

On The GO

Greater Olean Area CHAMBER of COMMERCE

SIMULCAST

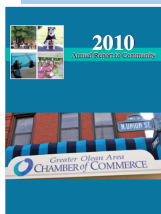
On May 6, 2011 experience a one-day leadership event that will inspire you to be the one to make a difference. This event is designed to maximize the effectiveness and impact of your leadership skills. The Jamestown Community College and the Greater Olean Area Chamber of Commerce will be hosting the event this year at the JCC- Cutco Theatre, 260 North Union Street, Olean. Tickets for this all-day event are \$60 and include all conference materials, coffee and tea at registration and a buffet lunch during the lunch break.

The event takes place in four sessions, with 2-3 speakers in each: **Seth Godin**, World renowned blogger and marketing expert; **Robin Roberts**, Anchor of ABC's "Good Morning America"; **John Maxwell**, Leadership Expert; **Dave Ramsey**, Best-selling Author; **Suzy Welch**, Best-selling Author; **Mack Brown**, head Coach of the Texas Longhorns; **Dan Cathy**, President & COO of Chick-fil-A; **Muhtar Kent**, Chairman of the Board and CEO, The Coca-Cola Company; **Sir Ken Robinson**, Best-selling Author; **Erin Grumwell**, Founder & President of Freedom Writers Foundation; and **Frans Johansson**, best-selling Author of The Medici Effect.

To confirm reservations, please call GOACC at 716-372-4433 or email betty@oleanny.com.

CHAMBER ANNUAL REPORT

The Greater Olean Area Chamber of Commerce has released the 2010 year end report. The report highlights the accomplishments that the organization has been able to attain in the past year. The cooperation among the Greater Olean Area Chamber of Commerce, the Cattaraugus Empire Zone and The Cattaraugus Region Community Foundation has resulted in delivering more efficient services to the public and has also been proven very effective in terms of the successes and the growth that area businesses are experiencing.



The 12-page document displays the Chamber's commitment to its members and the greater Olean community through the numerous activities and benefits offered. If you wish to receive a copy of the annual report, please contact GOACC or go online to GOACC's website, www.oleanny.com. For more information regarding Greater Olean Area Chamber of Commerce, the Cattaraugus Empire Zone Corp., or the Cattaraugus Region Community Foundation activities, please call 372-4433.

ROARING RALLY RAFFLE!!

JAYBRAKE, GOACC and the Olean Area Motorcycle Enthusiasts are raffling off a black 2011 Harley-Davidson® FXDC Dyna Super Glide during the 9th Annual Rally in the Valley motorcycle event. Tickets are available for a



chance to win the Super Glide with second prize of a Kristi Enclosed Two Bike Trailer. The tickets are \$20 with a limit of 2,000 tickets. The drawing will be announced on Sunday,

August 28. The motorcycle was partially sponsored by Gowanda Harley-Davidson, a major supporter/sponsor of this year's Rally in the Valley. Tickets are available to purchase before the event at GOACC, Poor Cow Leather, various Rally committee members and at the Home Show.

The charities that will benefit this year include the Southern Tier Child Advocacy Center; the ReHAbilitation Center; the Dempsey Club; Olean Airport Support Group; Mercy Flight; and Southern Tier Military Support Group. For more information, call 716-372-4433 or email rally@oleanny.com.

HOW CAN GOACC PROMOTE YOU?

Greater Olean Area Chamber of Commerce has several promotion vehicles that you as a member should take advantage of. They include the OnTheGo newsletter, the GOACC cyberNEWS, monthly fax, and the websites of the Chamber and its portal.

This FREE member benefit can help your company announce awards, personnel changes, upcoming events/workshops, merchandise changes, etc. Only details sent directly to the Chamber office will be included. Each vehicle has specific deadlines so be sure to send out information as soon as it is known/confirmed. GOACC wants to drive more traffic to its members!

MEMBER UPDATES

•COUNTY REALTOR OF THE YEAR

-- Dennis Pezzimenti of **DBP Realty** was chosen Realtor of the Year for the Cattaraugus County Association of Realtors for 2010. He was recognized for his active involvement of the local board, holding various positions, and the state association. Dennis has been in real estate for 21 years, starting his own real estate business in 2001.

•NEW FACE AT THE OLD LIBRARY RESTAURANT

-- Welcome Jennifer Feidt to the Old Library Restaurant! She is the events coordinator at the restaurant managing parties, banquets, catering, tailored and company events.

•BJ's UPDATE

-- Mike Juneau, Regional Membership Sales Manager, will be our representative with BJ's Wholesale Club. He resides in Rochester and has sales reps that cover Central and Western New York. If you have any questions or concerns, please feel free to contact him directly 508-817-6436.

