



# On The GO Greater Olean Area CHAMBER of COMMERCE

## INTERNET MARKETING WORKSHOP for WESTERN NEW YORK BUSINESSES

Some of the nation's leading online marketing experts will be leading an intensive four-hour crash course in Internet marketing that will help you navigate the possibilities for marketing your business on the web. You'll learn Search Engine Optimization tips and techniques that will lead to sustained, long-term search engine rankings (and new customers). The workshop will be held November 1st at the Holiday Valley Resort in Ellicottville, from 8 AM - Noon OR 1 - 5 PM. Capacity is limited to only 200 attendees, so please register as soon as possible to avoid missing out. As a purely educational event, there are no sales pitches made at any time during this seminar!

Additionally, their faculty will be holding "office hours" offering free website reviews for attendees in an adjacent room at the Holiday Valley Resort from 8 AM - 12 PM and from 1 - 5 PM. Slots are available on first-come, first-served basis in 15-minute intervals. If you would like to reserve a time to review your site, please email [localu@getlisted.org](mailto:localu@getlisted.org) with your preferred time.

### TIMEFRAMES

**7:30-8 AM OR 12:30-1 PM** -- Check-In

**8-8:10 AM OR 1-1:10 PM** -- Kick-Off and Conference Introduction. David Mihm will introduce the conference speakers and bring attendees up-to-speed on some basic terminology that will be used throughout the seminar.

**8:10 - 8:35 AM OR 1:10 - 1:35 PM** -- Introduction to the Search Engines. Ed Reese will walk you through the basics of how search engine results are generated, identify some of the major opportunities for small businesses to improve their visibility online, and dispel some of the widespread myths about optimizing your website for the search engines.

**8:35 - 9:05 AM OR 1:35 - 2:05 PM** -- Website Optimization Basics. Mary Bowling will explain some REAL signals that your website can send the search engines in order to rank better.

**9:05 - 9:40 AM OR 2:05 - 2:40 PM** -- Ranking Your Business in Local Search Results. In this session, Mike Blumenthal will dive into how to rank well for searches in WNY, and how to make sure you convert searchers into customers.

**9:40 - 10 AM OR 2:40 - 3 PM** -- Q&A. By this point, your head will probably be spinning with some questions. Take the opportunity to ask specific questions to the presenters.

**10 - 10:15 AM OR 3 - 3:15 PM** -- BREAK

**10:15 - 10:50 AM OR 3:15 - 3:50 PM** -- Getting Social Online. Matt McGee will take us through the world of social Internet marketing, including strategies to engage with customers and prospective customers using the most popular social media tools.

**10:50 - 11:05 AM OR 3:50 - 4:05 PM** -- Understanding Your Website Traffic. Ed Reese will introduce attendees to Google Analytics, including how to gain insight into your website's traffic sources and convert more "visitors" to "customers."

**11:05 - 11:30 AM OR 4:05 - 4:30 PM** -- Internet Marketing for the Do-It-Yourselfers. David ties the presentations together & helps you figure out where to prioritize your online energies and resources--including some free tools to take advantage of, and questions to ask if you're thinking about bringing in a professional.

**11:30 - 11:35 AM OR 4:30 - 4:35 PM** -- Internet Marketing Case Studies. Get inspired! Presenters will share some of their favorite examples of Local businesses that have harnessed the power of the search engines to grow their companies--and tell you how they did it.

**11:35 - 11:55 AM OR 4:35 - 4:55 PM** -- Got More Questions? Get More Answers! The second Q&A panel of the day will again give you a chance to ask questions to the presenters.

**11:55 - Noon OR 4:55 - 5 PM** -- Conclusion & Takeaways. Presenters will leave you with key points to remember from the day's topics and answer any final questions from attendees.

**5-6 PM** Networking / Cocktail Reception. Mix and mingle with the presenters and your fellow attendees at an informal happy hour at the Holiday Valley Resort.

**REGISTRATION FEE** --For GOACC members, you will receive a discount--the earlier you register the more discount. The workshop fee is \$129, however, if you register this month, GOACC member's fee will be \$99. If interested, please email GOACC for the promotion code Go online to <http://getlisted.org/university/wny.aspx> and use Google Checkout.

