Mark Twain Country's Wine, Brew & Food Experience is Back

An evening of delectable offerings, great company, and fun is coming up on Thursday, November 17th from 5:00 p.m. to 8:00 p.m. at the National Soaring Museum. Mark Twain Country's signature food and beverage event is back in-person, highlighting all that Chemung County has to offer, —and tickets are available now!

Guests will taste their way through dozens of local restaurants, enjoy signature bites from favorite places as well as sips from our wine, and beer plus; have an opportunity to win great raffle prizes all while exploring one of Mark Twain Country's premire tourist destinations, the National Soaring Museum (NSM)- where soaring comes alive. Since 1993, the NSM holds one of the world’s largest collections of motorless aircrafts and preserves the history of motorless flights through education by supplying a greater knowledge of soaring, aeronautics and the role soaring has played for over 80 years in the social, and economic history of the region.

“This is a must attend event each year. The annual fundraiser and showcase continue to grow with the support of many local, and regional businesses, organizations and the community as a whole. Our members, partners, area businesses and community members continue to be dedicated and supportive to the Chamber and our Annual Fundraiser. We appreciate your support, and commitment." Shared Jennifer Herrick-McGonigal, Chemung County Chamber of Commerce President & CEO. "The main goal is to have this event be our premier fundraiser, supporting the ongoing services, programs, events, efforts, and initiatives of the Chamber. We encourage your sponsorship, support, and attendance for the Mark Twain Country Wine, Brew & Food Experience —as we plan for the future of the Chamber.”

Tickets for the event are $30 and include admission, as well as complimentary beverages, and food. The evening’s festivities also include a Grand Ticket Basket Auction, and a Mystery Item Raffle. Register online at chemungchamber.org or call the Chamber at (607)-734-5137. Walk-ins are welcome. Must be 21+ to attend.

The Mark Twain Country Wine, Brew & Food- RELISH is brought to you by: Empower Federal Credit Union, Visions Federal Credit Union, Mengel, Metzger & Barr, Co., and Excellus BlueCross BlueShield.
Thrills & Chills

The 10th Annual Thrills & Chills Halloween and Fall event promotion ran throughout October, promoting dozens of events throughout Chemung County. Both paid Facebook ads, and billboards were used to market the campaign throughout a 200-250 mile radius ranging from N. Pennsylvania & Williamsport up throughout the Finger Lakes Region, and Buffalo. All efforts drove viewers to www.thrillsandchillsflx.com, where a comprehensive listing of events could be found.

While numbers are still being tallied, a recent report showed a paid FB reach of 50,000 with 170,000 impressions, and some 4,000 ad clicks. In addition to FB ad clicks, 1000s of additional 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. We were pleased to see the campaign gain so much traction and look forward to seeing it continue to grow and attract overnight visits.

Woodlawn Makes Historic & Interesting Cemetery List

I Love NY recently named Elmira's Woodlawn Cemetery to its list of New York's Most Historic and Interesting Cemeteries. Noted is the cemetery's park-like layout, notables Mark Twain, Ernie Davis and Hal Roach buried there, and a link to an interactive map of Elmira's Underground Railroad ties and abolitionists buried there. Among those featured on the Underground Railroad map are, John W. Jones, Jervis Langdon, Olivia Langdon, Thomas Beecher, Mary Ann Cord, and more.

The full list can be viewed here.

Media Tours

Chemung County had the pleasure of hosting three visiting travel writers last month, and several local attractions rose to the task to showcase our community. The writers came from North Carolina, Michigan, and Toronto. A common request was outdoor adventure, as well as sites featured as part of Finger Lakes Farm Country, an agritourism promotion of farms, and farm markets in the Southern Finger Lakes. Other sites requested were the Mark Twain Study & Gravesite, local breweries, Denim Axe, Tanglewood Nature Center, numerous eateries, and a Chemung River paddle. We look forward to future coverage resulting from the visits.

