



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

Trumansburg Area

CHAMBER OF COMMERCE

September 2008 Newsletter

If Someone Shouts Fire!

It is human nature to follow the crowd – whether it's in a danger situation like the threat of fire in a public building, or as benign as waiting in line for a Mickey D's burger or an airline boarding pass. How many stop to ask, "Is this the right line; is this really the best way to get where I need to go?" If you ever stood in the wrong line or one for too long, you know it's a good idea to check things out first.

Take time to see the larger picture. Does the monitor ahead display EXIT or RESTROOM? Sure it's easy and less demanding to follow others, but try stepping back. No one knows what you or your business requires as well as you. Tax, law, business professionals and friends can advise you, but the total equation is the components you add – assets, liabilities, experience, "gut" instinct. No other business is just like yours and it naturally follows that running your shoe store just like Joe across town will not work.

Make no mistake. The economy both nationally and locally is in a danger situation. Already proven threatening to too many businesses and organizations, it has

shoved owners to lock doors and walk away, or sellout at forced market prices - out of money, out of ideas to rejuvenate the market, out of time and energy, the flame extinguished. Prevent burnout by stepping out of line now. Look at bigger options and speed up timelines.

Update your business plan. What analysts used to advise every five years whether you needed it or not, now should be done annually or seasonally. What is your goal? What tactics and people must you employ to achieve the goal? When is your goal reached? A new plan may require hard decisions that involve people, some long term employees and even family members. They are not bad people, just non-productive - too costly a weakness to absorb in 2008 compared to better times when cash flow could cover the flaw.

Capital, business acumen, and skilled people around you must be in the big picture of your new business plan. Don't be afraid to step out of line and make your own brave decisions today not only to ensure that you survive, but thrive. 2008 and 2009 is not the time to be timid. Be strong!

September 3, 2008

Monthly Chamber Meeting

Speaker: Patricia Brown

"Making a Business Exit Plan"

American Legion, Rt. 96

7:45 – 9:00am

\$6 Breakfast

Winter Festival Planning at 9am

September 10, 2008

Monthly TACC

Board Meeting

T'burg Telephone Board Room

7:45 – 9:00am

Open to Members

Winter Festival Planning at 9am

Main Street Dance & Celebration

Friday Night September 5

7 – 10pm Union & Main

Music by the Generations

10 Restaurants Open plus Sidewalk Fare

Problems Equal Opportunities

Problems are only bad if you don't do anything to solve them.

Do these problems sound familiar?

Check ✓ the ones that sound familiar in your business or organization.

- Our advertising isn't working like it used to, how can I bring in more customers?
- How can I compete with the low price stores and still make money?
- It's getting tougher to make ends meet.
- Why can't I find dependable and friendly people to hire?
- Is it time to stay open more days/hours to keep business as usual?
- I could save money if I knew how to do my own taxes, payroll, and bookkeeping.
- What other pay and benefit plans can I offer my employees to get them to stay?

Did you check any? Then get to a Trumansburg Area Chamber of Commerce seminar. We'll help you turn your problems into opportunities. Designed for people already in business or thinking of starting a business, six FREE seminars are offered a year. Meeting Place and Time: Ulysses Philomathic Library Community Room. Registration: 6:45pm Class: 7:00pm Q&A Café 8:00 – 8:15pm. SEE BELOW

September 24, 2008

“Market, To Market” Learn how to apply the marketing techniques of wildly successful companies to your own small business model! This seminar led by Megan Romer, arts marketing consultant and GrassRoots PR, will explore the latest marketing trends as well as tried-and-true strategies to help promote business.

October 22, 2008

“Using QuickBooks to Make Your Business Accounting Easier” QuickBooks is one of the most popular accounting systems in the USA, with over 3 million small businesses using the software. Introduce yourself to the capabilities of QuickBooks or learn greater proficiency. QuickBooks Simple Start software will be available free for attendees who need it. Instructor: Mary Bouchard, CPA and QuickBooks Certified Pro-Advisor.

January 28, 2009

“Starting Your Home-Based Business” Have you thought about starting a home-based business? What do you need to consider if you would like to operate a business from your home? What tax advantages can you expect if you do so? Mary Bouchard, CPA, presents the considerations you should examine from food preparation and daycare to professional services.

