



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

**7:45am Wednesday August  
6, 2008**

**TACC Regular Breakfast  
Meeting \$6**

**Trumansburg American  
Legion**

**Speaker:**

**Evangeline Sarat, Sweet  
Land Farm**

**"Community Supported  
Agriculture"**

**Discussion:: Street Dance,  
Winter Festival,  
2009 Smith Woods  
Centennial**

**Board Meetings, 7:45am  
Second Wednesdays, Open  
to Members**

**8/13/08 at the  
Trumansburg Telephone  
Company Board Room**

# Trumansburg Area

## CHAMBER OF COMMERCE

Trumansburg ♦ Interlaken ♦ Jacksonville ♦ Sheldrake

## August 2008 Newsletter

### *Who said it, George Bush, William Clinton, John Adams, or Theodore Roosevelt?*

**"The things that will destroy America are prosperity at any price, peace at any price, safety first instead of duty, the love of soft living, get-rich-quick theory of life." T. R.**

The bigger question is why did he say it? Teddy was concerned about war-weariness, disparity in living wages, immigration resentment, big government and business, the value of the dollar. Ironically, it describes each of the above presidents' era. Their commonality tells us something about our own struggle with the economy.

The next question, then, is what did he do about it? Roosevelt recommended building up strength of one kind or another; stimulating growth, capping expense budgets, cleaning house, diversifying, creating a popular image! And the same goes for us. Be vigilant in the remaining half of 2008 to conserve resources. Cross merchandise in your organization or with others. Try manufacturing a new product, idea or way of delivery. There's more work ahead.

### **AUGUST IN THE AREA**

**Every Wednesday Trumansburg Farmer's Market**

**4-7pm at Trumansburg Park**

**Aug. 2, 9, 16 Taughannock Concert Series**

**Taughannock Park 7-9:30pm**

**Aug. 2 Cayuga Lake Triathlon**

**Taughannock Park All Day**

**Aug. 3, 10, 17 Americana Vineyard Concert Series**

**Cayuga Wine Trail 4-6pm**

**Aug. 3 Old Fashioned Family Social**

**Interlaken Library Lawn 4pm**

**Aug. 5 - 7 Empire Farm Days**

**Aug. 19 - 24 Trumansburg Fair**

**Ulysses Fairgrounds 10am daily**

## Job Descriptions

Why have job descriptions? Several good reasons! Good job descriptions give owners or managers guidelines to use in the process of recruiting, supervision, and performance. Good job descriptions help employees, too. They understand what the job requires, which duties to focus on. Good job descriptions help you comply with employment laws, making employment decisions defensible in court. Search on-line for programs or write your own.

### How to Get Started

- Select an appropriate job title
- Identify qualifications for example experience, education, age, driver's license, anything required to perform the job
- Describe physical demands, duties, work environment
- List department and supervisor to report to
- Customize with pay and benefits if different packages are offered

### FIVE SECOND HUMOR

5 seconds that's how long, the experts say, it takes a person to form an opinion. What would your customers think after 5 seconds in your store? Clean, helpful, courteous, friendly; thrifty is good, too, but not so the lights are always off.

### TRUMANSBURG DANCING IN THE STREET

**Friday Night 7-11pm**

**September 5 Main at Union (Rain Site at Fairgrounds)**

Celebration "What's New, What's Old" (Main Street revitalization, recognition of the RA Moog synthesizer company, 1930's street dances)

*Sponsors: Trumansburg Village and Chamber of Commerce, Supporters: Ulysses Town and Community Council, Trumansburg Lions and Rotary Clubs*

*Pick up a Chamber brochure for shopping. Dinners are available at member businesses: Falls Tavern, Hazelnut Cafe, Rongovian Embassy, Ron Don's Pub, Woodland Roadhouse, Taughannock Farms, Glenwood Pines, Pour House.*

## Who's Who Around T'Burg Area

**Business:** Lowe's Soft Water Service, Inc.

**Owner:** Dan Northrup

**Location:** 12 Elm Street Trumansburg. Dan purchased and added on to the Old Post Office to accommodate his growing business, renting retail space to Vine Garden Design.

