Manufacturing: The Foundation for America's Success

On Friday, October 6, manufacturers in the Southern Tier aim to captivate the imaginations of middle school through college students during the “Made in the Southern Tier” MFG Day Expo at GST BOCES from 9:00 a.m. to 2:00 p.m. MFG Day is a nation-wide celebration occurring annually on the first Friday in October, where events around the country afford manufacturers the opportunity to reveal the fascinating reality of the manufacturing industry and promote awareness of the industry's rewarding careers.

At our local expo, students, educational professionals, and Chamber members will have the opportunity to explore a variety of incredible local manufacturers that will have hands-on activities in hopes to positively changing perceptions of students, educators, parents, influencers, and community leaders and showcase the reality and future of modern manufacturing careers.

Continuing throughout the month of October, local manufactures will open their doors and guide groups onto shop floors giving students, and Chamber members alike a look into the vibrant and growing industry that offers diverse, high-paying career opportunities. Today's manufacturing jobs gives the opportunity s to work with cutting-edge technologies in a wide range of fast-growing fields. Driven by a renewed investment in U.S. manufacturing innovation, the growth potential for these jobs is high - more than 1.3 million manufacturing jobs have been added to the U.S. economy over the past decade.

For more information on the expo and tours, or how your business can particiate, please click visit [www.madeinthesoutherntier.org](http://www.madeinthesoutherntier.org).

THANK YOU MFG DAY SPONSORS!
Thrills & Chills Fall Event Promotion to Return

Fall is approaching and the Chamber’s Convention & Visitors Bureau (CVB) is turning its sights toward preparing for the 11th annual Thrills & Chills, a promotion of Chemung County’s fall and Halloween themed events!

Thrills & Chills was launched in 2012 as an initiative to boost events occurring mid-September through early November to encourage fall visitors to the Finger Lakes to travel to Chemung County. Like last year, the campaign will be promoted through digital ads and billboards throughout a 300 mile radius that includes in the Finger Lakes Region and N. Pennsylvania.

The 2022 campaign saw a paid Facebook reach of 50,000 with 170,000 impressions, and 4,000+ ad clicks. In addition, 1000s of visitors went directly to the website, likely in response to the billboards. The largest areas of traffic to the site came from Chemung County, Corning, Buffalo, Sayre, Rochester, Albany, NY State, Ithaca, Syracuse, Binghamton and across the N. Tier. All efforts drove viewers to www.thrillsandchillsflx.com, where a comprehensive listing of events could be found.

If your Chemung County business has autumn offerings that you would like included on the calendar, or if you’d like more information, contact Cynthia Raj at the Chamber at cynthia@chemungchamber.org. There is no fee to participate.

Tanglewood Looks to add Canopy Walkway

Tanglewood Nature Center & Museum has announced plans to build a “canopy walkway” in honor of its 50th anniversary this year! The project is being created in partnership with Meg Lowman, a world renown pioneer in canopy research. Also known as “Canopy Meg,” Lowman was born and attended school in Elmira before launching an impressive career that has taken her around the world to study canopy ecosystems and design similar walkways.

The canopy project has long been a dream of Tanglewood’s Executive Director, Elaine Smith. “This idea has been sort of hatching for the last 18 years at Tanglewood because I started, with the help of some other people, a camp for girls aged 9 to 12 who are interested in science, and it’s called the Meg Lowman Treetops Camp.”

The project calls for towers 60 to 80 feet high, connected by walkways up to 300 feet long. It would be only the second canopy walkway in New York State. Smith says the other one is about five hours away in the Adirondacks. She also pointed out that beyond the educational benefits, the walkway will create a unique outdoor recreational opportunity for all ages and serve as regional tourism draw.

Fundraising is underway for the $3 million project. After it has been secured, the hope is to break ground on the project in the middle of 2024, and have the walkway open in early 2025.
2023 Health Equity Innovation Grant Funding Opening August 14th

Excellus BlueCross BlueShield invites nonprofit organizations to apply for their 2023 Health Equity Innovation Awards. The awards help fund health and wellness programs that address racial and ethnic health disparities in upstate New York.

