

# THE Engager

News for  
Members & Friends  
June 2021. Vol 1, Issue 8

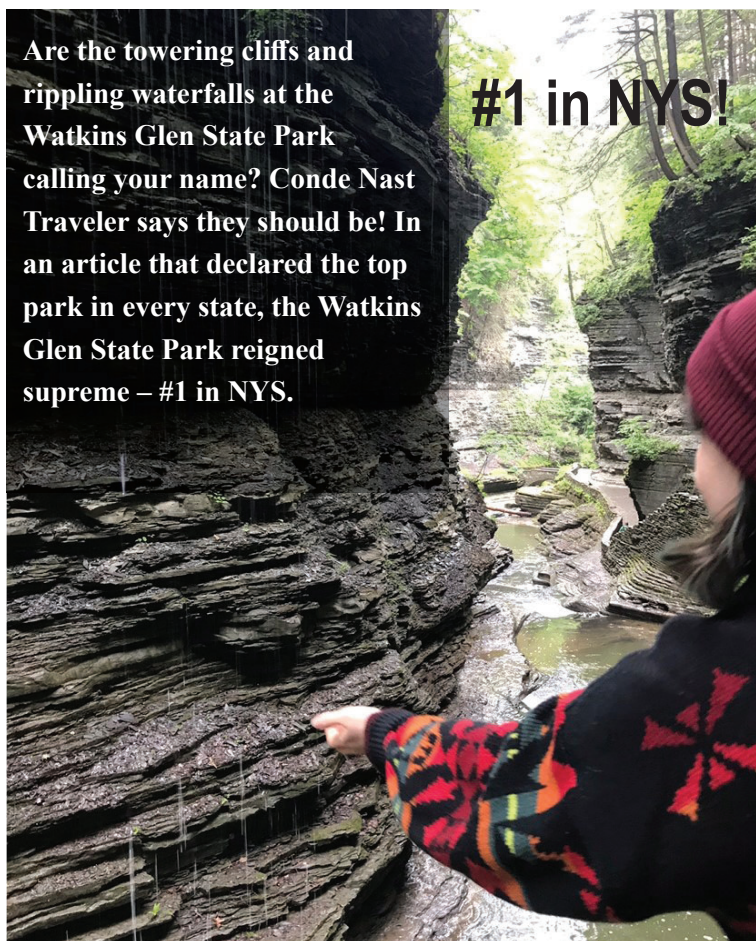
## We're Live! Register for After-Hours Mixer

It's time to mingle. Join us for the Mixer on **June 9, from 5 p.m. to 7 p.m. at the Idlwilde Inn**, an 18-room Victorian mansion built in 1892 that sits on more than two acres on the Watkins side hill. Innkeepers Marcus and Elin Dowd, members of the WGACC, will host the gathering. We're excited to relax and take-in the stunning Seneca Lake vistas from the wrap-around porch and enclosed gazebo. We are also excited to share that Sunset View Creamery, also a WGACC member, will unveil its newest additions to its line-up of artisanal cheeses, 2 goudas, at this event. Barnstormer Winery, yet another Chamber member, will be on-site with a cash bar. Shuttle service will be provided by the Arc of Chemung-Schuyler (WGACC member). Pick up the shuttle in the Arc parking lot (203 12th St., Watkins Glen). **Register online: <https://tinyurl.com/pkez22fb>.**



Are the towering cliffs and rippling waterfalls at the Watkins Glen State Park calling your name? Conde Nast Traveler says they should be! In an article that declared the top park in every state, the Watkins Glen State Park reigned supreme – #1 in NYS.

**#1 in NYS!**



EXPLORE  
WATKINS  
~GLEN~



[www.ExploreWatkinsGlen.com](http://www.ExploreWatkinsGlen.com)  
607-535-4300

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## The Blends Keep Coming

Bigger isn't always better. But when it means more coffee flavors, more room for roasting coffee beans, and more of the signature aroma that wafts up and down Decatur Street when Mindi Beheydt has the roaster on, we're on-board.

Seneca Sunrise Coffee, A WGACC member, will soon break ground on a 700-square-foot expansion. The work, which is partially funded by a DRI grant,



will result in a new stand-alone structure constructed on the vacant ground just north of the coffee roaster's current location. When complete, the new facility will provide more than triple the company's current operating space, which will transition into the owner's residence.

