

Trumansburg Area

CHAMBER OF COMMERCE

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BUILDING A GREENER COMMUNITY, ONE STEP AT A TIME!

By Sue Henninger, Finger Lakes Writer

There are numerous benefits to adopting “green” practices both at work and at home. Though the initial cost often seems prohibitive, practicing sustainability makes long-term economic and environmental sense for many, reducing both energy bills and the carbon footprint.

As a business owner there are many different green measures that you can implement to make your company more environmentally-friendly. Not surprisingly, a number of TACC members are already doing this. Here are just a few examples of how our friends and neighbors in the Trumansburg area are working to build a greener community.

“Excellence and innovation” are two qualities that have guided the Maguire Family of Dealerships over the years. In this spirit, the family has been steadily working towards achieving the platinum level of Leadership in Energy and Environmental Design (LEED) “green building” certification. Under LEED’s guidance, businesses implement a variety of building practices that are more energy efficient, such as using recycled materials like rainwater and taking advantage of natural light in up to 95% of their building spaces. Phil Maguire, Owner/Dealer Principal of the company, says that applying these changes creates a better work environment for employees, resulting in higher overall productivity.



Maguire Dealership location on Elmira Road in Ithaca

Achieving the highest level of certification is not for the faint of heart as evidenced by the fact that only a few businesses have obtained it nationwide. However, Phil says that he would absolutely recommend that other large and small business owners look into some of the other levels of certification that LEED offers. “The benefits totally outweigh the cost, time, and effort you need to put into it,” he asserts. He also sees LEED as being the future of building architecture and design so beginning to work on incorporating these measures now puts Maguire ahead of the crowd. Phil elaborates that, years ago, certain building practices that we now take for granted, like insulating, weren’t used on a regular basis adding, “Today you wouldn’t dream of not putting insulation in a newly constructed building.”

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Taughannock Falls On Taughannock Creek, Trumansburg.
Thirty-Three Feet Higher Than Niagara Falls.

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UPCOMING CHAMBER EVENTS:

1/18/12 TACC Breakfast Meeting

Staff and students will be presenting aspects of the Green Initiative at Trumansburg Central Schools, which include green cleaning, energy conservation and sustainability, and solid waste, and have been implemented over the past few years. 8:00 a.m. at the Ulysses Historical Society on South Street. To make your reservation contact Cheryl Reynolds at 387-7331 or creynolds@TompkinsTrust.com

For Phil, achieving LEED certification also makes financial senses. Noting that he expects to see a seven year return on the Maguire family's investment, he says that though things like solar panels might seem too costly, once a business has saved up to twenty percent on their electric bills over a few years the solar installation has pretty much paid for itself.



Above: Bill Overbaugh. Photo by Jim Mason.

Another long-time TACC member, Ehrhart Propane & Oil, has been embracing green practices for some time now. General Manager Bill Overbaugh says "For sixty years, our entire fleet of trucks (around twenty-five) has run on propane instead of gasoline." According to Bill the benefits of using propane include a dollar a gallon savings and fewer harmful emissions and less exhaust released into the environment. Ehrhart also sells BioHeat and BioDiesel where renewable fuels (like soybean and vegetable oils from places like restaurants) are blended into regular fuels to create an environmentally-friendly product. According to Bill, there are few drawbacks at all to using BioDiesel, "It costs the same," he explains, "Plus its cleaner burning and keeps your cars and furnaces operating more efficiently so they tend to last longer."

Not only do they sell "green" products, the Overbaugh family also makes an effort to incorporate green practices into their office buildings. Sometime ago NYSEG contacted Ehrhart Propane & Oil to see if they'd be willing to have them come in and replace all of their fluorescent light bulbs and the ballast with lower energy bulbs, a measure that

has resulted in considerable savings to the business in terms of energy usage. (To learn more about how NYSEG programs might help your business save on energy costs visit www.nyseg.com and click on Energy Efficient Incentives).

Ehrhart has also worked with the Ithaca-based firm, Black Box Computer Consulting (www.blackboxcc.com) to identify and purchase company computers that use 70% less energy.

Certain county organizations like Tompkins County Solid Waste (TCSW) have been environmental advocates for awhile. Communication Specialist Stephanie Engels and Waste Reduction and Recycling Specialist, Kat McCarthy explain that the more waste businesses can recycle, the less garbage they'll generate, resulting in less money spent on things like weekly garbage tags and new garbage cans. TCSW defines waste as "anything you're trying to find an appropriate way to dispose of", which for business owners or organizations might include items like faxes, printers, cell phones, or fluorescent light bulbs. Kat suggests that entrepreneur's follow the four R's, reduce, reuse, recycle, re-buy, when dealing with business waste. She adds that most people genuinely want to do the right thing but they're often not aware of the myriad of ways there are to recycle. For example, TCSW is now accepting two new types of materials, plastic film, which includes items like grocery bags or bubble wrap, and rigid plastics like five-gallon pickle or salad buckets that restaurants use and spackle buckets that construction companies may go through a lot of. TCSW also offers comprehensive commercial composting services through Cayuga Composting (www.cayugacompost.com), a Trumansburg area company, for certain types of businesses.