Excellus BlueCross BlueShield is committed to making Upstate New York a better place to live, work and raise a family. As a nonprofit health plan, their mission is to provide access to affordable health care and continually improve the health and health care of residents in the communities we serve. Our community investment opportunities strive to address disparities that impact members and the communities in which they live. While unified in their mission to help people live healthier, more secure lives, the diverse approaches consider the prevailing challenges in each region.

Our 2023 focus areas will support investments continually in our community, with Event Sponsorships and Health and Wellness Awards offered year-round. This summer, we will launch a call for ideas with an opportunity for selected applicants to apply for Health Equity Innovation Grants.

Our Community Investments and Partnerships work is supported by three strategic pillars:

- **Customer Service:** EBCBS strive to provide partners with outstanding customer service that supports the work they do
- **Impact:** Work to ensure meaningful, measurable impact for our members and the communities they serve
- **Partnerships:** Advance partnerships with community-based organizations that help people lead healthier lives

These three pillars support their efforts to impact the community through Event Sponsorships, Health and Wellness Awards, Health Equity Innovation Grants, Employee Volunteerism, and Member and Community Health Improvement (MACHI) Grants.

Nonprofit, 501(c)(3) organizations in Excellus BlueCross BlueShield’s service area are invited to apply for Health Equity Innovation Awards. Application proposals for new initiatives or projects that have been proven and can be expanded must include clear, defined goals for reducing health disparities and improving health equity for people that face a higher burden of health inequities and social disadvantages

The application period opens at 10 a.m. on Monday, August 14th and closes at 11:59 p.m., Thursday, September 14th. Application portal to apply for the Health Equity Innovation awards can be found here.
Student Awarded $1,000 Joanne S. Hayes Memorial Scholarship

The Arc of Chemung-Schuyler is pleased to announce that it has awarded its Joanne S. Hayes Memorial Scholarship to Sarah Barr, Odessa-Montour Central High School graduate, at her June 23rd commencement ceremony.

This $1,000 scholarship honors Joanne Hayes, former board member and president of The Arc of Chemung-Schuyler’s board of directors who passed away in 1987. The award is given annually to a graduating senior pursuing an education in human services, special education, or a related field for a career providing supports to people with developmental disabilities.

Sarah Barr, the daughter of Ryan and Angela Barr, is enrolled at St. John Fisher University with a plan of obtaining her degree in Nursing.

In her application essay, Barr writes about how she “has always known that she wanted to be a nurse so she could help others, on their good days and bad days, as well as give them the care and respect that they deserve.” Barr has been involved with numerous extracurricular activities and community service experiences throughout her years in high school, including working with the Special Olympics of Western New York.

The Joanne S. Hayes Memorial Scholarship is made possible through community donations to The Arc of Chemung-Schuyler.
Databranch has been named as one of the world’s premier managed service providers in the prestigious 2023 Channel Futures MSP 501 rankings.

For the past 17 years, managed service providers around the globe have submitted applications for inclusion on this prestigious and definitive listing. The Channel Futures MSP 501 survey examines organizational performance based on annual sales, recurring revenue, profit margins, revenue mix, growth, innovation and supported technologies.

MSPs that qualify for the list must pass a rigorous review conducted by the research team and editors of Channel Futures. It ranks applicants using a unique methodology that weighs financial performance according to long-term health and viability, commitment to recurring revenue and operational efficiency.

"We are honored and delighted to be recognized as a top Managed Service Provider in the 2023 Channel Futures MSP 501 Awards!" said Mike Wilson, President of Databranch. "This accolade is a reflection of our unwavering commitment to not just serve, but truly partner with our clients to meet their unique technology needs. We believe in a collaborative approach, working side by side with our clients to deliver innovative solutions and deliver an exceptional support experience."

This year's list is one of the most competitive in the survey’s history. Winners will be recognized on the Channel Futures website and honored during a special ceremony at the Channel Futures Leadership Summit, Oct. 30-Nov. 2, in Miami, Florida.

Since its inception, the MSP 501 has evolved from a competitive ranking into a vibrant group of innovators focused on high levels of customer satisfaction at small, medium and large organizations in public and private sectors. Many of their services and technology offerings focus on customer needs in the areas of cloud, security, collaboration and hybrid work forces.