Finger Lakes Promotional Video

Chamber staff spent a full day last week with a videographer commissioned to create an promotional video for the Finger Lakes region. Despite freezing temps, the day aligned with the local foliage peak. The Harris Hill team was fantastic to work with and rounded up 4 pilots to pull off the vision of the project, which continued to grow throughout the morning. The afternoon was spent with the Chemung River Friends capturing paddlers gliding along a backdrop of the palisades ablaze with fall’s colors. All in all, it was Chemung County at its best and we can't wait to see the results!
SUNY CCC Micro-Credentials Approved to Meet National Certification Requirements

SUNY Corning Community College’s Direct Support Professional I & II micro-credentials have been approved for National Alliance for Direct Support Professionals (NADSP) Certification. NADSP certification provides national recognition for the contributions, and competence of Direct Support Professionals.

The NADSP has designated 15 competencies for direct support professionals. SUNY CCC’s micro-credentials will enable participants to demonstrate proficiency in the following competencies: Crisis Prevention and Intervention, Ethics, Safety, Person-Centered Practice, and Health and Wellness with the Level I certification. Level II certification includes competencies of Evaluation and Observation, Communication, Professionalism, and Community Inclusion and Networking.

Local agencies are experiencing a high need for direct support positions, especially those in the category of developmental disabilities. In addition to working with individuals with developmental disabilities, direct support professionals may work in child care centers, day treatment programs for persons with mental illness, residential treatment facilities, eldercare, and respite programs, foster care agencies, jails and alternative correction programs, short- and long-term rehabilitation centers, crisis centers, day habilitation programs, assisted living/skilled nursing facilities, sheltered workshops, and other human service settings.

The vulnerable populations served by these positions benefit from care providers obtaining advanced training beyond a high school diploma. The Direct Support Professional micro-credentials provide an alternative to on the job training and increases the potential for advancement within these organizations. These micro-credential also stack into SUNY CCC’s Human Services A.A.S. degree.
Jeffery Makela Named General Superintendent at Welliver

Welliver, provider of comprehensive construction services in New York State and Northern Pennsylvania, has announced the promotion of Jeffery Makela to the position of General Superintendent.

In this new capacity, Makela will be responsible for the overall status and facilitation of building the right project team, assigning the proper superintendent who is the right fit for the project, training, as well as managing the workforce on the project site. A lifelong construction professional bringing more than 30 years of experience in complex building projects, Makela will play an integral role in building and strengthening client relationships, creating collaborative environments, and bringing construction workers and the trades into a new era of conducting business.

“We are pleased to offer Jeff the opportunity to use his years of experience to better serve our clients. We know Jeff will be an asset allowing us to provide our customers with the high level of service they deserve while enabling us to achieve our goals for growth as a company,” said Anne Welliver-Hartsing. “Welliver has a long-standing policy of promoting from within whenever possible. This way, both our staff and clients benefit from the knowledge and skills acquired over time while ensuring continued high quality.”

Makela had served as project superintendent at Welliver since 2017 where he oversaw the day-to-day operations of a construction worksite including manpower, building plans and specifications, material inventory, as well as managed communication with project managers, subcontractors, architects, and owners. Prior to joining Welliver, Makela worked as project superintendent for another regional construction company where he gained significant experience working on projects representing a range of market sectors including commercial, higher education, and healthcare.

“I am a results-oriented person driven by the thrill of beating a deadline at the highest level I can achieve,” said Makela. “Having learned the value of hard work at an early age, I look forward to applying lessons learned from previous experiences to motivate manpower; sustain strong project superintendent teams; deliver a customer-driven, organized, and efficient building process; and build career growth paths for workers, which is greatly needed in the construction industry.”

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Member News

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
Launch of New York State's $150 Million Workforce Development Grant Programs

Governor Hochul announced the launch of New York State's $150 million workforce development grant programs, administered by the newly-formed Office of Strategic Workforce Development within Empire State Development. The $115 million Pay for Performance Grant Program and the $35 million Workforce Development Capital Grant Program are designed to meet New York State's workforce needs, increase the capacity of workforce training providers, and position New Yorkers to fill high-quality, in-demand jobs. The grant programs represent the latest piece of the state’s reimagined approach to strategic, collaborative and equitable workforce development to encourage economic growth.

