in the Town Complex conference room. This meeting provided information on local economic development resources and how they can assist your business to start, grow and succeed.

If you would like more information, please contact:  
Virginia Smith, Rochester Branch Manager  
Buffalo District Office  
US Small Business Administration  
P: 585-263-6700, ext 106  
Email: [virginia.smith@sba.gov](mailto:virginia.smith@sba.gov)





**AMANDA’S PARK**

The pocket park on Main Street adjacent to King’s Auto has undergone a transformation.

Last year a GoFundMe page was set up by the Chamber to re-do the pocket park in memory of Amanda Orr, Mike and Dorothy Orr’s daughter, that passed very unexpectedly.

Due to weather the project did not go as scheduled for last year. But now the park is very close to being finished. A new bench will be added and the final touch will be a memorial plaque placed on the large stone dedicating this pocket park to Amanda.

I personally want to thank all the people that donated to make this park a reality and Grandpa’s Nursery and Garden Center for doing the work and donating plants.

**“TO BE OR NOT TO BE...THAT IS THE QUESTION”**

(William Shakespeare)

In October, as per our by-laws, the Chamber will be asking for nominations to fill positions that may be vacated by the current officers and directors.

I have decided that at the end of this year it is time for me to step down... permanently. I have been very proud to serve as Chamber president for eight years and in the things that have been accomplished during those years.

Our chamber is at a tipping point. CAN this organization continue or is it time to dissolve? For over a decade the Chamber has struggled for attendance at meetings, programs and events. As it once was the chamber's role in Williamson is not a big priority for many business people. The last decade has seen the membership decline and for the last few years it has been stagnant.

Due to the state of the economy and declining revenues from membership dues and events it has become a challenge for the Chamber to adequately fulfill the goals and expectations set for each year.

The evolution of technology and social media has changed the way in which businesses network, market, and obtain information. This alone has certainly made an impact on participation. And, of course, there is the problem of juggling time and the numerous commitments we all have in our lives which hinder some of us from volunteering.

So we need to ask these questions of the membership:

- Is the chamber relevant to our town and its businesses.
- What do the members expect from the chamber.
- How do we get the member businesses to interact with the Chamber?

AND the big question ...Are there others out in the business community that want to see the chamber succeed and will move the organization forward in 2017?



**MILESTONE AWARD**

Congratulations to the *Williamson Conservation and Sporting Club* who received a milestone award for 80 years of providing safety training and education in disciplined shooting sports plus providing a safe environment for the performance of shooting sport practice and competitions. Pictured: Greg Hiller, President (L) and Jeff Kunzer, Treasurer (R).

**THE BURNED OVER DISTRICT**

Local historic researcher, John Westerberg and Lindsay Baker of the Eastman School of Music made a presentation to the Williamson-Pultneyville Historical Society board about performing the play *The Burned Over District* in the fall of 2017 as part of 150 year celebration of theater activity in Gates Hall.

Burned Over District was a name applied to a small region of New York in the early 19<sup>th</sup> century where religious revivals and the formation of new religious movements of the Second Great Awakening took place.

The late John Connors of Pultneyville directed the first play and later local resident Bess Atlas wrote and directed an original play about Pultneyville entitled “The Burned Over District” which was performed in Gates Hall fifty years ago.

Donations are being requested to make this play a reality. The financial estimate is approximately \$5000.00. If you and/or your business would like to help them achieve this goal you may contact John Westerberg at (315)589-2049 or you may drop a donation in the mail with the check made out to W-PHS. In the memo area please indicate it is for The Burned Over District.

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**Williamson Chamber of Commerce  
Meeting Minutes  
June 22, 2016**

**PRESENT:**

**Officers:** President Lorraine Lewis, Vice President Verno, Secretary Jacqueline Walker

**Directors:** Cynthia Baron, Sarah Jacobs, Elise Knataitis

**Chamber Member:** Wilma Young

**WELCOME AND CALL TO ORDER:**

President Lewis called the meeting to order at 7:00 P.M.

**PLEDGE OF ALLEGIANCE:**

President Lewis led all in attendance in reciting the Pledge of Allegiance.

