

THE Engager

News for

Members & Friends

August 2021 Vol 1 Issue 8

WGACC is “Airborne” ...

Have you selected your teams for the Chamber’s September networking events? Of course we hope you will be on the cornhole and golf courses with us, but if your schedule won’t allow, we encourage you to select a team from your staff and/or your most loyal customers. These events are open to the community, so networking options have been expanded to include non-Chamber members. Networking can help you establish a new business or grow an existing one. You can also use networking as a tool for finding investors, customers, staff, suppliers, and business partners with minimal cost.

REGISTER

❖ Corning Credit Union Cornhole Tourney

9/2, 3:00 p.m. to 8:00 p.m. at Toast Winery

❖ Chemung Canal Trust Company Golf Tourney

9/17, 9:00 a.m. to 5:00 p.m.

Space for teams still available!

More than Riesling



August is Wine Month in the Finger Lakes. Specialty tastings, unique experiences, virtual tastings and events, and happy hours/special menus at restaurants. Stay in the know here: <https://finger-lakeswinemonth.com/>

Chamber Mixers: Date Savers

Double the fun in August: the Chamber is planning two mixers this month. Join the team on **August 4**, from 5pm to 7pm, at #1546 Elks Lodge in Watkins Glen. Enjoy food from the Bucket Bar and Grill, wine tastings from JR Dill Winery, a cash bar, and raffles. Register online: <https://tinyurl.com/WGC-ElksMixer21>

The disc golf tournament has been re-imagined. Bring a desire to play (and discs *if you have them; some loaner disc sets will be available*) to Castel Grisch on **August 19**, from 5:30pm to 6:30 pm. Daniel Ragland, a recognized player with the Professional Disc Golf Association, will offer disc golf demonstrations, after which the course will be opened for casual play by all. Register online. <https://tinyurl.com/WGC-discgolfmixer21>

On **September 8**, Chamber members are invited to sail Seneca Lake aboard the Seneca Legacy, one of Captain Bill’s vessels. Enjoy live music (maybe Abby will sing for us), light bites to eat, a cash bar, and raffles. Boarding begins at 5pm with a 5:15pm departure. We will return to dock by 6:45pm. Register online. <https://tinyurl.com/WGC-SeptMixer>

Annual Report Released



The Chamber is pleased to share the 2020 Annual Report with our membership. Please access it here: <https://tinyurl.com/WGC-2020AR>
The document is available electronically to save resources, both financial and environmental.

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Seneca Harbor: the fleet



Participants in the 14th Annual Walk to End Alzheimer's®, will cruise the course at Watkins Glen International in 2021.

This is the same 3.45-mile asphalt road course that hosts races on the NASCAR, IMSA, SCCA and GT World Challenge circuits. Scheduled for October 14, the Southern Tier Alzheimer's Association event is sponsored by Hilliard Corp., WGI, and the Association.

"To move our event to one of the world's most recognizable sporting venues is a vehicle to elevating the stature and

impact of Walk to End Alzheimer's across America," Teresa Galbier, chapter executive for the Alzheimer's Association Rochester & Finger Lakes Region Chapter, said. "We're honored to call Watkins Glen International our new home and look forward to growing this relationship."

According to the Alzheimer's Association "experts agree that in the vast majority of cases, Alzheimer's ... develops as a result of complex interactions among multiple factors, including age, genetics, environment, lifestyle and coexisting medical conditions. Although some risk factors ... cannot be changed, other risk factors usually can be changed to help reduce risk."

For instance, regular physical exercise is known to be an effective strategy to lower the risk of Alzheimer's and vascular

dementia. Researchers believe that exercise may directly benefit brain cells by increasing blood and oxygen flow in the brain. Current evidence also suggests that heart-healthy eating may also help protect the brain. Heart-healthy eating includes limiting the intake of sugar and saturated fats and making sure to eat plenty of fruits, vegetables, and whole grains. Although no particular diet can be considered the "best" for everyone, two diets have been linked to decreasing the risk of Alzheimer's: the DASH (Dietary Approaches to Stop Hypertension) diet and the Mediterranean diet.

For info on our current understanding of Alzheimer's and options to support the Alzheimer's Association's mission (in addition to registering for the Walk in October!), visit <https://www.alz.org/>

Education Corner

SUNY Corning Community College's Workforce Education & Academic Pathways department wants to help small businesses gear up for the holiday season. Yes, I know it's still summer, but holiday shopping will be here before you know it! We want to give you some tips that will help you find the right staff for your business and then some tips to improve your website to make it more engaging and improve your sales. We are offering the three courses below as a small business bundle; you may take them individually, but you can save money by enrolling in all three.

Social Media Recruiting

Are you in charge of recruitment? Want to learn how to leverage social media to attract top talent? Our Social Media Recruiting course will teach

you the tools to achieve those goals! The new online format will allow you the convenience of practicing these techniques using your own technology at your own desk!

