



Chamber OnLine – November ‘14

News from the Genesee County Chamber of Commerce

Message from the President

Sometimes when dealing with the daily minutia of the workday we lose sight of the big picture of what we are accomplishing. In preparation for a “Year in Review” presentation for the Annual Chamber Membership meeting this week, I spent some time looking back at what we have accomplished at the Chamber in 2014. What I realized is that your Chamber has accomplished a lot!

Probably the biggest accomplishment was the revival of the Home Show, which was a tremendous success for our participating vendors. Not only was it a sellout in vendor booths but the general public showed up in huge numbers which led to a great deal of business transactions for our vendors.

While the Home Show was definitely a highlight, there was so much more. Increasing the Chamber’s visibility was a major goal and a new online monthly newsletter, ChamberOnLine, was the first step in that direction. New signage was added to our Main Street storefront as well as to the Welcome Signs at the city’s entrances. The Chamber assisted at a number of Grand Openings, manned a tent at the GLOW Corporate Cup, hosted a Wine Walk stop and facilitated Business After Hours networking events for our members.

Our signature events continued to be very successful. The Annual Awards Night was once again the business social event of the year, the Celebrate Agriculture Dinner was another sellout, the Golf Outing had a good turnout and great weather while the Agri-Business Tour was very well-received.

The Chamber’s role in supporting local businesses remained very active. Health Care Reform and a visit from nationally-renowned management author Glenn Shepard headlined the Chamber’s business education seminars. The Chamber also supported a number of businesses on advocacy issues with governmental agencies. Over \$100,000 in small business loans for local start-ups were administered through the Chamber in 2014.

Technology was also upgraded this past year with the addition of a much-needed server and a large flat-screen PC in our board room to be used for webinars, conference calls and training not only for our staff but for our members’ use as well.

All this and we haven’t even touched on tourism yet! As Genesee County’s Tourism Promotion Agency, the Chamber helped stimulate millions of dollars in visitor spending during the past year. Cooperative advertising with area tourism businesses, regional collaborations, golf packages, a hotel television channel, Haunted History and Peace Garden Trail promotion and marketing to group tours are just a few of the reasons why the Chamber’s tourism program is regarded as one of the finest in New York State.

Whew! It’s been a busy and productive year at the Chamber in 2014. And 2015 looks to be even busier. In closing, thank you for supporting our efforts. We couldn’t do it without our members!

Have a great month!

Sincerely,

Tom Turnbull
President