

# THE ENGAGER

*Monthly Newsletter from the Watkins Glen Area Chamber of Commerce*



## Welcome to our/your first issue of 'The Engager'

Welcome to our/your first issue of "The Engager" — perhaps a short-lived name, as we are encouraging members to send in suggested names for our new monthly Chamber newsletter. The creator of the winning name will receive free advertising in the newly named newsletter. Email names to [Katherine@watkinsglenchamber.com](mailto:Katherine@watkinsglenchamber.com) through Feb. 17, 2021.

This print newsletter will be mailed the last week of every month for you to read, save, and share at your leisure. It's not plugged in, powered up, or tied to your computers, as is so much of your daily life. We are going "old school"! We hope you will store this newsletter in the provided holiday greeting folder, sponsored by Sidle Insurance, and use the information to do business better, often, and with each other and our mutual customers and visitors. Happy Holidays!

Executive Director, WGACC

*December 2020/January 2021, Vol. I, Issue I*

## 'Holiday Lights — Schuyler Style'

Dec. 15 thru Jan. 17

A new holiday tradition! See a map of participating homes and businesses and vote for your fave! Learn more at [ExploreWatkinsGlen.com](http://ExploreWatkinsGlen.com).

## Winter Interlude Auction

The Watkins Glen Area Chamber of Commerce will host the Winter Interlude Virtual Auction **Jan. 23 through 30**. With the annual Winter Gala postponed for COVID-safety reasons, the virtual auction will assist the Chamber in raising funds necessary to continue its mission of advancing the economic success of members and the community, through support, promotion, and education.

The Winter Interlude Auction will feature items donated by our members and partners — but please know we do understand times may be tough for your business. For your donation, your business will be publicized in a variety of ways: If interested in donating an item, please reach out to Liz Salamendra at [liz@watkinsglenchamber.com](mailto:liz@watkinsglenchamber.com)



# UPCOMING COLUMNS

## Education Corner

Each month we will feature an article here on workforce development, professional development, and/or continued education from SUNY Corning, and other sources. The focus will be on educating you personally and professionally, as well as their teams, and the betterment of their organizations.

Since we all have to stay current, relevant and up to date in our fields, the best way to do that is to continue learning in a variety of ways. That is why we are prioritizing space to these opportunities here every month. Please feel free to make suggestions of topics, sources and/or educational experiences for us to cover in the future.

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## Also In This Mailing

- **Events calendar:** Chamber events and major community happenings
- **Chamber advertising opportunities:** The 2021 Travel Guide, brochures at WGS Park, TV ads at WGS Park, and window displays at 214 N. Franklin St. /Chamber Visitor Center

**STAY TUNED** to learn about web ads via the January/February 2021 issue. This new opportunity allows for highly visible and colorful ads in sections of the new [ExploreWatkinsGlen.com](http://ExploreWatkinsGlen.com).

## Sponsor Corner

The Chamber has a significant number of members in the professional services among our ranks who have valuable information to extend to fellow members. This column will present useful and timely tactics and processes and procedures to continue and build best practices.

Sidle Insurance is our first sponsor and will share at least a quarterly article here. We are appreciative of this wise advice-to-come. Let us know if you would like to share your expertise — whether it be marketing, accounting, sales, promotion, printing, or any service business. If you would like to reach 420+ members each month, for as little as \$200 a month, please contact [Michael@WatkinsGlenChamber.com](mailto:Michael@WatkinsGlenChamber.com).

## Non-Profit Corner

Our community and our Chamber benefit from the energy, care, and dedication of many nonprofits and we invite organizations with nonprofit/not-for-profit designation — that has an event, initiative, call-to-action, or solicitation for resources — to be featured in this section. For \$100 fee an organization can reach more than 420 of their fellow members and stakeholders in the area.



### Next Issue:

- Leadership Schuyler
  - 2021 Events Sponsorships
- Visit [ExploreWatkinsGlen.com](http://ExploreWatkinsGlen.com)



## Introducing new staff

Karen Dodson brings sales and membership experience to the Glen

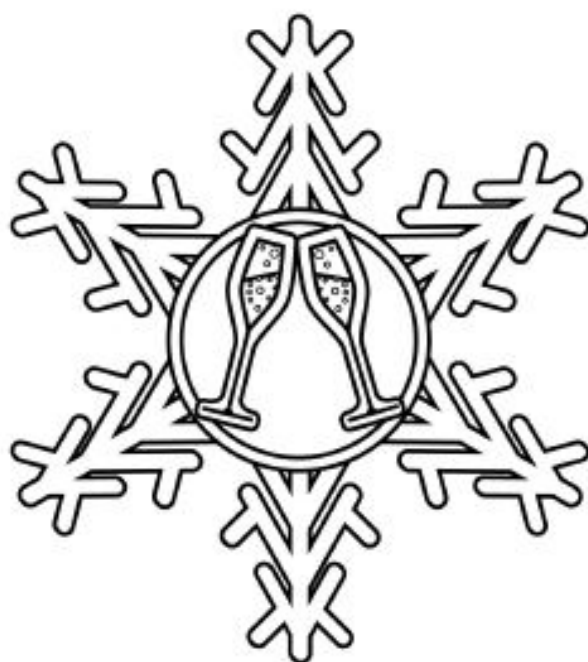
Karen Dodson has joined the WGACC staff as a part-time employee focused on membership, advertising, and sponsorship sales.