Effective Interviewing Techniques

How important is selecting the right employee for your organization? How often do you ask managers and/or supervisors to conduct interviews? This 4-hour training will cover the essential interview skills all supervisors and managers need to know to legally and effectively interview applicants at any level in the organization.

Wordpress

Creating and maintaining a website used to be a very complex and technical challenge. Fortunately, there are many

tools available that make that task much easier and even fun. WordPress is the most popular Content Management System (CMS) used in the world. Of course, there are others, such as Wix, Squarespace, Drupal, and others.

All courses will be conveniently offered at the college's Health Education Center, Room 209, 132 Denison Pkwy E, Corning, NY 14830. Each Individual Course: \$100 or Get the Entire Bundle for only \$225, a \$75 Savings! For more information or to register, call our office at 607-936-5501 or register from the website. Check out all of our offerings at www.corning-cc.edu/workforce.



New approach. Same mission.

Ash is one of the unofficial greeters at Farm Sanctuary. He loves humans and has a reputation for nudging others out of the way to get attention. Ash is a sheep. He is one of the nearly 800 rescued animals at Farm Sanctuary in Watkins Glen.

Officially, Brenda Moufarrege Bomysoad, is the Farm Sanctuary Experience Manager, after serving as a volunteer with the organization for four years. Mission-driven, Brenda knows that “it’s all about the animals.” She uses her role to find opportunities to help visitors absorb the struggles that farm animals face in our modern food system.

“The problems in the industry were on full display as we watched meat packing plants become COVID-19 hotspots threatening the lives of workers and the mass depopulation of millions of animals, killed in inhumane ways because slaughter houses were forced to shut down,” Brenda said. “We want people to know that it doesn’t have to be this way. Every day when we sit down to eat, we can choose compassion instead.”

Farm Sanctuary in Watkins Glen closed to the public in March 2020, officially reopening in July 2021. During this time, though, the Sanctuary remained committed to its mission. With an essential worker designation, employees made sure those in their care were fed, watered, warm, and received appropriate medical care.

“Our animals didn’t know there was a pandemic underway,” said Brenda. “This is an emotionally challenging environment even in the best of circumstances. Our employees went above and beyond to care for our rescued animals.”

Although fully open, the Sanctuary has adopted a variety of COVID-inspired precautions as there is no vaccination for animals.

Visitors are invited to tour, but with the reopening, tours must be reserved online prior to arrival. Self-guided tours are not currently available. Through the reservation system, the number of visitors onsite at any time can be controlled, and the system facilitates accurate record-keeping, should an issue



farmsanctuary

NOW OPEN ...

arise. Regardless of vaccination status, everyone – visitors, volunteers, and employees – are asked to wear masks inside the barns and the Sanctuary Center. In outside, open spaces, masks are optional for visitors who are fully vaccinated. People who are not fully vaccinated are expected to wear a mask while on the premises.

Like others, in the heat of the pandemic, Farm Sanctuary went online with virtual tours and online events. Although these will continue, Brenda says only those who are “nudged” by Ash (and others!) can understand the struggles the residents at Farm Sanctuary have conquered. To schedule your visit with this Chamber member, please visit <https://www.farmsanctuary.org/the-sanctuaries/watkins-glen-ny/>.

Ash, in his official role as greeter, poses for a selfie with Sanctuary visitors.



Your community. Your rock.

Thinking and buying local is important to Ted Marks. A lifelong resident of the area, he has watched the Southern Tier blossom. He has watched industries pivot, and he has helped people grow. Each of these accomplishments was realized with an entrepreneurial spirit, which he suspects he inherited from his grand-dads.

Mr. Marks' maternal grandfather was the publisher of the Elmira Gazette. He sold half interest in the daily paper to Frank Gannett and Gannett's partners in 1906. After this sale and another acquisition, the Gannett operation renamed the Elmira Gazette the Elmira Star Gazette, officially making it the first Gannett paper.

Ted's paternal grandfather owned M Doylemarx & Son music store in Elmira and was New York State's distributor for Steinway pianos.

As a teen and throughout school, Ted tried his hand in the newspaper business selling ads for the Gloversville, NY, newspaper. It was the Steinway connection that established the Marks family in Glenora, a lakeside hamlet on the west side of Seneca Lake, about 10 minutes north of Watkins Glen.

"My grandfather sold a Steinway to someone who owned a home in Glenora," recalled Mr. Marks. "He couldn't make the payments, so my grandfather traded the piano for his house."

Sitting on the north point of Glenora, this homestead has sheltered five generations of the Marks family. While his grandchildren enjoy recreating in Seneca Lake, for Mr. Marks, the location is inspiring. He's had some of his best, some might say "maverick," ideas there.

In the 1960s, Mr. Marks bought a print shop in Corning. When the 1972 flood washed it away, he was hired to be the Executive Director of the Corning Chamber of Commerce. During this tenure, he identified a need for an independent bookstore and set about opening Bookmarks, the largest independent book store in upstate, NY, with stores in Elmira and Corning for almost 20 years. During this time, he also managed the Gates Rockwell Department Store in Corning. After selling Bookmarks, Mr. Marks became co-owner of Horowitz Paper and Packaging and Image Packing, both in Elmira, ... all before diving into the world of wine-making.



