

THE ENGAGER

Monthly Newsletter from the Watkins Glen Area Chamber of Commerce

From the Executive Director

Hello, WGACC members, partners, and collaborators! It's almost spring! I heard the birds for the first time in months the other day as I was opening the Visitor Center at 214 Franklin Street. While we see piles of snow everywhere, our monthly snowflake in this print newsletter has a shamrock for St. Patrick's Day that may bring us luck for our cabin fever. With April Showers and May Flowers to follow, we need to work together to strategize how we put into action all the lessons we learned from this past year — so we can maximize business for everyone with longer stays, the best rates, admissions, food and beverage tabs, and the like.

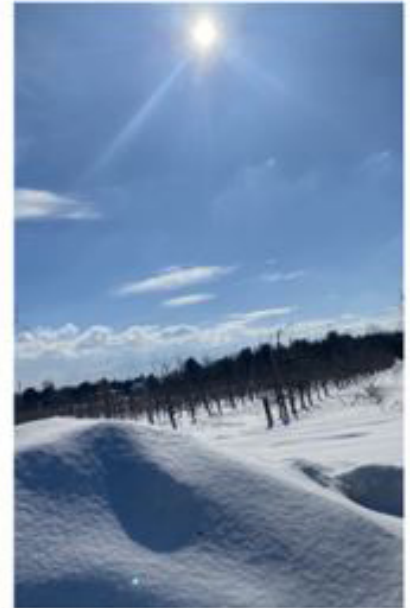
One way to maximize the image and presence of your business organization is reviewing and updating YOUR web page on ExploreWatkinsGlen.com, a benefit of being a Chamber member (we have training and resources available to guide you). Another way is participating in virtual Chamber events — a committee meeting, After Hours Mixer, Talking Tuesday, a monthly Simpleview Extranet Training. There is a calendar on the last page of this newsletter to help you chart your course as we navigate the coming tide of customers and clients. Another sign of spring is the contract on my desk for the opening of the Watkins Glen State Park Visitor Center, for which the Chamber team hopes to assist the park staff more, beyond providing brochures and videos.

Lastly, please join me in welcoming the Chamber's new team members, Abby and Stephanie, who are featured on page 3. As we build relationships with each of you, we all become important parts of a well-run engine for our economy, like a great race car. Now that reminds me — another sign of spring is opening weekend for Watkins Glen International is just over a month away!

Hospitably,



Michael J. Hardy, WGACC Executive Director



A sunny day at Reisinger's Apple Farm, as we are on the cusp of spring



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AREA CHAMBER OF COMMERCE

Lodging & Accommodations Summit

Listen and interact with local leaders in the hotel and lodging industry as they discuss triumphs and tribulations from last year and what they hope to accomplish this season and beyond.

The summit is **FREE** to attend and you only need to join one day.

Wednesday, March 10 10 am - 12 pm via Zoom	Thursday, March 11 2:30 - 4:30 pm via Zoom
Speakers to be announced. (Optional brown bag social hour after)	Speakers to be announced. (Optional happy hour after)

RSVP by sending an email to Info@WatkinsGlenChamber.com no later than **Tuesday, March 9 by Noon** to receive an agenda and Zoom link. If you have specific topics or questions to share, please contact Michael Hardy at Michael@WatkinsGlenChamber.com or (607) 535-4300.

Presented by WGACC and Schuyler County's Tourism Promotion Agency (TPA), along with Seneca Lake Wine Trail and Yates and Seneca County TPAs

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Also in this mailing ...

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

- March/April events calendar, featuring Chamber and community events
- Chamber advertising opportunities
- Chamber sponsorship opportunities

Renaming this newsletter?

Since we debuted "The Engager" in early January, we have requested suggestions for a new name for this new print newsletter. Names we have received are being put up for a vote (thanks to all who responded!), but, interestingly, the loudest feedback we've heard is for keeping "The Engager" name. Please stay tuned ...

Annual Awards to be announced April 7

The 2021 Annual Awards will be announced on April 7 during the After Hours Mixer, which will be virtual but hosted by the Finger Lakes Boat Museum. We look forward to honoring our dedicated Chamber and community members for their good work!



Hector Falls in winter splendor

EDUCATION CORNER



This edition of Education Corner focuses on healthcare programs at SUNY Corning Community College. Over the last year, it has been more apparent than ever that the Southern Tier needs additional healthcare workers in all areas. While SUNY CCC is well known for our outstanding nursing program, you may not be as familiar with the college's Community and Public Health Education programs, which are designed for the first two years of a transfer program. Graduates work in a wide variety of career positions, including community health workers, health educators, recreational therapists, and epidemiologists. All of these positions have gained importance during the pandemic.