She is a 30-year retail, tourism and sales professional who brings to the Chamber unique experience, a bright smile, and a kind and genuine desire to be of service. Her experiences include representing the Premium Outlets in Waterloo and Strong National Museum of Play, and serving as chair of Rochester's Visitor Industry Council.

## Snowflakes for Inspiration

We are excited to gift you a snowflake each month in our print newsletter — to inspire ideas throughout the year. We encourage you to save this, and every snowflake you will get each month and consider using them in your decorating scheme to help captivate visitors to our area and your businesses — and to inspire you and your team, clients, and customers to retain energy and ideas year-round.



Next holiday season, in 2021, we will engage you in a fun, creative, and competitive art/ decoration contest, as we segue into the "Shoulder Season" after fall and harvest.

There will be cash prizes, bragging rights and we are very certain many beautiful creations — perhaps indoor or outside uses or enlarged or miniaturized versions of one flake or maybe 1,000 strung together to make a grand gesture. Or, perhaps you establish a theme that reflects all the diversity of our community's winter holidays and traditions.

Shout out to Fred Wickham for creating the beautiful Finger Lakes-themed snowflakes for this program. We assure you that you will be delighted by his creations as much as we will all look forward to seeing what masterpieces you all make from them. Be sure to save your snowflakes!

## On the Cover

Pictured at left is the WGACC team at Watkins Glen State Park. From left is Katherine Jack, Liz Salamendra, and Michael Hardy.

Pictured at right is Montour's Shequaga Falls as a "Hallmark Moment" photo op during Small Business Saturday on Nov. 28.

The falls — which are featured at the start of every episode of Hallmark TV series "Aurora Teagarden Mysteries" — are the backdrop for the old-fashioned red truck, kindly loaned by Nancy Loughlin of Montour Falls.



# Our first (and hopefully last) Virtual Annual Meeting

Twas the night of the 2020 Annual Meeting — and all was virtual, from a studio and over Zoom. Fortunately, all went well with tremendous support from and preparation by staff, board members, and the Cheshire AV team on Dec. 9. More than 45 member organizations were represented (with more than the 10 percent quorum needed, per our bylaws) and about 65 to 80 people were in attendance.



## Executive Committee Elected

Chairman: Matthew Sharpe, Cameron  
Manufacturing & Design

1st Vice Chair: Raymond Lincourt, Roadmasters

2nd Vice Chair: Kerry Keller, Glenora Wine  
Cellars

Secretary/Immed. Past Chair: Amanda Smith-  
Socarls, Seneca Physical Therapy of Finger Lakes,  
P.C.

Treasurer: Tracy Gates, Cayuga Health System

Special thanks goes to Ron Roney of  
Watkins Glen State Park for his many years  
of service and also to Scott Bell of Harbor  
Hotel for serving as 1st Vice Chair this past  
year.

The minutes from the 2019 Annual Meeting  
and the 2021 Budget were each passed  
unanimously.

We also want to acknowledge that this was  
our first virtual annual meeting (and  
hopefully last – as we missed being with our  
members in person) and that we regret we  
could not all experience the hospitality of  
Glenora, where we were to host this meeting.  
We have great hopes we can all gather there  
in 2021!

Gratitude is extended to Liz and Katherine,  
and our part-time crew Donna, Karen, Nan,  
and Peter for all the work they put in,  
including getting all members pre-meeting  
documents and pre, in-real-time, and post  
video prep.

## Newly Elected for 2021

- Wendy Shutter, Chemung/Schuyler Arc
- Laury Ward, Finger Lakes Wine Country
- David Bunnell, Plum Pointe Lodge & Sapalta  
Dining
- Matt Bush, Corning/Watkins Glen KOA Resort
- Ron Beck, Magnolia Place B&B
- Michael Stamp, E.C. Cooper Insurance

## Continuing as Your Board Members

- Brittany Gibson, Seneca Lake Wine Trail
- Judy McKinney Cherry, SCOPED
- Michel Ray, Visions Federal Credit Union
- Carl Blowers, Schuyler County Legislator