**MAIL/COMMUNICATIONS:**

- Letter from W-PHS requesting support for Homecoming Festival - \$40 sent for support
- Notice of Small Business Association meeting
- Amanda's Park - Grandpa's is projecting the first two weeks in July
- Quote received for ivy removal around mural on wall was \$1000. Vice President Verno will talk to John re: ivy removal
- Ontario/Williamson Chambers presenting tour of Head Water Food Hub, 350 6318 Ontario Center Rd, August 29<sup>th</sup>.

**APPROVAL OF PAST MINUTES**

A draft of the minutes of May 25, 2016 having been previously distributed was unanimously approved on a motion by Director Knataitis, second by Vice President Verno.

**FINANCIAL REPORTS:**

**Daily Account**

President Lewis presented the Key Bank account statement and the QuickBooks reconciliation sheet ending 6/22/2016. Secretary Walker reviewed the Daily account information and initialed the statements as correct. The balance of the Daily Account is 6492.57. Details of bills paid were reviewed.

**Gift Check Account**

President Lewis also presented the Key Bank GiftCheck account statement and the QuickBooks reconciliation statement ending 6/22/2016. The statements were reviewed by Secretary Walker and initialed correct as presented. The balance in the account is \$1,547.00.

A motion was made by Director Baran, second by Director Knaititis that the Daily Account statement be accepted as presented. All in agreement. A motion was made by Vice President Verno, second by Director Knaititis that the Gift Check Account statement be accepted as presented. All in agreement.

**CHAMBER MEMBER BENEFITS**

A discussion was held re: member benefits. The previous survey was reviewed. Ontario and Sodus benefits were reviewed and compared to Williamson's benefits. Neither town has gift certificate programs. The idea of a trade show was briefly discussed. It was agreed to re-survey members, perhaps by email or manual survey to elicit what is currently important to them. Secretary Walker was assigned to prepare the survey.

**NEWSLETTER**

Members are encouraged to send in information for the newsletter. Quick tips which appear in the Ashley newsletter was discussed by Director Baran. It was suggested the frequency be quarterly to ensure enough content.

**FAMILY FUN DAY**

No new information at this time. The event date is Saturday, September 10, 2016.

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**Williamson Chamber of Commerce**  
**Meeting Minutes**  
**June 22, 2016**  
**(Continued)**

**SUN AND RECORD**

The discussion started at the last meeting about disappointment with content not published in the Sun Record continued. President Lewis had sent an email re: a coupon advertisement program which would be published in the Times. Secretary Walker thought the advertisement should support the local paper and ideally be published in both papers. President Lewis reviewed the detail of her emails to the editor of the Sun Record re: the milestone awards and the annual awards dinner. She noted that two ads had been placed in the Times for those pictures that were not printed in the Sun Record.

Member Young, the former editor of the Sun Record gave a detailed explanation of how the paper was changing but still keeping the core focus on Sodus, Williamson, and Ontario. She discussed costs, the plan to increase subscriptions and advertising and noted that the current editor needs to be able to make decisions on content of paper to support the growth plan. There was a comment that the Milestone Award submissions were not of interest to anyone outside of Williamson.

Secretary Walker felt not advertising in the Sun Record was a no win situation and we need to develop a win-win situation with the editor. The other attending Officers and Directors each had their input on the situation of advertising, with comments being neutral on the subject. Secretary Walker offered to meet with the editor to let him know how we felt. The group had no objection to this and she will meet with the editor.

**TIMES OF WAYNE COUNTY**

Ads were placed to recognize the remaining Milestone Awards and Of the Year Awards.

**OLD BUSINESS**

Re-visited Chicken BBQ idea for fundraising.

**NEWS TO SHARE**

Director Knaititis will email SBA programs. She noted her entry in the international photo competition. Secretary Walker noted the passing of Brian Lange and will send a card to the staff.

**NEXT MEETING:**

The next Chamber meeting will take place on Wednesday July 27, 2016 in the Williamson Town Hall Complex Conference Room at 7:00 PM.

**ADJOURNMENT:**

On a motion by Vice President Verno, second by Director Knaititis with all in agreement, President Lewis declared the meeting adjourned at 8:37pm.

Respectfully submitted  
Jacqueline Walker, Secretary  
7/5//2016

Reviewed with changes  
Lorraine Lewis, President  
7/5/2016