## MEMBER UPDATES

•The JCC Theater and Culture Club and **OLEAN TOASTMASTERS** will be presenting a murder-mystery-comedy-musical October 27 and 28 at the JCC Cutco Theater, downtown Olean, 7 PM. Actors and other participants will be drawn from both JCC and the larger community. The play takes place at a high school reunion. The prom king and queen have been murdered. The problem is all the witnesses have been scared speechless; each person who holds a clue to the crime has recently been told that they have to make a speech at either work, church, or for a special occasion. The comedy explodes as the speechless witnesses attempt to act out their version of the crime. It will take an astute audience to figure this one out! Participants will create their characters based on this premise, with the help of director Anna Bush. For more information, contact 716-376-7508 or email [annabush@mail.sunyjcc.edu](mailto:annabush@mail.sunyjcc.edu)

•The **US ROUTE 219** twin arch bridges over Cattaraugus Creek located in Concord, Erie County, and Ashford, Cattaraugus County, have been recognized with an award from the Association of Bridge Construction & Design, Western New York Chapter. Completion of these bridges is a milestone in the development of the C-1 corridor, leaving just 20 miles to go in New York State. They carry north and south bound traffic over Cattaraugus Creek at the Zoar Valley gorge.

•**TOTAL SENIOR CARE** has a new specially-fitted computer designed for use by seniors at the center located at 519 North Union Street, Olean. Funded through a grant of the Dr. Lyle F. Renodin Foundation, the computer has a large-print keyboard, a large monitor and specialized magnification software for those with low vision. It is also equipped with a microphone and web camera for communicating with far-off friends and family members.

•**OLEAN YMCA** has said goodbye to their former chief operating officer, Jake Steger. Mr. Steger has accepted a job at the YMCA of Florida's First Coast in Jacksonville, FL. He will be a part of the leadership team of a \$30 million association with 15 Y branches and over 60,000 members. GOACC wishes him the best down south!

•**GOACC WEBSITE** -- GOACC received an email from Karen K. of Nashua, NH in August stating, "I just reviewed your website and am very pleased at what I saw and learned. I grew up in Olean and have gone back to visit parents over the years and for Walsh reunions. This part of my life is closing as my mom passed away and my dad will be moving to New Hampshire to be with me. I'm happy to see all the photos and read the history you have within this website."

•**CHALLENGER LEARNING CENTER UPDATES** -- Dresser-Rand Challenger Learning Center has a new website address: <http://DRCLC.org>; their director, Tom Moser's email: [Tom@DRCLC.org](mailto:Tom@DRCLC.org); and find/follow the center on Facebook.com/DRCLC; Twitter.com/DRCLC; and Flickr.com/DRCLC

•**SOUTHERN TIER CATHOLIC SCHOOL (STCS)** -- Quoted from Business First: It came as a bit of a surprise when STCS vaulted to first place in the overall elementary school rankings in 2010. But it wasn't a fluke. STCS repeated as the category's leader this year, finishing as the only private school in the overall top five. A total of 280 public and private schools were rated. Congrats Southern Tier Catholic School!

•**CORRECTION NOTICE** -- New member **PARAGON DESIGNS INTERIORS** -- In last month's newsletter, GOACC inadvertently listed a new member incorrect. Joan Pingitore's company is PARAGON DESIGNS INTERIORS. Her email is [paragondesigns1@yahoo.com](mailto:paragondesigns1@yahoo.com). We apologize for any inconveniences.

•Two businesses will be located at the corner of 4th and West State Street in Olean, where Kinley Corp. is renovating the building. **Dr. Dave's Computer Clinic** is the computer repair business - laptops, iPads, desktop computers, TV's etc. The **Meyers Custom Electronics** side of the business is the part that specializes in restaurant and retail point-of-sale equipment and repair. The business is operating currently at 13th and W. State and intends to move into the new location late October. The phone number for both is 373-7446.

**MEMBER BENEFITS 101** -- Each month, we will list some of the benefits of GOACC membership. Did you realize that members are allowed free use of meeting room, free VIP mailing labels, free notary public services, free member directory, reduced rates for participation in Chamber sponsored events, Member to Member Coupon Booklet (*save \$ by working with other chamber members*)! Greater Olean Area Chamber of Commerce...where smart businesses are GOING