“The 2023 Channel Futures MSP 501 winners persevered through challenging times to become the highest-performing and most innovative IT providers in the industry today,” said Jeff O’Heir, Channel Futures senior news editor and MSP 501 project manager. “The MSP 501 ranking doesn't award MSPs solely on their size and revenue. It acknowledges the business acumen, best practices and trusted advice they deliver to customers every day. They deserve the honor.”

“We extend our heartfelt congratulations to the 2023 winners, and gratitude to the thousands of MSPs that have contributed to the continuing growth and success of the managed services sector,” said Kelly Danziger, general manager of Informa Tech Channels. “These providers are most certainly driving a new wave of innovation in the industry and are demonstrating a commitment to moving the MSP and entire channel forward.”

The data collected by the annual NextGen 101 and MSP 501 drive Channel Futures’ market intelligence insights, creating robust data sets and data-based trend reports that support our editorial coverage, event programming, community and networking strategies and educational offerings.
Kevin Burnett Promoted to General Superintendent at Streeter Associates

Streeter Associates has announced that Kevin Burnett has been promoted to General Superintendent. Mr. Burnett will oversee on-site supervision and manpower for all active projects at Streeter Associates.

Mr. Burnett began his construction career as a Carpentry and Masonry Specialist in the US Army. Upon the completion of his service, he became a carpenter in private commercial construction industry and joined Carpenter’s Local 277. Mr. Burnett was hired by Streeter Associates in 1998 as a Carpenter Foreman. In the years that followed, he worked on a number of manufacturing, school and higher education projects before being promoted to Project Superintendent in 2012.

“Kevin will use his 35 years of construction experience and energy to his new role at the company” Says Jeffrey Streeter, President. Mr. Streeter continues, “He is dedicated to the industry and has the leadership skills to help our employees prosper”.

Mr. Burnett is succeeding Ken Brenza, who recently retired.

Food Bank Names New President & CEO

The Food Bank of the Southern Tier announced it has appointed a new President and CEO. Mark Bordeau is set to take over on August 14th, replacing Natasha Thompson, who stepped down from the position in February.

“With Mark at the helm, I am confident that the Food Bank will continue to thrive and make an even greater impact in our community,” said Karen Dehais, Diocesan Director and President of Catholic Charities of the Diocese of Rochester.

Bordeau has experience in hunger relief and non-profit sectors. He also served on the Food Bank of the Southern Tier’s Board of Directors from 2009-2018. "The opportunity to lead an organization that is dedicated to combating hunger and making a positive impact in the lives of individuals and families is both humbling and inspiring," said Bordeau.

Bordeau will oversee the organizations operations, strategy, and partnerships of the Food Bank.

Care when and where you need it. It’s what we do.

Visit one of our 3 convenient Walk-In Care locations:

Eastside Walk-in Care - Suite 2C
200 Madison Avenue, Elmira
Erwin Walk-in Care
418 S. Hamilton Street, Painted Post
Horseheads Walk-in Care - Suite 101
100 John Roemmelt Drive, Horseheads

Call Health on Demand at (607) 737-4499
arnothealth.org
Elmira College and Friends of the Elmira Civil War Prison Camp Host Civil War Symposium

The Friends of the Elmira Civil War Prison Camp and Elmira College are partnering to host an inaugural Civil War Symposium on August 4-6, 2023, at Elmira College.

"We hope to see local community members and Civil War history enthusiasts from all over the country as we investigate the unique position Elmira held in one of the most important time periods for our country," said Martin Chalk, Chemung County Legislature and President and Co-Founder of the Friends of the Elmira Civil War Prison Camp.

The multi-day event forwards the Friends’ mission of "protecting and preserving the history of the Civil War in Elmira, Chemung County and surrounding areas, and to educate the public about that history." It will feature a range of presentations and activities that highlight Elmira’s historic role in the Civil War. Attendees will tour Civil War-related sites in Elmira including the Chemung Valley History Museum, John W. Jones Museum, and barracks #3 at the Elmira Civil War Prison Camp site.

"Elmira College is excited to host the Symposium attendees and help them engage with the local community and our shared rich history," said Dr. Charles Lindsay, Elmira College President. "Founded in 1855, Elmira College’s early years were in the shadow of the Civil War. Known at the time as the Elmira Female College, students gazed out of windows in Cowles Hall as soldiers marched past on their way to different training sites."