"With this $150 million investment in the state's workforce, we are standing by our commitment to making New York the most business-friendly and worker-friendly state in the nation," Governor Hochul said. "I announced the new Office of Strategic Workforce Development in my State of the State address to ensure that New York is building its workforce from all sides - both by attracting high-growth companies to our state and developing top-tier talent to fill the jobs they bring. Thanks to this investment, we are helping to fill critical roles all over the state and preparing New York job seekers for careers of the future."

The full program guidelines and links to the Consolidated Funding Applications are available on the Office of Strategic Workforce Development’s website here. Applications will be accepted on an ongoing basis and awards are expected to be announced every two months beginning in December. The deadline for applications for the first round of grant funding is November 14, 2022.

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Please Join Us For A
Business Before Business Reception

**November 10th | 7 am - 9 am**

100 W. Water St. | Elmira, NY 14901

www.etchcoffee.com
Harter Secrest & Emery Offers NYS Sexual Harassment Prevention Training

The HSE “Preventing Discrimination and Harassment in the Workplace” program is an on-demand, subscription-based program written and produced by the firm’s Labor & Employment attorneys. The program is designed to improve workplace culture and mitigate risks associated with harassment and discrimination.

Compliant with New York State and New York City annual training requirements, the program consists of six chapters that address topics such as:

- Types of sexual harassment
- Sex stereotyping
- Hostile work environments
- Retaliation
- Supervisor responsibilities
- Personal liability
- Bystander intervention
- Investigation process
- Victim resources

HSE’s training platform provides administrators with everything they need to efficiently rollout and track their colleague’s engagement in the program. It includes easy employee registration options, real-time user engagement status and reports, user evaluation forms, and training completion certificates.

Depending on the number of employees, annual subscription fees with unlimited access to the program range in price from $375 to $3,000 per year for employers.

Subscribe, enroll employees, and rollout in minutes. It’s really that easy.

Visit training.hselaw.com/ to download a fact sheet, schedule a demonstration, and subscribe.

Need Volunteers? The Arc of Chemung-Schuyler Can Help

The Arc of Chemung-Schuyler supports people who are eager to learn work skills and ethics through volunteerism, while building their resumes, and as a way of increasing independence to become a productive and contributing member of our community.

As a partnering volunteer site, you will have reliable, eager volunteers who are excited to learn new things - each accompanied by an employee of the Arc.

If you would like more information, please contact Lindsey at baranyla@arcofcs.prg or call (607) 734-6151 ext 170.
Plans Are Underway at Tanglewood Nature Center & Museum

As it prepares to celebrate its 50th Anniversary in 2023, according to Director Elaine Smith, Tanglewood will be celebrating the milestone throughout 2023 with a 50-year logo, various small events and a public Anniversary Celebration on April 22 at noon. Smith added that the group also hopes “to kick off a special project that could launch us into our next 50 years!”

Tanglewood Community Nature Center was incorporated in April of 1973 when the building and trails were located on Elmira Water Board land on West Hill Road. Subsequently, the 12,000 square foot museum opened at the Gleason Meadows location in 2000 and the Morrell Lodge was added in 2015. Today Tanglewood is a significant draw for both area residents and visitors, welcoming over 35,000 visitors annually who come to hike, snowshoe, visit the museum, and participate in the robust programming for nature enthusiasts of all ages. The museum provides sanctuary to over 40 native and exotic animals and the hiking system offers seven scenic trails covering 10+ miles of meadows, wetlands, forests, glacier cut hills and ponds. Both the trails and museum are open year-round and free of charge.

For more information on Tanglewood, go to www.tanglewoodnaturecenter.com.
First Arena Welcomes Hockey

Winter is coming and we know what that means, winter events in Chemung County. And what better way to enjoy the cold weather than to support the First Arena and our local hockey team, the Mammoths. Chemung County is the proud home of the First Arena - who hosts local fans and visitors all season long for action packed home games. So, if you are looking for something to do, grab your family, friends, co-workers, and head to the First Arena for some hockey!