•WALSH EARNS IB

-- Archbishop Walsh officials announced the high school received authorization to offer the International Baccalaureate (IB) Diploma Program starting next fall. The curriculum of the diploma program prepares students between the ages of 16 and 19 for higher education and focuses on developing their sense of the world and physical, ethical, intellectual and emotional growth. Congratulations on this impressive accomplishment.

•BEST WISHES LANCE!

-- St. Bonaventure regrettably informs all the news of the resignation of Director of Marketing and Promotions Lance Brennan. Lance served St. Bonaventure Athletics well for 12 years, and we wish him all the best.

•NEW HOME FOR THRIFT STORE

-- The Salvation Army Thrift Store will be relocating to Delaware Park Center on North Union Street in Olean. It will allow them to better serve the Olean and surrounding areas by offering handicap accessibility and better parking. They appreciate your support by shopping at the Thrift Store or donating to the Salvation Army. Your support helps Them to help others in our Community.

•OLEANOPOLY

-- *Olean's very own game of real estate, chance and finance!* Oleanopoly is a customized board game designed after a very popular model. Your business can go down in history as one of the businesses represented on the board. Relive the good old days by sponsoring one of Olean's landmarks from bygone days. There are many levels of sponsorship from line donor sponsorship on the back of the box up to being one of the premier sponsors with your business' name on one set of draw cards and three board spaces. Have your bank's name on the money, sponsor a customize pewter game piece to give it the extra hometown feel. Promote your business, community pride and have fun at the same time!

Space is limited on the board, properties are first come, first served. So reserve your spot today! Contact Sara Woods at 716-379-8775 or juneteentholean@gmail.com for more information. *Proceeds from the sale of Oleanopoly will benefit Olean's International Freedom Festival, SBU's Embrace It Africa, IJN's International Exchange Programs and Olean Area Cultural Programs.*

•BIDDING PROCESS

--All of the Chamber's events, printing, and other services are bid out to member businesses to determine the best possible solution to meet the Chamber needs in terms of quality, quantity, time, and location.

Each bid/job is looked at separately with the intention of promoting fair and open competition to our members. The bids are also reviewed by the respective committee -- whether events, membership, etc. Please call us to find out what you may be able to bid on and the Chamber can include you in the process.

GREATER OLEAN AREA GUIDE

--A reminder that GOACC has the Greater Olean Area Guide, a resource for new residents and visitors and is packed with colorful photos, feature articles, descriptions and listings of the local attractions, lodging, restaurants, schools, and more. If you need copies, please call the GOACC office.

BOARD of DIRECTORS

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Larry Sorokes,
St. Bonaventure University

