



Taughannock Falls
on Taughannock Creek
Trumansburg.
Thirty-three feet higher
than Niagara Falls.

Trumansburg Area

CHAMBER OF COMMERCE

Trumansburg ♦ Interlaken ♦ Jacksonville ♦ Sheldrake

April 2008 Newsletter

April Foolishness

There's something about this time of year with its turn from winter to spring that lends itself to lighthearted attitudes - more daylight hours, songbirds and snowdrops. This contagious spring fever is as old as the history of mankind.

Spring celebrations abound. The most lighthearted one is April Fool's Day. Not all calendars list this celebration anymore; mine did not, how about yours? Is its popularity waning or do we just take ourselves too seriously? Laughter is good for us and it's good for business; it helps to build positive relationships with

our fellow workers and it ripples over to the customers.

Here's a story. In my first days at the Cadillac store I passed the service desk and saw a stuffed animal propped next to a PC/keyboard. Rather than remind the service writer, whom I barely know, there is a store policy about personal items in customer areas, I pressed its stomach just like the sign instructed. Its giggling made us all laugh and led to a conversation about how his 3 year old gave it to him for Valentine's Day to keep on his desk. A month later, I overhear the other service writer give a

co-worker the bad news about how much it will cost to fix her car. To lighten the situation he pulled out his cell phone and pushed a button - the little man in there began belly laughing. It worked, we all felt better!

What makes people smile? The answer - your own smile, your happy telephone-voice, your warm handshake, your friendly e-mail, your heartfelt curiosity about another's well-being. Laughter and joy are contagious. Celebrate April Fools Day and follow the lead of the Renaissance jesters who softened the king's messages with their light bantering spirit.

Wednesday, April 2

Chamber Meeting

7:45am Breakfast

Legion Post 770

Rt. 96 Trumansburg

Program: Work-Based Learning

Small Business Training Seminar

Marketing & Advertising

Speaker: Adrienne Zornow

Wednesday, March 26, 2008

Open to Everyone & Free of Charge

Location: Trumansburg Telephone Co.

Registration 6:45pm
Workshop 7pm
Q&A Café 8pm

Winter Festival 2008 Update

The trail chosen for the Chamber home/studio tour heads east from downtown Trumansburg, and includes five stops in the area of Halseyville, Goodwin's (Taughannock) and

Frog's (Frontenac) Points. The final rendezvous point is New Park, owned by Jamie Kehoe.

Fireworks and live music are on the Town of Ulysses' drawing board for Saturday

night at the fairgrounds. Both Trumansburg and Ulysses await news of celebration grant awards.

www.trumansburgchamber.com

NYS Healthcare Insurance Reform

Workforce New York office, Center Ithaca, was the meeting place for a healthcare insurance forum March 7 led by moderator, Bob Harris. Chamber member Michelle Stillions (Pine Tree Farms) signed up in advance and participated as one of 8 small area businesses with 25 or fewer employees. All shared the size of their business, employee demographics, and insurance

status and costs. The confidential information is to be included in a proposal for health insurance reform options, Michelle said, that will be considered by state legislators within a year.

The statistics formed a spring board for discussion beyond small business. Researchers, Drs. Simon and White,

gathered public opinion on single payer health insurance, privatization or government funded or both, standard care and other options. Michelle, whose business is in south Seneca County, was interested in learning their premiums were lower because of income index. She recommended this as a future chamber program. For more information contact Bob Harris at rdh38@cornell.edu.

Albany's Capitol Days

Chamber members Heidi and Scott Sherwood (Spruce Row Campground) attended a "lobbying day" March 11th in conjunction with a Tourism Show. "Lobby days are scheduled regularly and many different types of groups and organizations join together to take concerns to their legislators", says Heidi. Their visit, however, was eclipsed by news breaking allegations about Elliot Spitzer.

Heidi remarks, "It was a crazy day to be there. The number of media

vans on the capitol lawn was amazing, and needless to say we were not able to have our planned lunch with the Governor. We met with approximately thirteen legislators/ aids and expressed our views and opinions. We discussed different bills regarding private campgrounds, golf courses, ski areas, and the need for all to be on a level playing field. We spoke in favor of eviction laws for campgrounds. We criticized the state's outrageous rates imposed on vehicles, in particular RV's and vehicles towing campers."

Scott is President of the Campground Owners of New York organization and with Heidi attends the annual tourism event. He schedules advance appointments, 10-15 minutes in length, with as many legislators as possible. Heidi comments, "Before Spitzer's announcement we had RSVP's from 150 legislators to attend our evening cocktail reception. It really is an interesting day to meet some really powerful people in Albany. "

Route 96 Corridor Management Plan Meetings

Property owners are invited to open forums as part of the Rt. 96 traffic and land use management study being conducted by Tompkins County, City of Ithaca and Towns of Ulysses and Ithaca. A similar project is underway

for the Dryden gateway into Ithaca. To help mitigate traffic problems coming into the city, sprawl at the edges, and the county's housing shortage the study will look at land use and public transportation alternatives.

8:30am Tuesday April 1
at Biggs B Complex

9:00am Thursday April 3 at
Jacksonville Methodist Church

6:30pm Wednesday April 23
at PRI

Salmon Pottery Spring Open House

March 29 Saturday 4-7pm

Pottery: Jan Brown, Julie Crosby, Cary Joseph, David Orser, Mary Ellen Salmon

Wood Furniture and Toys: Dave Brown, Gunther Keil

Oil & Watercolor: Stephen Burpee, Mike Stiles

Jewelry: Nancy Solla

Who's Who Around T'Burg Area?