TCSW runs a free recycling program, ReBusiness Partners that may be helpful to business owners and organizations. Once you've signed up, the first step is to go through a pre-assessment of your business's current waste and recycling practices and to identify any challenges

you might be facing. You're then given a tour of the TCSW facility to become familiar with where the various recycling stations are located and a report which identifies your business's recycling baseline, offers recommendations for ways to improve this, and provides helpful tools, resources and information about other pertinent services. Stephanie and Kat add that they also provide free desk-side recycling bins and signage to show that the business is a participant in the program. If a business is able to meet the simple criteria of putting a system in place that includes three of the four R's then they get the additional benefit of becoming a TCSW "partner", where they



Scouts Frank Heptig (R) and Calvin Henninger (L) give a green bag to a Good to Go employee. Photo by Jim Mason.

are listed on the organization's website and receive additional positive publicity. To sign up for the ReBusiness Partner Program or to learn more about recycling guidelines, visit www.recycletopkins.org or call 273-6632.

Another local organization, the "Get Your GreenBack" (www.getyourgreenback.org) Tompkins campaign, recently dropped off over 400 bags containing compact, energy-saving florescent light bulbs, an Energy-Saving Resource Guide, a NYSERDA magazine, and information on local energy efficiency contractors at the Ulysses Town Hall. Frank Heptig, Calvin Henninger, and Tyler Romer, Boy Scouts from Troop 13 in Trumansburg, and middle school youth working with Nancy Irish at Rural Youth Services helped distribute over one hundred of these bright green bags to business owners and

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residents throughout the Village and in Ulysses but there are still plenty left. If you didn't receive a bag, call Patty at the Ulysses Town Hall at 387-5767 or stop by 10 Elm Street during regular business hours.

Local government is also promoting green practices. Village Trustee Debbie Nottke describes herself as a "huge advocate" for recycling, reusing, and repurposing items instead of simply throwing them away and buying new ones. She explains that business owners can adopt these practices quite simply on a local or county level. An easy example of repurposing would be exchanging business clothes that you're tired of for different outfits. The Gemm Shop and Funky Finds (both TACC members) are great places to do this!



Re-Use
Center Storefront

And, instead of throwing away that old cell phone, computer, or printer for a newer model, Nottke suggests that Chamber members call Finger Lakes Reuse (<http://fingerlakesreuse.org>). Significant Elements (www.significantelements.org) in Ithaca also offers a "Free Friday" the third Friday of each month where Nottke says TACC members can obtain and creatively reuse materials like overstocked building materials and other items that need a little sprucing up.

Last, but not least, the TACC Board is pleased to announce that the Chamber is also doing its part in becoming "Greener", as of this newsletter, 100% of our membership will receive this via email.

ADVERTISE HERE!

Up to 3 advertising opportunities per newsletter.

- Business card size (3.5 x 2 inches) landscape or portrait.
- Please provide high-res, press-ready ad or business card.
- Rates: \$45 for members and \$75 for non-members (subject to BOD approval). Contact Cheryl Reynolds creynolds@tompkinstrust.com

Andrea Parker Megivern Eclectible Home

96 West Main Street

Andrea describes her new business as both an art gallery and a home décor and gift shop, specializing in locally crafted items, artwork, and vintage treasures. She explains that she's joining TACC because she's new to the area and wants to have a means of getting both her name and her business "out there" by sharing information and cross-promoting with other local businesses. "I love it here. It's a jewel of a place!" she says enthusiastically. Andrea plans to be an active Chamber member. She's already attended her first Annual Dinner and will be part of the Winter Festival in December. Additionally, she's offering TACC members a 10% discount anytime off their entire purchase. Andrea is also promoting a "Shop T-burg" discount where any customer who brings in a receipt from another Trumansburg-area business the same day will get a discount of 10% off their entire purchase at Eclectible Home.

Dr. Jessica Jordan Cayuga Chiropractic and Wellness Center 203 East Main Street

Dr. Jordan's practice specializes in health and wellness for the whole body, rather than just the spine. She also focuses on rehabilitative practices for her patients. "I'm looking forward to meeting other professionals in the area through my Chamber membership," Dr. Jordan says. She enjoyed her first Annual Dinner and has been taking every opportunity she gets to network with TACC members to learn the "ins and outs" of the area. Dr. Jordan is hoping that her TACC membership will give her one more way of educating others about the health and wellness services she provides. She adds that by spreading the word about the benefits of TACC that she hopes to influence others to join as well. In December, Dr. Jordan will also be offering a holiday special for TACC members, \$25.00 for an initial exam and first treatment.