## BOARD of DIRECTORS

### PRESIDENT

**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

~~~~~  
**James Bellanca**,  
The ReHAbilitation Center

### Ted Branch

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



# GOACC

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

### Betty Burrows

Program Associate  
[betty@oleanny.com](mailto:betty@oleanny.com)

### Pam Caldwell

Bookkeeper  
[pam@oleanny.com](mailto:pam@oleanny.com)

### Michelle Joyce

Staff Accountant  
[michelle@oleanny.com](mailto:michelle@oleanny.com)

### Brenda Kasperski

Health Insurance Admin.  
[brenda@oleanny.com](mailto:brenda@oleanny.com)

### Nancy Morgan

Member Services  
Coordinator  
[nancy@oleanny.com](mailto:nancy@oleanny.com)

### Gary Rougeau

Economic Dev. Manager  
[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)

Like Us on FACEBOOK

## UPCOMING Member Events

### November 1

**GetListed.org's Local University Internet Marketing Workshop**  
Holiday Valley,  
Ellicottville

### November 16

**GOACC Health Insurance Open Enrollment Meetings**  
Knights of Columbus,  
Olean



© 2011 by Greater Olean Area Chamber of Commerce. Materials displayed including without limitation editorial materials, informational text, photographs, illustrations, artwork and other graphic materials, and names, logos, trademarks, service marks and source code are the property of Greater Olean Area Chamber of Commerce and are all protected by copyright, trademark and other Intellectual property laws. 01.01.2011

## 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

•**East Side Garage Inc.**  
*Powersports Sales & Service*  
 1 Milton Street  
 Belmont, NY 14813  
 585-268-7700  
 eastsideyamaha@yahoo.com

•**Empire Oil & Gas Consulting**  
 1974 Chipmonk Road  
 Allegany, NY 14706  
 373-2070  
 bobburkett31@yahoo.com

•**The New Lantern Motel**  
*Hotels / Motels*  
 4004 Route 417  
 Allegany, NY 14706  
 373-1672  
 thelanternmotel@yahoo.com

•**Linger Longer Cafe (under new owners)**  
*Cafe*  
 68 West Main Street  
 Allegany, NY 14706  
 372-1955  
 jeff@lingerlongercafe.com

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



**SAVE THE DATE - NOVEMBER 16**

Health Insurance Open Enrollment meeting is scheduled for November 16 and you pick the time that works best for you: 9:30-11 AM OR 4-5:30 PM at the Knights of Columbus, 129 Hamilton Street in Olean. There are many health insurance plan options available for 2012 - gone are the years of just picking from a few plans. Each GOACC member employer group of 2 or more can design your own plan by choosing prescription plan, deductible and co-insurance that will work best for your company. Sole proprietors will still have several health insurance plan options to choose from.

Why get your health insurance through GOACC? Don't worry about dealing with the paperwork or with the insurance carriers directly, Brenda Kasperski, our Chamber's licensed insurance agent, will work directly with you and your employees throughout the year along with GOACC's health insurance broker, Bene-Care Agency, LLC.

**RESERVATIONS OPEN SOON FOR MOUNTAIN AUCTION**

Save the date for the Mountain Auction to benefit Mt. Irenaeus ([www.mounti.org](http://www.mounti.org)). Reservations will be accepted starting mid-September for the Saturday, Nov. 5, auction at Doyle Hall, St. Bonaventure University. We have been at capacity the past few years, so plan now to attend! For additional information about the auction, contact Michelle Marcellin at (716) 375-2096 or Margaret T. Bryner, Auction Committee chair, at (716) 373-0807.

**ART FOR EVERYONE FUNDRAISER**

At 6 PM on Nov. 19, the Cattaraugus County Arts Council will open its doors at 100 Main Street in Allegany for its first annual 6 x 6: Art for Everyone fundraiser. The CCAC walls will be festooned with hundreds of dazzling, multicolored, multidimensional works of art hung in a show-stopping grid. For only \$10 at the door, attendees will be treated to appetizers and refreshments as they vie for their favorites. Each piece will sell for \$25. What makes this event unique? To level the playing field, value and name recognition have been erased. All work will be displayed anonymously in order for supporters to purchase works for pure pleasure. Of course, artists will identify themselves on the back of each work. Attendees who want to ensure getting their top choice can purchase a first-pick ticket. CCAC is selling just 30 of the first-pick tickets for \$50 (includes admission). Each first-pick buyer will have one minute to claim their favorite pieces for \$25 each. For a first-pick ticket or to preregister for the event, go to <http://www.myartscouncil.net/6x6-art-for-all.html>

**FIVE WORDS TO NEVER USE IN AN AD**

Google the term "magic advertising words" and you'll instantly get over 8 million results. Don't buy into everything you read, because your prospective buyer certainly won't. As a business person, you probably know that there are no such things as magic words. But there's something else you should know: Not only do magic advertising words not exist, several of them actually work against you. And chances are, you're using at least one of them in your advertising now.

Brace yourself. Here are five of the advertising words you should never use:

**Quality** -- Every product worth buying is a quality product. It may be high-priced quality or it may be low-priced quality, but it's quality either way. That means every company believes it can use the word "quality" in its advertising. Too many have, and as a result, now it has become just seven empty letters.

**Value** -- Like quality, value has been ruined by overuse. Take retail: Wal-Mart provides good value, but so does Tiffany's. Value, like quality, is in the eye of the beholder, and every product or service has its own value equation. Saying "we provide the best value" is, therefore, virtually meaningless.

**Service** -- Have you ever heard an ad promising lousy service? Of course not, which is the reason why claiming good service just falls on deaf ears. It's funny, but the companies that make the claim of good service the most tend to be those that deliver it the least.

**Caring** -- Do you really believe your company cares more about your customers than your competition does? It may feel good to say so, but the claim flies in the face of common sense. If your competitors didn't care about their customers, they couldn't stay in business.

**Integrity** -- A company either has integrity or it doesn't. It's either honest or it isn't. And most people give companies the benefit of the doubt in believing that they operate with integrity.

What you think about your company doesn't matter. All that matters is what your customers / prospects think. The next time you're tempted to use one of these five words in an ad, stop and ask if there's a better way to get the message across. Using common words that have become empty cliches is a shortcut to nowhere. Just because you sell it doesn't mean people will buy it.

*Printed with Permission by [www.businessweek.com](http://www.businessweek.com) -- Steve McKee is president of McKee Wallwork Cleveland Advertising*



**Michael Brand to deliver keynote at Nonprofit Networking Day**

"Change or Die" is a popular expression in medicine, be it with drug addicts or cardiac patients and yet few change, observes Michael Brand, President and consultant of Accelerate Now. He notes the same is true in organizations, where fully 80 percent of change initiatives fail.

Mr. Brand will address the critical success factors to creating transformation in nonprofit organizations through his keynote address, "The Challenge of Change," at the Cattaraugus Region Community Foundation's first annual Nonprofit Networking Day, Nov. 4, 2011.



*Michael Brand of Accelerate Now*

A resident of Bellefonte, Pa., Mr. Brand provides consultation and development services to a wide array of nonprofit organizations across the USA with a specialization in Good Governance, Fiscal Sustainability, and Performance Management. In addition to a private practice, Mr. Brand also serves as a Program Officer with the Erie Community in northwest Pennsylvania.

"Our mission at the Community Foundation is to 'grow good' in our community," said Karen Niemic Buchheit, CRCF Executive Director. "A new way the Foundation will be helping 'grow good' is to help existing and emerging nonprofit organizations to strengthen their operations and build capacity with this event."

Nonprofit Networking Day provides a forum for nonprofits in the area to network with each

other as well as develop new tools to grow their operations. Staff, board members and volunteers from area nonprofits are invited to attend to share ideas and resources.

Co-sponsored by the Greater Olean Area Chamber of Commerce and Jamestown Community College, the event is being held in celebration of National Philanthropy Day® - which is one day set aside each year for the purpose of recognizing the great contribution philanthropy makes to our society and to honor and support individuals and organizations that are active in the philanthropic community.

Breakfast, breakout sessions and a networking lunch will be provided. Sessions include:

- ☐ "How to be a Great Nonprofit Board Member" with Michael Brand
- ☐ "Effective Volunteer Recruitment and Management for Nonprofits" with Mary Driscoll, Vice President for University Advancement, St. Bonaventure University
- ☐ "Using Social Media to Promote Your Nonprofit Organization" with Josh Curcio, Vice President of Marketing/owner, and Donny Kemick, President/owner, protocol80, Inc.
- ☐ "Year-end Fundraising Techniques and Direct Mail Tips" with Karen Niemic Buchheit, Executive Director of the Cattaraugus Region Community Foundation and owner/consultant, KPBuchheit Consulting, and Don Papaj, President, Marketing Technologies of W.N.Y. To register and for more information, visit [www.cattfoundation.org/nonprofitnetworkingday](http://www.cattfoundation.org/nonprofitnetworkingday).

*Established in 1995, the Community Foundation is growing good by connecting donors to the causes they care about most in our region. Grants from the foundation support many areas including education, scholarships, health care, the arts, community development, human service and youth development. For more information, contact the Community Foundation at (716) 372-4433, email [foundation@oleanny.com](mailto:foundation@oleanny.com) or visit [www.cattfoundation.org](http://www.cattfoundation.org). Find us on Facebook at [www.facebook.com/cattfoundation](http://www.facebook.com/cattfoundation).*

**CRCF board**

- President  
Carol Stitt
- Vice President  
Wendy Brand
- Treasurer  
Mike Kasperski
- Secretary  
Doug Price

**directors**

- Vicki Blessing
- Ted Branch
- Dennis Casey
- Barbara Chew
- Tony Evans
- Karen Fohl
- Dr. Naheed Hilal
- Dr. Yogi Kothari
- Dan Palumbo
- Bob Simon
- Larry Sorokes
- Audra Stevens
- Vic Vena
- Ward "Skip" Wilday

**staff**

- Executive Director  
Karen Niemic Buchheit  
[karen@cattfoundation.org](mailto:karen@cattfoundation.org)
- Assistant  
Executive Director  
Ryan Michelle Wilcox  
[ryanmichelle@cattfoundation.org](mailto:ryanmichelle@cattfoundation.org)
- Staff Accountant  
Michelle Joyce  
[michelle@oleanny.com](mailto:michelle@oleanny.com)

**WWW**

Visit CRCF's Web Site [www.cattfoundation.org](http://www.cattfoundation.org)

Like Us on FACEBOOK

**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.*