Business: Simply Red Lakeside Bistro at Sheldrake Point

Year of Conception: October 2002 Simply Red opened on Trumansburg's Main Street and moved to Sheldrake Point Vineyard in November 2006, reopening April 2007.

How many people do you employ? 20 people, 6 are full time.

When are you open? Bistro serves lunch Monday through Sunday 11am - 4pm and dinner Monday through Saturday 5-9pm.

What is your greatest challenge? Being a seasonal employer it is tough to retain good employees from year to year.

Why do you enjoy doing business here? "I feel very lucky to have the ability to continue practicing what I am passionate about. I love the challenging work environment to provide cutting edge wine country inspired cuisine using seasonal ingredients sourced locally and excellent service. The lakeside setting is breathtaking. At times I miss the community of Trumansburg but Finger Lakes residents and visitors are very supportive of the business and all it stands for."

Contact Information: Samantha Izzo, Executive Chef/Owner sam@sheldrakepoint.com

Business: Namaste Montessori School and Day Care Center

Owners: Bridgid and Stanley Beames of Trumansburg

Year Founded: 2004 beginnings in the Beames' home and expanded/moved to business district location in 2007

Location: 1608 Trumansburg Road (Ithaca mail address)

Service and Contribution to the Community: The Beames' offer quality, reliable childcare and educational programs and a convenient location to West Hill, and North Tompkins-South Seneca residents. Serving children between the ages of 18 months through kindergarten age 5, there are two classrooms, one toddler (10 students, 3 teachers) and one preschool (21 students, 4 teachers). The school is open year round weekdays from 7:30am to 5:30pm. Children attend part or full time.

Biggest Challenge: Growing Pains! The Beames' are dedicated to maintaining Namaste's high standards and quality as they enter another expansion phase.

Future Goals: Plans to renovate the facility and add a second preschool class, playground structures, landscaping including a children's garden and outdoor garden labyrinth (to be open to the public) has the Beames' looking for classroom space to rent during the expansion phase.

Contact Info: namastemontessorischool@yahoo.com (607)272-0515 or 387-3930

Corporate Shopping Days Program

Businesses may register for a free value-added employee benefit program by visiting www.premiumoutlets.com/partners. The program is offered to corporations in the surrounding areas including South Seneca and Ulysses/Ithaca. The upcoming semi-annual event is April 1-30. Employees receive a free VIP Coupon Book worth hundreds of dollars of added savings at participating stores for this special one month promotion.

Tips on Hiring Students

Do you plan to hire a student part-time this year? The Chamber may be able to help you obtain information and aid for training. Finding skilled labor, curbing brain-drain, offering wages in-line with living costs are big challenges in rural upstate New York. One solution is to partner more aggressively with high school, BOCES, and community college student services in the area.

April 2 the Chamber will host teachers/staff from Trumansburg and South Seneca to share existing programs that bridge students to job places. Future youth employment programs will be planned with higher educational institutions and the regional Department of Labor. Learn where you can find assistance with labor questions/concerns.

Special Limitations for minors age 16

and 17

- Cannot work after 12 midnight or before 6am
- Not eligible for unemployment insurance
- Must be covered by worker's compensation
- Part-time full time students are not eligible for disability benefits when they are working after school on weekends (as summer employees they are eligible after 45 days of employment)

Maximum hours of work for minors 16 and 17 when school is in session:

- 4 hours Monday - Thursday (6 hours if in an approved cooperative work experience program)
- 8 hours Friday - Sunday and

holidays

- 28 hours per week
- 6 days per week

Maximum hours of work when students 16 and 17 are on school holiday or not enrolled in a daytime school when school is in session:

- 8 hours per day, or to make shorter work days or when a holiday occurs in a week, 10 hours on one day of that week and 9 hours on any of four other days
- 48 hours per week
- 6 days per week

March Chamber Meeting Highlights

⇒ Rental properties are available downtown:

43 E. Main, Storefront, 700 sq. ft.,

Contact: Jim Hickey 273-2039

15 E. Main, Gallery Space, 400 sq. ft.

Contact: Ben Guthrie 387-5070

Former Hollywood Video, Contact:

Pyramid Realty 277-2327

⇒ The program on area business and Trumansburg Central School technology partnership is postponed to April's meeting. TCS karate program for students-at-risk was presented by Dean of Students, Robin McColley.

⇒ Members are encouraged to attend upcoming public meetings about the future Byrne Dairy, Water District 5, and Recreation Park.

Ulysses Historical Society

2008 Season Opening - April 4th

Weekly Hours: Friday and Saturday 2-4 pm

Work Session: Monday 9-12am New Volunteers Welcome

Contact Person: Georgianna Stevenson 387-6496

First Program: Treman Mill "Digging & Dreaming"
Speaker: Bill Kappel, Investigation Team Leader

New store opening:

Gorges Kids

Gently Used Clothing

for Kids

**Congratulations to TCS Superintendent, Cosmo Tangorra,
on his placement at Ilion School District for the 2008-09 School Year.
We wish you all the best Cos and thank you for your contribution to the Chamber of Commerce.**