Kathleen Saeva Kathleen Saeva Massage and Moonlight Essentials 203 East Main Street

Kathleen is a licensed massage therapist who offers Reiki, Aromatherapy, Reflexology, and hot stone massage, as well as therapeutic massage services. She decided to rejoin TACC after attending the October 2011 meeting. "When I saw all of the new faces in the room and heard some interesting speakers, it made me realize that I was missing out on the opportunity to make new connections along with gaining some new business and marketing ideas," she explains. "I also wanted to be a part of sharing what our community has to offer with others." Kathleen notes that, after fourteen years in business, she has plenty of connections and knowledge to contribute and she's looking forward to taking an active role in TACC.

welcome!

MEMBER ANNOUNCEMENTS

The Trumansburg Area Chamber of Commerce would like to express condolences to long-time TACC member Chris Whittle (**The Collection Antiques**) and family on their recent loss of Patricia Whittle.

Mike Cirri reports that **T-Burg Mini Golf Family Entertainment Center** will be reopening in December (weekends only) for ice skating, arcade games, snow golf, and birthday parties.

Dr. Neil Henninger of **Trumansburg Optical** recently attended the East/West Eye Conference in Cleveland, Ohio where he received continuing education credits in eyelid disease and infant eye care.

Tim Hamilton, **Calvary Baptist Church**, says the Church will present a free "Live Nativity" scene on Saturday and Sunday, December 17-18 from 6:00-8:00 p.m. The drive-thru presentation of the Christmas story begins at the Trumansburg Fire Hall on Main Street and will include live animals, crafted sets, and over forty costumed characters.

Habitat for Humanity, in cooperation with the **Trumansburg Area Churches (TAC)**, is currently raising funds to build a new house on Salo Drive in Trumansburg in the spring of 2012. "Tremman's Backyard House", on display in front of T-Burg Shur Save, is being raffled off by Habitat, TAC, and the community. Tickets can be purchased at many local businesses, online at www.tchabitat.com, and during the Tru-Ulysses Winter Festival on Friday, Dec. 2nd. The raffle drawing will occur during the Festival but fundraising events will continue throughout the winter and spring. Please contact Dr. Ellen Matuszak at (607) 387-8110 to get involved in this worthwhile project.

Charles O. Dickerson High School's Model UN Club will once again be serving up bowls of their popular meat and vegetarian chili in front of NAPA during Winter Fest. Trumansburg scarves (great stocking stuffers!) will also be available at the booth. Support these industrious students in their quest to become global citizens.

TACC members **Jim, Carol, and Larry Doolittle** report that New York State Assembly Minority Leader Brian Kolb (129th District) recently toured small businesses in his district to listen to the concerns of constituents and discuss a variety of legislative issues, including the importance of agriculture to the economy of rural New York and wine in grocery stores. One of his stops was **Frontenac Point Vineyard and Estate Winery** where Assemblyman Kolb urged business owners to "Stay involved in your government and support the issues you value by writing letters whenever possible." Frontenac's Tasting Room is closed



New York State Assembly Minority Leader Brian Kolb (129th District) recently toured small businesses in his district to listen to the concerns of constituents and discuss a variety of legislative issues, including the importance of agriculture to the economy of rural New York and wine in grocery stores. After touring Frontenac Point Vineyard and Estate Winery they stopped for a picture. From left: Bruce MacQueen (Trumansburg), local author and businessman Michael Turback (Ithaca), Carol Doolittle, Assemblyman Kolb, Jim Doolittle, Kathey MacQueen (Trumansburg). In front: Larry Doolittle, Zena and Steve Ahouse, tasting room manager.

for the winter but you can still purchase holiday bottles of wine by calling Jim or Carol Doolittle at 387-9619.

Finger Lakes Fire & Casualty Company, providing insurance products in the area since 1876, has adopted a new visual identity that reflects the integrity, stability, and security that has made their company a success for over 135 years. The company, although growing steadily, hasn't had an actual brand associated with their name since their inception. FLF&C has adopted its new visual identity, with conversion of collateral, further website enhancements and signage expected to be complete by year-end. For more information call 387-6800 or visit them online at www.FLFCC.com.

High Point Farms, LLC still has a few shares available for their winter Meat CSA. Each share is a mix of grass-fed beef, pasture pork and free-range chicken and all animals are raised in a humane manner without the use of growth hormones or antibiotics. All of the meat is USDA processed and sold frozen. Shares can be picked up in Ithaca, Trumansburg, or Brighton once a month. Visit www.highpointfarms.net for more information.