"We've really outgrown our current location," said Jochen Beheydt, co-owner with Mindi. "Our new space will be designed with coffee roasting in mind, which will make us more efficient. Ultimately, we'll be able to produce more blends and will have the freedom and space to make each of our signature blends as special as possible."

Seneca Sunrise Coffee, which can be reached at (607) 228-7930, is known for its ability to produce iconic blends for restaurants and accommodations.

"Every blend we create is unique," said Jochen, who explained that the process begins with a phone call to Seneca Sunrise Coffee. "We have blended unique recipes for several wineries – Lakewood and Fulkerson's, for example – and various accommodations, including Glenora and the Idlwilde Inn."

The Beheydts are especially excited to release their newest signature blend, created to support FLX Pride. All signature blends are available for sale at the company's Watkins Glen location (806 N. Decatur Street), although Seneca Sunrise Coffee primarily focuses on wholesale distribution. While most of the wholesale business is currently regional, this entrepreneurial team expects that the expansion will allow them to develop their web presence to encourage national sales.

## Education Corner

As we head into graduation season, it's great to see what our regional high school students are going to do next. Did you know that SUNY Corning Community College offers programs that allow high school students to earn up to approximately one year of college courses, tuition free? Think about the savings this could mean for the high school student in your life, not to mention the benefits of understanding the workload of college courses before they head off to college.

The Accelerated College Education (ACE) Program offers SUNY CCC courses taught by approved high school teachers in the high school. These courses use the same curriculum and the same books as the college courses taught at SUNY CCC. These courses

are tuition free; students must complete a Certificate of Residency form that proves their NYS residency to avoid any fees. For the current school year (2020-21), students and families had the following savings over current college course prices: Bradford High School: 23 course registrations, savings of \$16,669; Odessa-Montour High School: 97 course registrations, savings of \$66,043; and Watkins Glen High School: 340 course registrations, savings of \$243,916. In addition to the ACE courses, SUNY CCC also offers some online courses for high school students. These tuition-free courses typically group together interested students from various high schools, creating a group size large enough to run the course.

For students who might want to get a jump start on college courses over the summer, we are offering the following classes during the College's second summer session: July 6-August 9:

- ARTS 1000, Essentials of Art
- CHEM 1020, Introduction to Organic and Biochemistry
- CSCS 1200, Computer Essentials
- PSYC 1101, Introduction to Psychological Science
- SOCI 1010, Introduction to Sociology

For more information, contact the Workforce Education & Academic Pathways office at 607-936-5501 or email us at [ilearn@corning-cc.edu](mailto:ilearn@corning-cc.edu).





# DISC GOLF TOURNAMENT

AUGUST 19 || 3PM-8PM

Find your person and register for the Chamber's inaugural event at Castel Grisch. At least 18 2-person teams will face off for bragging rights & prizes!



REGISTER WITH ABBY LANE ... ABBY@WATKINSGLENCAMBER.COM

## 2021 Marketing Opportunities

**SPONSORSHIP** Please contact Michael Hardy with questions and suggestions of how the opportunities below can help meet your organization's goals and objectives at Michael@WatkinsGlenChamber.com OR (607) 535-4300.

### DISC GOLF TOURNAMENT

Thursday, August 19th 3 to 8 pm at Castel Grisch Winery

|                      | <u>Presenting Sponsor</u><br>Availability: 1<br>Cost: \$1,000 | <u>Basket Sponsor</u><br>Availability: 1<br>Cost: \$500 | <u>Basket #5 or #9 Sponsor</u><br>Availability: 2<br>Cost: \$300 | <u>Photo Sponsor</u><br>Availability: 1<br>Cost: \$250         | <u>Scorecard Sponsor</u><br>Availability: 9<br>Cost: \$200 | <u>Basket Sign Sponsor</u><br>Availability: 18<br>Cost: \$125 | <u>T-Shirt Sleeves</u><br>Availability: 2<br>Cost: \$350 | <u>T-Shirt Listing</u><br>Availability: 11<br>Cost: \$125 |
|----------------------|---|---|--|--|--|---|--|---|
| LOGO PLACEMENT       | ✓<br>Logo placement on all marketing materials.               | ✓<br>Logo on all baskets.                               |  | ✓<br>Company name and logo on sign that is in all team photos. | ✓<br>Logo on scorecards given to all players.              | ✓<br>Sign at basket with business name.                       | ✓<br>Logo on right sleeve or left sleeve.                | ✓<br>Business Name or Logo on back of T-shirt.            |
| SOCIAL MEDIA         | ✓<br>3 posts and Facebook event.                              |   |  |  |  |   |  |   |
| DISC GOLF TEAM       | ✓   |   |  |  |  |   |  |   |
| HANG BANNER AT EVENT | ✓   |   |  |  |  |   |  |   |
| TABLING SPACE        | ✓   |   | ✓<br>Set up a sponsor table at the basket.                       |  |  |   |  |   |