VICE-PRESIDENT

Vic Vena,
Vic Vena Pharmacy

SECRETARY

Colleen Taggerty,
Olean City School District

TREASURER

Eric Garvin,
Community Bank, NA

~~~~~  
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The ReHAbilitation Center

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Iroquois Group

### Michelle Caya

Cayas Canopies

### Bob Chambers

Poor Cow Leather

### Tim Finan

Olean General Hospital

### Dennis Pezzimenti

DBP Realty Co.

### Amy Schneggenburger

Five Star Bank

### Jim Snyder

Cattaraugus County  
Legislature

### Jay Sorokes

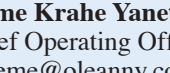
Cooper Power Systems

### James Stitt, Jr.

CUTCO Corporation

### Linda Witte

Mayor, City of Olean



**Meme Krahe Yanetsko**  
Chief Operating Officer  
[meme@oleanny.com](mailto:meme@oleanny.com)

### Betty Burrows

Program Associate  
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### Michelle Joyce

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### Nancy Morgan

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Coordinator  
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### Gary Rougeau

Economic Development  
[gary@oleanny.com](mailto:gary@oleanny.com)

## WWW

Visit Chamber's Web Sites

[www.oleanny.com](http://www.oleanny.com)  
[www.oleaninfo.com](http://www.oleaninfo.com)

Visit EZ's Web Site

[www.cattempirezone.org](http://www.cattempirezone.org)

Find Us on FACEBOOK

## UPCOMING GOACC EVENTS

### April 15-17

**Greater Olean Area Home and Garden Show**

William O. Smith  
Recreation Center

551 East State, Olean

### April 27

**Business After Hours**

Edward Jones Investments,  
Troy Vincent

3037 West State Street  
Olean, 5 - 7 PM

### May 12

**Good News Awards**

**Dinner Ceremony**

Old Library Restaurant,  
116 South Union, Olean

UNITED STATES CHAMBER OF COMMERCE

**ACCREDITED**

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## Greater Olean Area Chamber of Commerce Vision

GOACC is recognized as the premiere business leadership organization for the advancement of the area's economic well being and quality of life.





## LOOK WHO'S JOINED US!

PLEASE WELCOME THESE NEW CHAMBER MEMBERS

- **THE LODGE AT GLENDORN Resort / Restaurant**  
1000 Glendorn Drive  
Bradford, PA  
814-362-6511
- **WILLIAM E. HURLBURT Sales Consultant**  
2420 Blakeslee Hollow  
Olean, NY  
372-0520
- **STREET CLASSICS CAR CLUB Club/Organization**  
813 Buffalo Street  
Olean, NY  
373-2106
- **EVERYWOMAN OPPORTUNITY CENTER, INC. Non-Profit**  
132 North Union, Ste. 107  
Olean, NY  
373-4013

Please remember to call GOACC members when you need a product or service. It's GOOD Business to do Business with Chamber members!!

## UPCOMING AREA EVENTS

**April, July, October Organic Gardening Workshops**  
Canticle Farm,  
Allegany

**April 29 Amber Wagner, Soprano**  
The Regina A. Quick Center for the Arts,  
7:30 PM, Presented by the Friends of Good Music

**May 5-8 Steel Magnolias**  
The Washington Street Theater, Olean, Presented by the Olean Theater Workshop

## crfb board

**President**

Carol Stitt

**Vice President**

Wendy Brand

**Treasurer**

Mike Kasperski

**Secretary**

Doug Price

## directors

Vicki Blessing

Ted Branch

Dennis Casey

Barbara Chew

Dr. Tony Evans

Karen Fohl

Dr. Naheed Hilal

Dr. Yogi Kothari

Dan Palumbo

Bob Simon

Larry Sorokes

Audra Stevens

Vic Vena

Ward "Skip" Wilday

## staff

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Karen Niemic Buchheit

karen@cattfoundation.org

**Assistant**

**Executive Director**

Ryan Michelle Wilcox

ryan@cattfoundation.org

**Staff Accountant**

Michelle Joyce

michelle@oleanny.com

## WWW

Visit CRCF's Web Site

www.cattfoundation.org

Find Us on FACEBOOK

## Employee Health Promotion Making It Work : Who Benefits?

Now that two-thirds of the North American population have obesity-related health issues, complications and chronic conditions, people are starting to pay attention to the long range consequences of carrying excess body weight. Employee health promotion and wellness programs have been operating to address the disparity between the level of illness and the status of health since the 1970s but have been ineffective as an intervention. As the gap between wellness and illness comes wider, the public is re-examining these programs as a solution to the growing problem of an obese workforce and the resulting unmanageable costs of maintaining this unhealthy lifestyle.

**Employee Health Promotion: Learning from Past Mistakes** -- De-centralized delivery and unfocused application of data has resulted in the present model of company health and wellness programs. Historically, employee health promotion programs lack the capacity to produce the desired effect on the health of Americans. Clearly, more comprehensive data collection and program application is necessary to produce an anticipated outcome.

**How can this be done?** According to detailed studies of company health and wellness strategies past, previous attempts to implement employee health promotion programs showed that two key design components were missing: the programs weren't specific to each company's employment demographics; and, within these, only some employees were represented.

**Employee Health Promotion: Who Needs to Increase Productivity?** A lucrative outcome for businesses relies on the health of their workforce. Motivating employers to take initiative and actively pursue this deficit in the industry is the current issue.

Scrutinizing healthy employees as a resource requires a modification to the present perception from which the labor force is viewed. Company resources constantly require care, upgrading, and searching for more economic methods of extracting them.

**How is production improved?** Company Health and Wellness Programs are a Productivity Resource investing in the potential of employees to produce at their best rate of efficiency and will maximize the margin for profit. Employers often exert pressure to produce more but the constraints that reduce production are not addressed and continue to perpetuate a cycle of under-production and stress. Employee health promotion is the best method yet of containing this non-productive cycle and opening up avenues for growth.

*Written by John Bates for Wellness Proposals.*