In addition to the registered portions of the Symposium, the public is invited to an Open House and Book Signing at 1:00 - 4:00 p.m., Sunday, August 6 at the Civil War Prison Camp, Barracks #3, at 645 Winsor Avenue. Attendees can tour the barracks, which give a historic view of the facilities first used by the Union Army and later housed Confederate Army prisoners. Author Mary Frailey Calland will be on hand to sign copies of her book, "Our Lesser Angels: A Novel of the Elmira Civil War Prison Camp."

For Symposium attendees, the keynote address will be given at the Hilltop Inn on August 5. It’s named the Dr. Thomas K. Meier Keynote in honor of the late Dr. Meier who was Elmira College President from 1987-2012. Dr. Michael P. Gray, Professor of History at East Stroudsburg University of Pennsylvania, will present the keynote. Gray teaches courses on the Civil War, public history, interpreting Civil War sites, U.S. military and history. His first book, "The Business of Captivity: Elmira and its Civil War Prison" (Kent State University Press, 2001), was a finalist for the Seaborg Award, and a chapter of that work, first published in Civil War History, earned "Honorable Mention" for the Eastern National Award. In 2011, he wrote the new introduction to Ovid L. Futch’s classic "History of Andersonville Prison," and in 2013, "Captivating Captives: An Excursion to Johnson's Island Prison" in Union Heartland: The Midwestern Home Front During the Civil War. Gray’s latest book is an edited volume entitled "Crossing the Deadlines: Civil War Prisons Reconsidered" (Kent State University Press, 2018). He has won internal and external grants relating to the prisons, including "Civil War Prison Archeology: Team Teaching Public History on Johnson’s Island" (2011) as well as the "National Prisoner of War Grant," Andersonville, Georgia (2014).

Additional details and registration information is available online via www.elmiraprisoncamp.com or Facebook at @ElmiraCivilWar.
Guthrie Teams Up with Creagent Marketing and Receives National Awards

Creagent Marketing and the Guthrie Strategic Planning and Marketing team have been recognized by Ragan Communications for three Employee Communications Awards. The team won the category for Best Employer Branding for their campaign titled “Your Career in Full Color” in PR Daily's Social Media & Digital Awards. The campaign was also awarded Best Recruitment Video and was runner-up for Best Recruitment Campaign.

Through billboards, direct mail, social media ads, and television commercials, Guthrie was able to successfully share nursing opportunities with the community. The campaign focused on the career benefits and competitive advantages Guthrie offers for their nurses. This campaign was successful in its mission, ultimately increasing the hiring of full-time nurses by ten percent.

“Winning the Ragan Employee Communications Award and PR Daily Social Media & Digital Award for our recruitment marketing campaign was an incredible honor,” said Maria Knapp, Marketing Manager at Guthrie. “It was a testament to the hard work of everyone involved in creating, executing, and managing the campaign. Our success is a direct result of our team's commitment to delivering creative solutions that resonate with our target audience. Winning these awards has been a major milestone for our team, and I am proud of the recognition we received.”

Guthrie is focused on improving the health and well-being of the communities it serves, while providing an environment of compassion, learning, and discovery.

“We’re extremely proud of these awards, which reflect the hard work that everyone put in on behalf of our client,” said Sean Lukasik, owner of Creagent Marketing. “Our team - including Erin Panosian and Dave Rochelle - worked seamlessly with the Guthrie Marketing department to make this campaign a success.”

Creagent Marketing is dedicated to helping their clients stay on brand while capturing followers and leads along the way. Focusing on design, content development, and comprehensive digital marketing campaigns, the company has been successful in generating content that helps clients reach their customers in various ways.

Ragan Communications has been delivering “trusted news, training and intelligence for more than 50 years to internal and external communicators, HR professionals and business executives.”

“It’s an honor to see our work next to some of the other winners like PepsiCo, Capital One, Disney Parks, and John Deere,” added Lukasik. This is the first time Creagent Marketing has been recognized by Ragan Communications.

To learn more about the campaign and watch the recruitment video, visit www.creagentmarketing.com.

Leadership Chemung
Developing individuals for future leadership roles in Chemung County and the Southern Tier.

Registration Open Now!