## Partnering with the Chamber & Media || 6.16.21 || 10AM to Noon

Register for this online presentation today!

<https://us02web.zoom.us/j/84341612118?pwd=N1hTZXFtT3QweGR0STFkT1k1OUVTdz09>

Meeting ID: 843 4161 2118 || Passcode: 696929

### Corning Credit Union Cornhole Tourney postponed



While we were hopeful that we'd be able to present the Chamber's first annual Cornhole Tournament this spring, after consulting with our presenting sponsor -- the Corning Credit Union, a WGACC member -- we have decided to postpone the event until September 2, 2021, from 3:00 to 8:00 p.m.

**Sponsorship opportunities are still available. Check online:**  
<https://tinyurl.com/bdvs4tsb>

## May we help you?

The Watkins Glen State Park is officially open for the 2021 season. While you're there, stop by the Visitor Center. The Chamber recently hired several community members to work part-time at the State Park. Let us know how we can work together to meet our tourists' needs. Chamber staff will be at the Visitor Center through October from 9am to 5:30pm daily. Staff will also be at the Information Center (214 N. Franklin St.) from 9am to 7pm Mondays through Fridays and 11am to 7pm on Saturdays and Sundays.

## Christening a new era

Champagne will soon flow as the Finger Lakes Boating Museum christens the brass bow of the Pat II, a 39' wooden boat built in 1924 by George M. "Pat" Comstock. For three decades, the boat toured the Thousand Islands on the Boldt Castle run. Relocated to Skaneateles Lake in the mid-1950s, the Pat II continued offering tours, but was also used to deliver mail. After a total rehabilitation spanning more than six years, the Pat II has been restored to glory and will once again serve as a tour boat. This time the Pat II will tour Keuka Lake, with Hammondsport serving as her home port. Once tours start (perhaps as soon as this month), tickets will be available online. The 60-minute tour will include history about Hammondsport and the southern tip of Keuka Lake.

The restoration work was extensive, touching every part of the Pat II's greatness. Hull planks were replaced to meet Coast Guard requirements, with overlapping joints that span at least three ribs. On a vessel's hull, a rib is a lateral structural piece. They are called ribs because they resemble the human rib. Sub-decks were finished with 3/8" mahogany boards, and the side decks were widened to ensure



safer top-side travel for crew and to bring the passenger load closer to the center line for greater stability. Although the windshield is original, the deckhouse windows were replaced with safety glass. As the boat is powered with an ELCO electric motor, no fuel tank is needed.

With a nod to the skilled boating heritage of our region, the Finger Lakes Boating Museum is committed to educating and training aspiring captains, with workshops that cover boat building, boater safety, and water skills. For more information, visit their website: <https://www.flbm.org/>

## Local artist selected to create mural

Filomena Jack has been selected to paint a life-size mural on the southeast corner of the Chamber of Commerce's Information Center (214 N. Franklin St.). Visitors are invited to watch the creation take shape.

Filomena has been creating art for more than 25 years and is the inspiration behind several large-scale murals in Chemung County. She received her BFA from Jersey City University, teaches art online and in-person, and is a certified life coach.

According to her artist statement: "I do my best to only use materials that are humanely sourced. Synthetic brushes, gesso, and papers that do not have animal ingredients. I am passionate

about art and its history. I love what I do and am grateful every day to be part of the creative world. My goal is to lift people's spirits, create beauty, and to engage with the world with an open heart."

Funded with a grant from the Arts Council of the Southern Tier, the Chamber of Commerce has commissioned Filomena to paint a mural that pays tribute to all that our region has to offer and encourages visitors to snap a selfie, marking their visit to Watkins and Schuyler County.

