

THE ENGAGER

Monthly Newsletter from the Watkins Glen Area Chamber of Commerce

"The Engager" has gotten some good feedback from its first run in January, and returns to your mailbox the last week of every month. Member readers are enjoying being informed via print vs. being plugged in, as they learn all they can to be engaged with The Chamber and one another. This issue features news — including guest articles from Sidle Insurance and SUNY Corning — meant for you to do business better, often, and with each other, and our mutual customers and visitors. Here's to a healthy and successful 1st quarter!

Hospitably,
Michael J. Hardy



Executive Director, WGACC



Leadership Schuyler welcomes 10 professionals to Class of 2021

Ten professionals have joined the Leadership Schuyler Class of 2021, and they, along with their employers, have pledged to commit time and energy to this rich and challenging program conducted by the Watkins Glen Area Chamber of Commerce. The program is an investment in our future leaders, who will attend classes virtually Jan. 28 through June.

The Leadership Schuyler Class of 2021:

- Amy Abbey, Retail Manager, Fulkerson Winery
- Tiffany Bloss, Director, Schuyler Health Foundation
- Michaela Christensen, Director of Events, Watkins Glen Promotions
- Clara LaBarr, Asst. Clinical Manager, Schuyler Hospital
- Cynthia Miller, Career Program Specialist, Career Development Council
- Kelly Miller, Business Manager, Arc of Chemung-Schuyler
- Kristine Moresman, Exec. Director, My Place: A Play and Learning Center
- Tracy Savard, Director, Watkins Glen Public Library
- Ben Slaton, Production Manager/Engineer, Cargill Salt
- Diana Warn, Admin/Production Clerk, Cargill Salt



Also in this mailing ...

In addition to the main four pages of "The Engager," you will find the following inserts:

- Feb/March events calendar, featuring Chamber and community events
- Chamber advertising opportunities
- WGACC committee opportunities
- Annual Awards nomination details

NAME THIS NEWSLETTER!

We are encouraging members to suggest names for our new monthly Chamber newsletter. The creator of the winning name will receive free advertising! Email names through Feb. 17 to

Katherine@watkinsglenchamber.com.

SERVICE CORNER

Navigating insurance coverage
for small businesses



Running small business presents a multitude of challenges. As a small business owner, it's important to minimize the risks of financial loss that your business can face. One of your most effective tools is that of insurance.

But what insurance protections do you need? Some are required by law or via a contract. Others aren't mandatory, but wise to have. Insurance needs vary from business to business, and you need to be sure that you have the right coverage(s) for yours.

We've started a free Small Business Insurance Guide series on our website. This guide is designed to help small business owners make informed decisions regarding the insurance their business needs.

Visit www.SidleInsurance.com/blog/ to read the free guide.

EDUCATION CORNER

SUNY Corning Community College
offers business training solutions

Welcome to the first edition of Education Corner. As a member-to-member service, this column will highlight SUNY Corning Community College's programs and services designed to develop the workforce our region needs. This month, we introduce you to the Workforce Education & Academic Pathways (WEAP) Department.

WEAP is SUNY CCC's department that focuses on business training needs. We have solutions to meet the needs of individuals, small businesses, and large corporations. For individuals, we offer a variety of both non-credit training and credit programs designed for adults who want to upgrade their work skills. Many of these programs can be completed in six months or less and most lead to a state or national credential. There are also a variety of funding options to help individuals pay for this training.

We know that the strongest organizations invest in their workforce, which ultimately strengthens their bottom line. Invite us in to discuss your corporate training needs. Our robust design and development processes will ensure your learning objectives and performance goals are met on-time, on-budget, and with the ideal blend of custom and standard training solutions. We work closely with local and NYS workforce funding partners to keep your training costs in check.

For more information, contact the WEAP office at (607) 936-5501 or email us at ilearn@corning-cc.edu.



**SUNY
CORNING**
COMMUNITY COLLEGE

Wine & Craft Beverage Tourism Summit Feb. 24 and 25



2:30 to 4:30 p.m. Wednesday, Feb. 24

10 a.m. to Noon on Thursday, Feb. 25

Join us for a discussion of the tribulations and triumphs during the pandemic, as pertaining to tourism. Come to exchange ideas, strategize, and learn from one another. Presented by WGACC and Schuyler County's Tourism Promotion Agency (TPA), along with Seneca Lake Wine Trail and Yates and Seneca County TPAs.

Please RSVP to info@watkinsglenchamber.com to receive an agenda and Zoom link. You may attend one or both sessions and/or the networking activities after. If you have specific topics or questions to share, please contact facilitator Michael Hardy at Michael@WatkinsGlenChamber.com or (607) 535-4300.

**SAVE THE DATE: A Lodging and Accommodations Summit
will take place March 9 and 10! Details will be shared soon.**

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, we will engage you in a fun, creative, and competitive art/ decoration contest. There will be cash prizes, bragging rights and we are very certain many beautiful creations. Be sure to save your snowflakes!

Bidding is open!

Winter Interlude Auction is now live online

The Winter Interlude Auction is now online through Saturday, Jan. 30, featuring items and experiences donated by our members and partners, including "Buy Now" grab bags and many options for you to support your Chamber.

With the annual Winter Gala postponed for COVID-safety reasons, this virtual auction has been organized to 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.



To view and bid on the fabulous auction items:

Visit CharityAuctionsToday.com and enter Winter Interlude Auction in the search bar.

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