The college's Workforce Education & Academic Pathways Division also offers a wide variety of short-term training programs in healthcare fields, such as Certified Nurse Aide (CNA), Medical Coding (both in-person and online), Medical Administrative Assistant (online), Medical Clinical Assistant (online), and Pharmacy Technician (online). The newest program trains Central Service Technicians, also known as Sterile Processing Technicians, which are responsible for decontaminating, sterilizing, assembling, storing, and distributing medical devices and equipment needed for patient care, especially during surgery. Another aspect of healthcare involves substance abuse treatment and recovery. SUNY CCC offers both a credit and non-credit version of the 46-hour training required to become a Certified Peer Recovery Advocate (CRPA). CRPAs are required to complete the classroom training and a 100-hour internship before NYS licensing. Additionally, the college's Chemical Dependency Counseling AAS program prepares graduates to become Certified Alcohol and Substance Abuse Counselors (CASACs).

Lastly, there are a variety of programs offered for professional development in the healthcare community. Many healthcare employers have found it useful to have staff trained in areas such as LEAN for Healthcare, Practical Change Management, Certified Dementia Practitioner, Medical Coding, team building, and grant writing. For more information about SUNY Corning Community College courses and programs, contact the Workforce Education & Academic Pathways office at (607) 936-5501 or ilearn@corning-cc.edu.

Meet the Chamber's new staff members

Abby Lane has joined the Watkins Glen Area Chamber of Commerce as the Events and Membership-Engagement Manager. She will be responsible for planning and executing Chamber events, as well as managing member engagement. You can reach Abby at Abby@WatkinsGlenChamber.com.



Lane comes to the Chamber from The Arc of Chemung-Schuyler, where she worked for two years as gallery coordinator for Franklin Street Gallery, as well as events coordinator for the public relations team. Lane has lived in a number of iconic locations throughout New York state, including Cooperstown and the Long Island town of Montauk. She also has strong family ties to Watkins Glen via her grandparents, Don and Lori Maas, who taught for decades at Watkins Glen Central School. Don Mass is also a well-known artist.

"I am excited to start this new chapter with the Watkins Glen Chamber of Commerce and look forward to using my knowledge and love of the area in this role," Lane said. "I approach any task with openness, humor, and positivity and I can't wait to get to know you all!"

The Watkins Glen Area Chamber of Commerce welcomes **Stephanie Specchio** as the Director of Communications and Marketing. She will assume the new role in March. She comes to the Chamber from the SUNY College of Environmental Science and Forestry, where she served as the associate vice president of marketing and communications. A Watkins Glen resident, together with her husband, Alan, Specchio is also a local business owner. She has 30 years of experience in the marketing field, including several years with Corning Museum of Glass, and holds a master's in integrated marketing communication from West Virginia University.

"Stephanie brings a breadth and depth of directly relevant experience to the Chamber," said Michael Hardy, WGACC executive director. "She also brings a lifelong commitment to Schuyler County and the Finger Lakes. I look forward to working with Stephanie and leveraging her talents to raise the visibility of our community and to serve our members' business needs."



Among her favorite local activities are walking the trails and restaurant dining. You can reach Stephanie at Stephanie@WatkinsGlenChamber.com.



Snowflakes for Inspiration

We are excited to continue to gift you a snowflake each month in our print newsletter. We encourage you to save each one and consider using them in your decorating to inspire your team, clients, and customers year-round.

Later this year, during the holiday season, we will engage you in a creative and competitive decoration contest.

CORRECTION: In our last issue, Cynthia Williams was mistakenly listed as Cynthia Miller, as a member of the Leadership Schuyler Class of 2021. We extend our apologies to Cynthia and we are happy to have you joining us, representing BOCES and the Chamber's Business & Education Committee.

CHAMBER EVENTS

VIRTUAL VIA ZOOM

7 MARCH

Wednesday March 3 • After Hours Mixer • 5 to 7 p.m.

Tuesday, March 9 • Talking Tuesdays • 10 to 11 a.m.

Wednesday, March 10 • Lodging Summit • 10 a.m. to Noon

Thursday, March 11 • Lodging Summit • 2:30 to 4:30 p.m.

Tuesday, March 16 • Member Simpleview Training • 10 a.m.

Wednesday, March 17 • B2B Meet Up • 2 to 3 p.m.

Tuesday, March 23 • Coffee Connections • 8:30 to 9:30 a.m.

Tuesday, March 23 • Talking Tuesdays • Noon to 1 p.m.

For more information please contact Abby Lane, Events & Membership Engagement Manager, at (607)-535-4300 or Abby@WatkinsGlenChamber.com

APRIL

Wednesday, April 7 • After Hours Mixer • 5 to 7 p.m.
(Hosted by Finger Lakes Boating Museum)

Tuesday, April 3 • Talking Tuesdays • 10 to 11 a.m.

Wednesday, April 21 • B2B Meet Up • 2 to 3 p.m.

Tuesday, April 27 • Talking Tuesdays • Noon to 1 p.m.



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