“Our goal is to present a diverse mix of events that appeal to everyone in Chemung County,” said Steve Donner, owner. “From hockey to music to family entertainment events – we look forward to hosting events for all age groups.”

More exciting news: Lacrosse is coming to the First Arena and Chemung County. Introducing the Elmira Renegades! Elmira Renegades with the PBLA starts in December – more here.

So Much More Than Hockey, check out some of their other Events – And don’t forget the First Arena is also a great place to host community events, such as expos, seminars, job fairs, conferences and more.

Visit firstarena.net and be among the first to find out the latest from First Arena by joining their newsletter, and don’t forget to follow them on social media.
Manufacturing Day Inspired Students Across the Region

Manufacturing Day "Made in the Southern Tier" opened its doors to more than 800 students, teachers, and Career Development Council members throughout the month of October. Over 50 tours were hosted by local manufacturers as they guided students onto shop floors and showcased the potential of modern manufacturing, and strengthened an interest in its many gratifying careers.

"This mission of Manufacturing Day is simple - to highlight, and connect the next generation of students to manufacturing while promoting the skills that employers need." said Jennifer Herrick-McGonigal, President & CEO of the Chamber. Adding "we are delighted to be able to partner with the Career Development Council, and GST BOCES to help get students into to these businesses and experience the opportunities first hand that exist here in the Southern Tier. "

Chamber Invites Annual Award Nominations

With the Annual Awards Ceremony, scheduled for Wednesday, December 7th at the Elmira County Club, the Chamber is inviting nominations for a number of distinguished honors:

- **The ATHENA® Award** – Recognizes an individual who actively assists women in realizing their full leadership potential. Sponsored by Elm Chevrolet, Inc., F.M. Howell & Company, and WETM-TV.

- **Partners in Education Award** – Celebrates the outstanding efforts by a Chemung County school or college teacher, other staff member or volunteer who furthers the collaboration of Business and Education.

- **Mary E. Kennedy Community Builder Award** – Honors the volunteer efforts of an individual who has helped enhance the quality of life in our community.

- **Trailblazer Award** – Recognizes an individual who has gone above and beyond the requirements, and expectations of their employed position to enhance the quality of life in our community.

- **New Business of the Year Award** – Recognizes a Chamber member firm that has been in business for at least one year but not more than five years, has shown evidence of success, and has demonstrated the entrepreneurial potential necessary for long-term success and economic growth.

- **Young Professional Award** – Recognize upcoming leaders within our community, ages 25-40, by celebrating their current achievements and future aspirations.

The popular event will also recognize the **Member Services Council Ambassador of the Year**, and will present **Milestone Awards** to any Chamber member firm marking an anniversary date that’s an increment of 25 years. Members wishing to note such a Milestone, please contact the Chamber at info@chemungchamber.org or by calling (607) 734-5137.

The deadline for all the awards is November 14th. Forms are available at the Chamber’s website and following the awards link in the Spotlight section on the homepage.

BOCES Bush Campus visited Hardinge as part of Manufacturing Day 2022.
Dear Members,

Fall is a busy time, and October is a particularly eventful month with school, sports, and community activities in full swing. For the Chamber – it is an equally busy time with events geared for both our business member, community, and tourists. Since 2016, the Chamber MFG Day Task Force organized the first coordinated celebration of National Manufacturing Day (MFG Day) in Chemung County. For 2022, the MFG Day committee decided the best plan of action was to provide student tours so our younger generation can witness a first-hand experience at our location manufacturers and realize that Chemung County is a place to call home with good jobs in manufacturing and a quality of life. In addition, we hosted Chemung Canal Trust Company Business After Business – with over sixty people joining us for an evening of networking and amazing food from a local favorite, Bernie Murrays! On the tourism side – we launched the 10th annual Thrills & Chills - with over thirty events happening in our area – where we invested added marketing in the program with an amazing outcome – read more about Thrills & Chills in the tourism section.