TBA: February 25, 2009, March 25, 2009, April 29, 2009

Seminar Coordinator, Mary Bouchard, CPA

www.trumansburgchamber.com

(607) 387-9254

Who's Who Around T'Burg Area

Trumansburg Central School

Contact: Superintendent, Paula Hurley, www.tburg.k12.ny.us, 387-7551

Location: 100 Whig St c. 1926

How many people are employed? There are approximately 150 teachers, a total of 235 full and part time employees.

How many students? Student population is from 1350 – 1400. The largest class is the seniors with 125 students, and the average class size per building drops by 10 from high school down, Kindergarten being the smallest at around 75.

What is the school's greatest challenge and community role? "To maintain the quality of education within the budget constraint", Paula says. "We are in the business of serving students; in order to do that, we need the cooperation of our community."

How can the community help the school? Paula asks anyone interested in serving on the Citizen Advisory Committee to please call her or CAC members, Ron MacLean or Mary Newhart.

FOR RENT OR SALE Commercial space on Main Street, Trumansburg; previous Save-A-Lot Store; 13,970 square feet; \$5820.83 plus costs/month, property taxes, insurance. Contact Information: Trason New York, LLC Attn: Joy I. Richmond, Property Mgr.3187 Bellevue Avenue A3 Syracuse NY 13219 (315) 487-0861 fax (315) 487-0796

Sweet Land Farm, a Sweet Success

Paul Martin and Evangeline Sarat with daughter Yheva gave the membership a snapshot view of Community Supported Agriculture (CSA) at the August meeting. Their farm, Sweet Land, once part of the Brown Tourist Home and Farm, comprises 21 acres; they rent 15 more, totaling 34 tillable acres. They are one of ten CSA's in the Ithaca area, and work with the others to help grow business. "There is room for more," says Evangeline.



Besides producing food for their family, they grow enough to distribute shares to 107 members in the summer, and 95 in the winter. In two and a half years, their production has more than doubled. Both

admit to learning as they go, first farming, then business and marketing. They started with a business plan which is in constant revision. By selling shares at the farm, they can eliminate trucking and unpredictable market sales. They can promote eco-tourism, too - families learn to pick produce and enjoy farm life.



T'burg is fortunate to have this hard working and friendly family living in and contributing to the community. Visit their website: www.sweetlandfarm.org or call (607) 387-3702. Get the lowdown on an amazing and healthy food source for your family.

The Secret to Success

“Always have time for the tough end of your job because that’s what produces results. Successful people always jump on the most important thing first.” TOM HOPKINS

That pile of reading material that collects on the desk – you know the one – it sits there waiting for you to read on a slow day, or to take along with you on a trip. On top of my “must read but never get around to it and frankly I don’t want to” pile is a book, First Things First. By virtue of its title, it conveys to the potential reader to tackle hard things first, family matters before business ones (most of the time). I finally decided just to lend it out to anyone who needs a course on this – or a paperweight!

**Congratulations to Heidi and Scott Sherwood (Spruce Row Campsite),
a baby boy, Connor Paul, born 6/29/08. Heidi is a member of the TACC Board.**

SOMETIME IN SEPTEMBER

Salmon Pottery Studio and Gallery, Showing New Work by Bloomgarden and Bonnet, 79 E Main, 387-3331, Open Wed. - Sat. 11am – 6pm and Sun. 11am – 3pm

Trumansburg Farmer’s Market - Every Wednesday 4 – 7pm

September 3 **South Seneca, Trumansburg Central School Openings**

September 5 **Street Dance**, Main & Union, Trumansburg 7-10 pm Music by the **Generations**

September 6, 7 **Americana Vineyards & Crystal Lake Café Patriots’ Weekend**, Live Music Saturday & Sunday 4 – 6 pm

September 7 **Bellwether Hard Cider, NY’s Awesome Apple History** 12 – 5 pm (in conjunction with Interlaken Historical Society)

September 14 Sheldrake Point Vineyard & Simply Red Lakeside Bistro, **Welcome the Vintage Winemaker’s Dinner** (866-743-5372)

September 15 **Trumansburg Conservatory of Fine Arts Begin Fall Classes**, Contact Calista Smith 387-5939

September 16 Ulysses Historical Society, 7:30pm Meeting Program: **Civil War Letters of Eugene Holton** by David Smith 387-6666

September 21 **Bellwether Hard Cider, NY’s Awesome Apple History** 12 – 5 pm (demonstrations, exhibits by Interlaken Historical Society)

September 26 - 28 **Apple Harvest Festival**, Ithaca