"Some people will never walk into an art gallery," said Filomena. "This is why street art is so important. We can reach these people while they are



strolling down the street, and we can never know the 'butterfly effect' that art will have. Someone might look at a mural and say, 'these are simple shapes and not a lot of colors. I can do that.' My goal is to inspire."

Visit Filomena's studio online: [www.filomenajackstudio.com/](http://www.filomenajackstudio.com/)



# CHAMBER EVENTS

Virtual via ZOOM unless otherwise noted in blue

## JUNE

Friday, 6/4 • Headshot Day • 9:00 am to 1:00 pm  
(Live event- Chamber Offices)

Tuesday, 6/8 • Talking Tuesdays • 10:00 to 11:00 am

Wednesday, 6/9 • After Hours Mixer • 5:00 to 7:00 pm  
(Live event- Idlwild Inn- 50 ppl max)

Tuesday, 6/15 • Member Simpleview Training • 10:00 am

Wednesday, 6/16 • B2B Meet Up • 2:00 to 3:00 pm

Wed., 6/16 • Partnering with the Chamber & Media • 10:00 am

Tuesday, 6/22 • Talking Tuesdays • Noon to 1:00 pm

## JULY

Wednesday 7/7 • Summer Rendezvous • 5:00-8:00pm  
(Watkins Glen State Park - Iroquois Lodge - 50 max)

Tuesday 7/13 • Talking Tuesdays • 10:00 to 11:00 am

Tues. 7/20 • Member Simpleview Training • 10:00 am

Wednesday 7/21 • B2B Meet Up • 2:00 to 3:00 pm

Tuesday 7/27 • Coffee Connections • 8:30 to 9:30am  
(Location TBD)

Tuesday 7/27 • Talking Tuesdays • 12:00 to 1:00pm

Scan this QR code for more information about registering for events and trainings.

If you have questions please contact Abby Lane, Events & Membership Engagement Manager,  
(607)-535-4300 or [Abby@WatkinsGlenChamber.com](mailto:Abby@WatkinsGlenChamber.com)



## Snowflakes for Inspiration



We are excited to gift you a snowflake each month in our print newsletter. We hope they will inspire holiday-themed ideas throughout the year. Please save each of the snowflakes: post them to your refrigerator or on a bulletin board in your office! Even better, consider incorporating them into your decorating scheme in your business to remind guests, tourists, and clients that Watkins is open for the holidays, too.

Next holiday season, your Chamber will launch a fun, creative, and competitive art/decoration contest. We're already planning the prizes, including cash, bragging rights, and the joy of beautiful creations made locally to be shared with each other and the world.

**Remember !**  
**Save your Snowflakes!**

## Personalizing Far-Away & Long-Ago Aviation Events

The Glenn H. Curtiss Museum, a WGACC Chamber member located in Hammondsport, is a must-see for aviation aficionados: it showcases the scope and impact Curtiss had in shaping the development of flight.

Glenn Curtiss—born and bred in Hammondsport—was arguably one of the most influential early motorcycle and aviation pioneers in America. His inventions are still in use today—the V twin engine, the twist throttle, and the aileron (to name only a few) securely place him in the forefront of aviation and early engine design. His was the first announced public flight. He set countless world records both on land and in the air. Curtiss taught aspiring pilots from

around the globe and trained the first women pilots.

The museum will open a new exhibit entitled Art at War, which features 19 original air squadron insignias or “nose art” from the museum collections.

This art was never meant to survive long-term as squadron insignia was often roughly-painted art on the fuselage canvas. These images of pelicans, cartoon characters, dragons, and more came to be far more than just identification painted on a plane. These pieces united crewmembers, and even today, they represent the emotions of war, and the lives of the pilots and crews.



The art personalizes an often far-away place or event, providing a depth to the story that would otherwise be lost. As we look at the brush strokes, we begin to ask questions like: Who painted it? When? What was their life like? What happened to the airplane and its crew? Were they scared? We are transported to an airfield in France, or to the deck of a heaving ship, and can imagine the artist at work. Though we may never know their names, we remember their courage and sacrifices for their countries and for each other. Art at War opens June 12. The Glenn H. Curtiss Museum is open 7 days a week. Ready to plan a visit? Explore [www.glennhcurtissmuseum.org](http://www.glennhcurtissmuseum.org) or call (607) 569-2160.