Dr. Neil Henninger and Trumansburg Optical are featured in an article by Sue Henninger (Finger Lakes Writer) in the Winter 2011 issue of Life in the Finger Lakes (P.20). **TACC photographer Jim Mason** is also quoted in the piece.

HIGHLIGHTS & UPCOMING MEETINGS & EVENTS

BUSINESS AFTER HOURS

Several brave souls ventured out in the pouring rain in early September to the Chamber's Business After Hours, hosted by Durand VanDoren of Durand's Forge (<http://www.lightlink.com/durand/>). Though the weather was grim, conversation was lively and several new ideas for TACC events were discussed over punch and appetizers.



Rachel Ditch, Youth Involvement and Faith Relations, Habitat for Humanity of Tompkins & Cortland Counties, addresses TACC members.

BUSINESS MEETINGS

A well-attended Business Luncheon Meeting was held at Ron Don's on the Green at the Trumansburg Golf Club on October 5th. Rachel Ditch, Executive Director of Habitat for Humanity of Tompkins and Cortland Counties, spoke about the progress of the new Habitat home that's being built on Salo Drive in Trumansburg. Rachel also explained how TACC members could help out with the project which includes buying raffle tickets for Treman's Backyard House, on display in front of T-Burg Shur Save. The structure was built by a group of dedicated volunteers with the metalwork donated by TACC member Durand VanDoren of Durand's Forge.

Trumansburg Mayor Marty Petrovic and Town of Ulysses Supervisor Roxanne Marino then spoke about specific ways they might be able to work with TACC members to encourage planned business development in the Town and the Village.

TACC ANNUAL MEETING

This year's dinner meeting was held at Taughannock Farms Inn, with delicious food and great company as usual! President Cheryl Reynolds briefly summarized TACC activities for 2011, calling it a very successful year. Annual dues for next year have been adjusted for a modest increase to incur increased operating expenses.

Cheryl reminded TACC members to take advantage of the Tru-Ulysses Winter Festival crowds by hosting Business Open Houses on Friday, December 2nd during the Fest or by offering specials on their goods and services all weekend.

New Board Members were announced. Rob Sharkey (Finger Lakes Technologies Group) Nona Monaco (Good to Go), Tracy Kirkman (Ehrhart Propane & Oil), and Carol Doolittle (Frontenac Point Vineyard and Estate Winery) will all be serving in 2012.

Michelle Stillions (Pine Tree Farms) and Doug Austic (Doug Austic Woodworking) presented TACC's annual awards to Tom Bennett and Al Richar of the American Legion for Community Organization of the Year and to Carol and Fred VanDerzee of the Falls Tavern Restaurant & Catering for Business of the Year.



American Legion representatives Tom Bennett and Al Richar



Fred Vanderzee and Carol Vanderzee, Falls Tavern, Restaurant & Catering

TRU-ULYSSES WINTERFEST

The 16th Annual Winter Festival will be held Friday, December 2nd from 5:30-9:00 p.m. Trumansburg's Main Street will close down so festival-goers can enjoy family fun like Hilby the German Juggle Boy, Crossroads the Clown, musical entertainment, a live reading of the beloved children's story, The Polar Express, and Santa's "traditional Trumansburg" arrival.

Main Street merchants and restaurants will also be hosting Business Open Houses that night where they will welcome guests of all ages with plenty of holiday cheer. There will also be community-run food booths, artists, and craft vendors throughout the Village. The grand finale will be the Fireworks Show at 9:00 p.m. at the Trumansburg Fairgrounds. For more information contact Tammy Morse at 387-6501 or visit www.tru-ulysseswinterfest.org

Though the Winter Festival will only be held on Friday this year, holiday excitement will continue with TACC member events on Saturday, December 3rd when the Trumansburg Conservatory of Fine Arts (TCFA) hosts "The Handmade Holiday Market: A Select Show and Sale by Outstanding Area Artisans." The market will be open to the public from 10 a.m.-5:00 p.m. and will include demonstrations by artists, live music, and a holiday craft activity for children. Refreshments will be available. For further information, email Sandy List at skl@lightlink.com

Down the street, the Ulysses Historical Society will hold their annual Open House from 12-4:00 p.m. Fans of model trains will enjoy Art Goodell's Lionel train and country scene and a mannequin Santa Claus and sleigh, and a trimmed Christmas tree will add to the festive atmosphere. Hot Russian Tea and baked treats will be accompanied by music played on the pump organ by Helen Schmidt and June Ploss. For further information call 387-6666.

As always, the popular Trumansburg Christmas Craft Sale will be at the Elementary School both Saturday and Sunday for those who want to get an early start on their shopping. Contact Edith Johnston at 387-9506 for further information.