## GENTLEMEN, START YOUR GRILLS

United Way of Cattaraugus County has a new venue this year! They are planning a giant Rib Cook-off Contest for September 10 at War Veterans Park -- the **United Way Swine Tasting and Rib Cook-Off**. Look for more information in future newsletters.

## New York is OPEN for Business!

Welcome to **New York First** (website nyfirst.ny.gov), your one-stop shop for all of the statewide economic development programs New York has to offer. New York First is a business-focused portal to the wealth of incentives, programs and resources available to companies -- large and small -- within New York State and those that choose to relocate here.

The site is administered by Empire State Development, but dozens of other agencies are represented. They are confident that the financial incentives and technical expertise found here -- searchable by type of assistance, industry, size of business, MWBE status and more -- will convince you that New York State is the place to grow your business.

When you're ready to position your company for the growth and success it deserves, your first stop is the New York First website. Still can't find what you're looking for? Email or call (800) STATE-NY - they are committed to responding to our business partners within one business day.

## BUSINESS COUNCIL E-advocacy

The Business Council's e-advocacy website, [www.fixnys.org](http://www.fixnys.org), was named by the U.S. Chamber of Commerce as one of its most active partners in the "Vote for Business" web site program. As part of that partnership, Business Council members sent nearly 50,000 e-mails to leaders in Albany in 2010 via the FixNYS site. Be sure to check out many of the new features on the Fix New York State site by visiting [www.fixnys.org](http://www.fixnys.org).

## VENDORS AND BANDS SOUGHT FOR ONOFEST

Cattaraugus County Department of Economic Development is in preparations for the 4th Annual OnoFest being held August 13, 2011 at the Onoville Marina, 8 miles south of Exit 17 off I 86 on West Perimeter Road, Steamburg. OnoFest is a one day event (rain or shine) that will run Noon to 9 PM. It is a family oriented event scheduled to have arts; crafts; food; games and contests; bands throughout the day with a grand finale of fireworks at dusk! .

The Department is seeking family friendly vendors that will set up to display and sell their wares or food. Bands are also being sought for the entertainment portion of OnoFest. A covered stage will be provided for use by the bands. If you are interested in joining the event, please contact Deb Miller at 716-938-2318, email at [deborahmiller@cattco.org](mailto:deborahmiller@cattco.org) for further information or an application.



CATTARAUGUS REGION COMMUNITY FOUNDATION

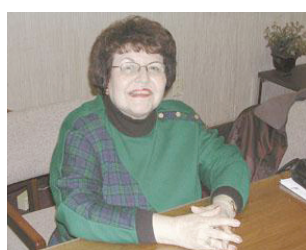
## Don't Worry...Be Happy!

Research psychologists say that giving to others is a surefire way to boost your happiness. On the practical side, charitable donations are also a smart way to offset a big tax bill.

According to Cattaraugus Region Community Foundation Executive Director Karen Niemic Buchheit research has shown there is a correlation between happiness and giving. And, furthermore, social scientists are finding that giving can also make you healthier, as evidenced in the book "Give to Live" by Douglas Lawson.

With that in mind, one of the fastest-growing and most flexible ways to give is through a donor-advised fund. Locally the Cattaraugus Region Community Foundation can help donors set up such funds, offering tax advantages and minimizing paperwork.

Betty Pappas, a retired high school guidance counselor and teacher, knows the joy of giving through a donor-advised fund. In 2002 she established the Rose Pappas Foundation at the Community Foundation in memory of her sister to bring happiness into the lives of others, particularly the elderly and handicapped.



"It's a wonderful way to memorialize someone and at the same time give back to the community," Ms. Pappas said. "There's no question giving through this fund has made me happy." Ms. Pappas also enjoys the ease of giving through her fund.

"The staff is so helpful and conscientious," she said. "There's no burden on me -- the Foundation takes care of all the paperwork. It's just a very easy and effective way to give back to our community.

Since its establishment, Ms. Pappas has given more than \$51,000 through the Rose Pappas Foundation to the Olean General Hospital, area churches and food pantries, and charitable organizations serving handicapped individuals and the elderly.

With the April 15 tax deadline approaching it is also an opportune time to mention the role of charitable deductions, as individuals may be planning for 2011 already.

By establishing a donor-advised fund, donors can get the tax deduction the year they make the contribution, they can time their grant making, and they minimize administrative headaches. The Community Foundation accepts contributions of cash or stock as well as planned gifts such as bequests or life insurance. The Foundation handles the administrative, legal, and accounting requirements. Then the donors decide how, when, and where to distribute the funds.

If a donor wants to make an impact locally, the Community Foundation can help identify needs donors might not have considered, or connect them with other donors focused on a specific cause. For information on how to set up a donor-advised fund or other type of fund visit the Community Foundation website at [www.cattfoundation.org](http://www.cattfoundation.org) or contact the Foundation staff by email at [foundation@cattfoundation.org](mailto:foundation@cattfoundation.org) or phone 716-372-4433.

## Greater Olean Area Chamber of Commerce Mission

As a member driven business organization, GOACC provides benefits, programs, services, and events to enhance the area's quality of life and economic climate.