**How old is the business?** Dick Lowe purchased the bankrupt business in 1974 taking in a partner, Carl Keith, in 1982; Northrup bought them out in 1987. Installing and servicing private and public water systems, Dan operates much the same as his predecessors; he's customer oriented.

**How many people do you employ?** The office is managed by Julie Messenger. Dave Joseph and Dan work full-time delivering goods and service in eight counties. Doug Duddleston helps out in the busier summer months.

**Are rising fuel costs affecting business?** It doesn't help says Dan, but my biggest challenge is accounts receivable. "It steadily goes up and I spend more man hours calling customers for payment." Dan adds, "I tried a collection agency but it didn't work for me."

**Contact information:** 387-6892 or catch Dan Saturday mornings in the store, but not too early during duck hunting season. He provides customers with a key fob of a little yellow rubber duck imprinted with his business number and slogan, "Waddle you do without soft water?".

**Business:** Cold Springs Pottery

**Artist/Owner:** Alex Solla with wife Nancy and daughter Aurora

**Location:** 4088 Cold Springs Rd Trumansburg

**When did you open your own studio?** "Originally, 1990, in Amherst, Massachusetts; we moved to Trumansburg in 2000 and opened the gallery in 2002." The studio is open daily 10am – 5pm except for Tuesdays.

**What is your greatest challenge?** "For any artist anywhere today it is remaining creative, being both an artist and a business person. Most artists have no business training. We're lucky that Nancy is a designer which makes it easier to develop a line instead of each individual piece as a 'one of a kind'. For any maker of handwork, it's difficult to compete with plastic."

**How has being a member of the Chamber helped you?** "It exposes us to other opportunities that an artist would miss." Lessons learned from different members are "the value of demographics, how do I find my market", explains Alex and from another, "the value of business insurance." Think about brochure distribution", advised another, "and as soon as I produced and distributed our brochure to local wineries, B&B's and restaurants, customers came." The Sollas are considering paying to have them distributed in neighboring cities to increase the customer base at home, instead of attending shows and fairs.

**Contact Information:** 387-6892 [www.coldspringspottery.com](http://www.coldspringspottery.com)

## Cornell's Predecessor

Congratulations to the Interlaken Historical Society and their collaborative partners on the celebration and historical marker dedicated to the farm families and individuals who established the First Chartered Agricultural College in New York State at Ovid. "Opened December 5, 1860, Closed Due to Civil War".

### NEW DEPARTMENT OF LABOR POSTING REQUIRED 26JUL08

Amendment to the Family and Medical Leave Act of 1993 permitting an eligible employee to 1) take up to 26 work weeks of leave to care for a spouse, parent, daughter, son of the Armed Forces for authorized medical treatment 2) take leave because of any qualifying exigency while a spouse, parent, daughter, son is on active duty.

VISIT A NEW WEBSITE CREATED BY PARTICIPATING CHAMBER MEMBERS', GOTHIC EVES, HALSEY HOUSE, MCLALLEN HOUSE, AND TAUGHANNOCK FARMS.

NEW WEBSITE: <http://TrumansburgSelect.com>

## FESTIVAL ON WHEELS

The Bon Ton Roulet is celebrating it's 11th seven day voyage through the Finger Lakes region by bicycle.

Scheduled to stay in Trumansburg Friday, July 25th, participants will arrive around 1:00pm at the school where they will camp.

Members of the Chamber will be there to welcome them, distribute brochures and answer questions about what to do in our area from 1-4pm.

Contact Cheryl (Tompkins Trust) 387-7331 if you can help her, Mary Spicer (Tompkins Insurance), and Evelyne (Community Bank).