Ted Marks received the Lifetime Achievement Award at the 2020 Gala.

In 1999, Mr. Marks purchased Rolling Vineyards Farm, an established vineyard. In 2000, he established Atwater Estate Vineyards there, with a new-to-the-area philosophy for tasting rooms.

"I was one of the first business people to come to the trail," said Mr. Marks. "Most of the others already here were vineyard owners. Atwater was the first to charge a tasting fee, rather than giving away our product. We reset the standard. Now everyone does it."

Two decades later, Mr. Marks sold the operation to his winemaker, George Nosis, and is continuing as Atwater Vineyards.

"My professional success is because of my employees' success," said Mr. Marks, who noted that at least six of his former employees have gone on to launch successful entrepreneurial vintner ventures. "I am excited when my employees succeed; it gives me a sense of purpose."

Reflecting on *purpose* for a moment, Mr. Marks – who is currently a co-owner of Edible Finger Lakes magazine – offered a prediction: the number of wineries in our region may be close to plateauing. However, he said, our region is ripe for business people looking to establish businesses that will complement the growing craft beverage businesses in the area, such as restaurants, lodging, and attractions.

CHAMBER EVENTS

Some events are still be offered via Zoom as noted below. Email abby@watkinsglenchamber.com for login info.

AUGUST

- August 4 After Hours Mixer
5:00-7:00pm; Elks Lodge #1546
- August 10 Talking Tuesdays
10:00-11:00am; Via ZOOM
- August 17 Member Simpleview Training
10:00am; Via ZOOM
- August 19 Disc Golf Mixer
5:00-7:00pm; Castel Grisch Winery
- August 24 Talking Tuesdays
12:00-1:00pm; Via ZOOM



Scan this QR Code
for registration details.
Contact Abby Lane
with questions or ideas.
607-535-4300/[abby@
WatkinsGlenChamber.
com](mailto:abby@WatkinsGlenChamber.com).

**Sponsorships
Still Available**

SEPTEMBER

- September 2 Cornhole Tournament
3:00-8:00pm; Toast Winery/Pompous Ass Wines
- September 8 After Hours Mixer
5:00-7:00pm; Captain Bill's: Seneca Legacy
- September 14 Talking Tuesdays
10:00-11:00am; Via ZOOM
- September 17 Golf Tournament
9:00am-5:00pm; Watkins Glen Golf Course
- September 21 Member Simpleview Training
10:00am; Via ZOOM
- September 22 Tri-County Mixer
5:00-7:00pm; Lakewood Vineyards
- September 28 Coffee Connections
8:30-9:30am; Location TBD
- September 28 Talking Tuesdays
12:00-1:00pm; Via ZOOM

This month's snowflake is a nod to our rich racing tradition!

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!**

Honoring our racing legacy



More than 250 vehicles are registered for the Grand Prix Festival presented by Chemung Canal

on September 10, 2021, the community-wide festival celebrating WGI's Vintage Race, scheduled for September 9 through September 12. Roaring to town after a COVID-hiatus last year, this annual community favorite features the Alfa Romeo this year. Although many of the participants registered for this event immediately following the 2019 event, this year's event has attracted a new group of drivers and cars.

"We're finding that people are getting more comfortable and are ready to roll," said Michaela Christensen, executive director of Watkins Glen Promotions. "We are also hearing that people are choosing this event as their 'vacation' this year. They are coming for three or four nights and planning to enjoy all that

our community offers: attractions like the wineries, the lake, and the museums."

Since 1993, the Grand Prix Festival of Watkins Glen has celebrated our community's heritage and intimate connection to motor racing. As in previous years, the 2021 event will serve as a tribute to the Grand Prix races, with wrap-around events including the Walk of Fame award ceremony, a historical lecture called the Legends Speak, a pre-race Tech Inspection at Smalley's Garage, as well as several rolling events and two car shows known as the Stone Bridge Driver events. As always, the highlight of this traditional fall event is the re-enactment of the original Grand Prix race, conducted on the original 6.6 mile road course that winds through open country side and village main streets.

"All of our drivers and navigators have two things in common: a passion for driving classic sports cars and a desire to relive some of the excitement of driving on the original course," said Michaela. "Our spectators bring with them both a

true love for beautiful automobiles and a deep respect for those who pursue this sport."

The Grand Prix Festival is organized and run by hundreds of volunteers, with Michaela at the helm. A 15-person volunteer administrative committee fields area-specific sub-committees that operate all year to produce the event.

"We're always looking for more volunteers," said Michaela. "I'm very candid when talking to potential volunteers. The opportunity definitely requires a commitment, but every volunteer will tell you that the rewards that come with being part of the team that hosts this event are overwhelming. Volunteers are truly connected on an emotional level. They care about cars, and they care about professionalism."

Editor's Note: Watkins Glen Promotions hosts special events that bring tourists to the region. The non-profit is funded with a variety of sources, including TAP dollars.