Coming Up this Month: Stop on your way into work for Business Before Business Reception (for Capabilities) at Elmira Tea & Coffee House (ETCH) on November 10th 7:00 a.m.- 9:00 a.m. The team is thrilled to announce the region’s premier evening of food, and beverage delights, The Mark Twain Country Wine, Food and Brew Experience – RELISH on November 17th from 5-8 p.m. at the National Soaring Museum after a two-year COVID hiatus! Highlighting Chemung County’s small businesses for one fabulous night of fantastic food, drink, friends, and fun. Our guests will taste their way through local restaurants, enjoying signature bites, as well as sip on local beer and wine. Plus, enjoy light music and have an opportunity to network and win great raffle prizes. And looking into December, we will celebrate our 2021 Award winners with our special Legacy award winners, Julie and Mark Delgrosso, as well as our 2022 award winners. Nomination forms are available - we want our community to recommend the nominees for the Chamber of Commerce to choose from.

I would like to personally thank the Chamber team, the Board of Directors, and the countless committees – all who are dedicated to ensuring we supply the highest level of service to help your business. As we look forward to 2023, I encourage you to continue to stay connected, and continue to let us know how we can help.

Respectfully,
Jennifer Herrick-McGonigal
**Recent Events**

**Chemung Canal Trust Company**

*Business After Business Reception | Wednesday, Oct 12th*

Anders Tomson, President & CEO (Center) welcomed more than 60 guests to their Business After Business Reception.

**Person Centered Services**

*Ribbon Cutting Reception | Wednesday, Oct 26th*

Michelle Nicholas (center) with Person Centered Services cuts the ribbon at their new location inside the Arnot Mall.

**Thank You Renewing Investors**

BilDan Precision Manufacturing, Inc.
Grapevine Distribution
Guthrie
New York Sport & Fitness
Postler and Jaeckle Corporation
Raymond James
Six61 College Avenue
Tioga Downs
Warren Real Estate

**Chamber Events**

**Nov 2**

*Wednesday, November 2*

Chamber Educational Series Sponsored by Chemung Canal Trust Co.

**New York State Transparency Laws**

*WEBINAR with Barclay Damon, LLP*

10:00 a.m. to 11:00 a.m.

Free for Members | $5 Non-Members

**Nov 10**

*Thursday, November 10*

**Elmira Tea & Coffee House (ETCH)**

*Business Before Business Reception*

Elmira Tea & Coffee House (ETCH)
100 West Water Street

7:00 a.m. to 9:00 a.m. | $5 per person

**Nov 17**

*Thursday, November 17*

**RELISH**

The Mark Twain Country Wine, Food & Brew Experience

National Soaring Museum
51 Soaring Hill Drive, Elmira NY

5:00 p.m. to 8:00 p.m. | $30 per person

To view the full calendar of events, programming, or to register, please visit: [www.chemungchamber.org](http://www.chemungchamber.org)
Advertise to area businesses each month with Today’s CHAMBER!

Today’s CHAMBER is published monthly and is emailed to more than 1400 Chamber members.

We are pleased to be offering a full-color publication!

### 2023 Newsletter Advertising Rates

- **Full Page Color** (8”W x 10.5”H)...............$400
- **1/2 Page Color** (8”W x 5.25”H)...............$300
- **1/4 Page Color** (3.875”W x 5.25”H)..........$250
- **Member Provided Insert**...........................$500

### Bulk Advertising Discounts*

- Purchase any 3 months save 10%
- Purchase any 6 months save 15%
- Purchase any 9 months save 20%
- Purchase full 12 months save 25%

*Complete ad package must be paid for in advance for discount to apply.

For more information or to reserve advertising space, please contact the Chamber at (607) 734-5137 or email info@chemungchamber.org.
## Today's CHAMBER

### 2023 Publication Schedule*

*Please note that dates are subject to change.

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400 East Church Street Elmira, NY 14901-2803 Phone: 607.734.5137 Fax: 607.734.4490
Email: info@chemungchamber.org Website: www.chemungchamber.org

The mission of the Chemung County Chamber of Commerce is to represent the business community in the promotion of the prosperity and the quality of life throughout its service area.