<table>
<thead>
<tr>
<th>ORIENTATION</th>
<th>OCT. 12</th>
<th>9:00 AM - 1:00 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLASSES</td>
<td>THURSDAYS: 8 AM - 11 AM</td>
<td>OCT THROUGH APRIL</td>
</tr>
<tr>
<td>COST</td>
<td>$750</td>
<td>PER PERSON</td>
</tr>
</tbody>
</table>

Leadership Chemung implements a curriculum that incorporates local leaders to help participants in a variety of topics designed to develop and enhance their skills and knowledge for leadership roles in their professional lives.

Candidates must submit an application with two references to be reviewed by the Leadership Chemung Committee. About 20-30 individuals representing a cross-section of the community will be selected to participate in the program.

FOR MORE INFORMATION, PLEASE VISIT www.chemungchamber.org
New York State Announces Small Business Loan Fund

Governor Kathy Hochul today announced the New York Forward Loan Fund 2 program for qualifying small businesses and nonprofits. Qualified recipients with fewer than 100 employees and less than $5 million in gross annual revenue can apply for loans up to $150,000 with affordable, fixed-rate interest rates. The New York Forward Loan Fund 2 is a mission-driven, relationship-based program that’s accessible anywhere in the state through a virtual platform. It empowers small businesses and nonprofits toward success, connecting them with working capital loans and business support services.

Led by Empire State Development, the fund will be in place for the next eight years and will focus on helping small businesses and nonprofits, particularly those in low-income and historically underbanked communities and rural areas access flexible working capital to cover a wide range of expenses, from payroll and marketing to facility renovations. Additionally, free support services from experts will work with businesses throughout the life of the loan.

Working through Community Development Financial Institutions (CDFIs), New York Forward 2 aims to disburse an initial $150 million with plans to recycle and lend additional funds over the life of the program. CDFIs will assist in accomplishing the program’s broader goal of investing in underfunded businesses, specifically people of color, women, veterans and the LGBTQ+ community.

Participating businesses and nonprofits can also benefit from free advisory services offered by New York’s Entrepreneurship Assistance Centers (EACs) and Small Business Development Centers (SBDCs). Even if an applicant does not currently qualify for a loan and does not match with a lender, they can work with these advisors to help develop a business plan, become more profitable, and move into a better position for future credit.

For more information, and how to apply, please visit www.nyloanfund.com.

Chamber Seeking Presenters for 2023-24 Educational Series

One of the most valuable event series the Chamber offers its members, and non-members alike is the Educational Series. Each year, the Chemung Chamber strives to provide opportunities for individuals to learn about a variety of issues that affect local businesses and their employees.

The Chemung County Chamber of Commerce is currently seeking creative, and engaging presenters to increase the variety, quality, and scope of seminars, webinars, and workshops for the 2023-2024 Educational Series.

If you are interested in hosting an educational program in-person or virtually, please contact Beth Clark, Program Coordinator at beth@chemungchamber.org or call the Chamber at (607) 734-5137.
Hello Chamber Friends,

It feels like I just wished everyone a Happy 4th, it’s hard to believe that August is here. The Chamber team is preparing for the 35th Annual James V. Clune Memorial Golf Tournament on August 4th, the perfect out-of-office outing for employees looking to network with others and enjoy a day of golf. Our members and their guests will enjoy great food, conversation, a little fun, 18-holes golf, an opportunity to win great raffle prizes, and much more!

The Chamber’s pledge to our members is to network, learn, and connect you to the resources and referrals that you need to thrive and succeed. So, we are working on annual programs and events: Educational Series, Leadership Chemung, and Business After Businesses. Looking Ahead: Business After Businesses at Saratoga Eagle, Woodbrook Assisted Living, Chemung Canal Trust Company, LECOM, and CAF USA. We are starting the Summer/Fall months strong with networking opportunities while highlighting different sectors of our business community. Visit our website for dates and registration.

We are excited to announce that the new travel guide, Discover Chemung, has touched down in most of our partner locations and there are a few still in transit. The goal of Discover Chemung is to help potential travelers prepare for their journey and have the best possible trip in Chemung County. The guide is informative and inspiring. If you would like to see the guide, please visit www.marktwaincountry.com. The reviews are positive, and we thank everyone for their words of support. A special Thank You to Cynthia Raj who led the charge on this project. Discover Chemung encourages you to become a tourist in your own backyard by experiencing the great attractions and events that attract visitors to our community. Our online event calendar will help guide you: www.marktwaincountry.com/event-calendar/. We always encourage you and your guests to patronize the businesses which have helped strengthen and serve our community in multiple ways as members of the Chemung County Chamber of Commerce.

Moving Forward: Leadership Chemung applications are available. Visit the Chamber’s Facebook/LinkedIn and Instagram to hear the testimonials of past Leadership Chemung graduates. Annual Awards including the prestigious ATHENA Award, MFG Day are coming up so watch for more information! The Chamber Staff, the Chamber Board, and I continually assess the services and programs we offer you with the goal of increasing the value of your Chamber membership.

Monthly ’Today’s CHAMBER’ eNewsletter: Send your business news (milestones, awards, community involvement) and hi-res photos to info@chemungchamber.org. Are you looking for opportunities to market your business and raise your visibility to the local community? Members can use Advertising and Marketing opportunities through Chamber events, newsletter, website, and social media. Please visit www.chemungchamber.org for more information.

And finally, as happy as we are to welcome new board members, we are sad to see one leave us. We would like to give a warm goodbye to Michael Printup, the Chamber’s past chairperson – a real champion for our region, and a mentor to me over the last 1.5 years. Our community will miss both Michael and his wife, Stephanie! We know that we will see them when they visit our community. We wish them well!

As always, I encourage you to stay active and engaged with us. Together we can continue to make an impact in our community, even as we nurture great friendships with one another. Should you have any questions, comments, or concerns, do not hesitate to reach out. And please feel free to stop by the Chamber offices to visit if you are in the neighborhood. Our doors are always open. Enjoy the rest of your summer. We will see you soon.

Sincerely,
Jennifer Herrick-McGonigal
President
Chamber Events

Friday, August 4th
35th Annual James V. Clune, Jr. Memorial Golf Tournament
Elmira County Club | 1538 West Church Street
Captain & Crew Format | Refreshments All Day
Skins Game | Lunch | Shotgun Start | Dinner Reception

Thursday, August 17th
Saratoga Eagle
Business After Business Reception
2085 Lake Road | 5:00 p.m. to 7:00 p.m.
$5 for Members

Thursday, August 24th
NYS Expression of Breastmilk in the Workplace
WEBINAR with Barclay Damon
10:00 a.m. to 11:00 a.m. | Free for Members

Thursday, September 14th
Woodbrook Assisted Living Residence
Business After Business Reception
1250 Maple Ave | 5:00 p.m. to 7:00 p.m.
$5 for Members

Thank You Renewing Investors

Apperidge Senior Living
BKA Financial
Blue Manufacturing Company Inc.
Champion Fasteners, Inc.
Chemung River Friends
Clarion Inn Elmira Horseheads
Community Foundation
EFPR Group, LLP
Family Services of Chemung County
Hinman, Howard & Kattell, LLP
Horseheads Central School District
Hunt Engineers, Architects & Land Surveyors,
ILL Eagle Taphouse
Johnson-Schmidt, Architects P.C.
Lighthouse Liquors & Wines of Southport, LLC
Massage by Karen LMT LLC
Sprague Insurance
Vulcraft of New York, Inc.
West End Gallery

Welcome New Members

Adaptec Solutions
9699 Enterprise Drive
Painted Post, NY 14870
(800) 724-5794
adaptecsolutions.com

SparkWave Creative Agency
PO Box 4154
Ithaca, NY 14852
(607) 288-2501
www.sparkwaveagency.com
SPONSORSHIP OPPORTUNITIES AVAILABLE!
Each year, the Chamber produces events and programs that help raise your profile and grow your business for years to come.
www.chemungchamber.org/sponsorship-opportunities/

REACH CHAMBER MEMBERS!
Reserve you ad space in the 2023 editions of the Today’s Chamber.
Connect with 500+ local professionals & business owners!

STAY CONNECTED!
Join our email list to stay updated on events, news, webinars & seminars, and more!
www.chemungchamber.org/join-our-email-list

FEELING SOCIAL?
Please take a moment to REVIEW THE CHAMBER

Hilliard
A World Leader in Motion Control & Filtration Technology
www.hilliardcorp.com

Since 1905
Elmira, NY

Well Said Media
350 E. State Street | Suite 1R
Ithaca, NY 14850
(607) 273-2403
wellsaidmedia.com