



On The GO Greater Olean Area CHAMBER of COMMERCE

BUILD YOUR BAH NUMBERS

As noted in the Chamber Executive Network Newsletter for Chamber of Commerce ... Membership Services Director Nancy Morgan of Olean (New York) Chamber averages a crowd of 90+ at the ten Business After Hours events held each year. Her keys to success? Effective organization – The ten BAHs are planned and announced in advance each year, with specific details and attractions of each event re-publicized as they occur. She has a waiting list of hosts. Great food – Morgan says members enter BAH with the idea of “What’s to eat?” and “Who’s to meet?” – sometimes in that order. Hosts publish and promote their exotic menus in advance. Popular prizes. Hosts provide a door prize, plus a 50/50 raffle gives members something to wish for. The Chamber also signs a \$25 “attendance fund sponsor” for each BAH, which results in a drawing for a \$250 Chamber gift certificate at the end of the year. The catch is, members must attend seven of the ten BAHs to be eligible for this drawing, another incentive to show up!

DOWNTOWN WINDOWS

As St. Bonaventure University transitioned the **Warming House** into a new location with a broader mission, they were looking for a way to express the tie-in of the Franciscan tradition with their community engagement. Anne Conroy-Baiter of Cattaraugus County Arts Council proposed and created two beautiful paintings, which they think capture the spirit of their efforts in the community.

The Warming House’s program manager for the Center for Community Engagement, Nick Goodell, suggested that they work with his former employer, The Image Press of Cicero, NY, to replicate Anne’s designs onto perforated window film, commonly known as ‘window perf’. From inside the site, you get a clear view of the outdoors, and from outside, you see the beautiful designs that symbolize the University’s commitment in the community.



CONGRATS COMMANDER TOM!

Tom Moser, director of the **Dresser-Rand Challenger Learning Center** in Allegany, received the Teacher of the Year Award from the Chautauqua chapter of the Air Force Association. He was awarded for demonstrated excellence in education, in the spirit of Christa McAuliffe, and in recognition of sustained, outstanding performance as an educator.

SIX TIPS FOR SUCCESSFUL E-NEWSLETTERS

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Although many people feel that email marketing is taking a backseat to other techniques like social media and mobile marketing, email marketing continues to be an effective and low-cost method of acquiring, informing, and keeping customers. Here are six elements for a successful email marketing campaign.

- **Segment your list and make the content relevant.** Collect data about your customers and segment your subscriber list according to areas of interest.
- **Integrate your social network profiles.** Include social sharing in your emails, and promote your newsletters on your social networking sites.
- **Experiment with subject lines.** Half the battle of successful email marketing is getting your subscribers to open the email.
- **Comply with the CAN-SPAM Act.** Don’t use false or misleading header information or subject lines. Honor opt-out requests promptly. View detailed information on the CAN-SPAM Act at www.ftc.gov/spam.
- **Always create a plain text version of your HTML email.** The plain text version has the same content as the HTML version but does not include graphics and hyperlinked words.
- **Respect your subscribers.** Send emails to them according to their preferences, do not sell or give their email addresses to other companies, and make it easy for them to unsubscribe from one or all of your newsletters.

MEMBER UPDATES

You’re invited by the Olean General Hospital to **A Girls Night Out!** on **September 22** at the Seneca Allegany Casino & Hotel - 777 Seneca Allegany Blvd, Salamanca. Tickets are \$25 advance payment/\$30 at door and includes \$10 free casino play!

What is at this **GIRLS NIGHT OUT?** Watch the hospital’s physicians get “make-overs” as they discuss skin cancer & stress relief; Sex Education: Things even your mother never told you about; Doctor Calorie Comparison Competition; Self breast exam tips by the radiologist. The schedule is: 5 PM - Casino free play cards available (Events Center entrance); Tour of Spa and Amenities for those interested! 6 PM - Doors Open - Complimentary mini-martini/wine sampling bar, healthy hors d’oeuvre stations, music, purse auction and cash bar; 7 PM - Female physician Power Hour and Activities. For more information, please call OGH 375-7377 or email mderose@ogh.org.

• **R&R Transmissions** is a proven winner with 20 years of continuous service in top quality transmissions. They take pride in their work, and all of their transmissions are custom built. R&R Transmissions is located at 1436 Olean Portville Road, Olean. Their phone number is 373-8726 and fax is 373-5691.

• **KLM Distributor** is your local Kirby Vacuums contact. Cleaning takes on a whole new meaning with Kirby’s Sentries® home care system and accessories. Designed to deep clean, protect and maintain the value of your home, a Kirby vacuum is a leader in the industry that outlasts the competition every time. Local can be contacted by phone at 716-483-6486 or by fax 716-483-0097.

• **Community Investment Services – Investment Financial Corporation** provides valuable custom-tailored services in financial planning. Luke Burton is a local connection at 201 North Union Street in downtown Olean. You can reach him by phone 376-7418, fax 376-7295 or by email luke.burton@communityinvestmentservices.com.

• **Two Sisters Daycare** is a licensed, group family daycare located at 405 Laurens Street in Olean. They have been in business for more than six years. They accept children ages six weeks to 12 years. Hours for the daycare are 7:30 AM to 5:30 PM. You can reach them by phone 373-4623 or email bluemoonbj@yahoo.com.

• **Willoughby’s Furniture & Gifts** sell Amish and other solid wood furniture, most made in the United States. They have been open at 1472 Olean Portville Road in Olean for nine years. They are the area’s largest country craft and gift store. Their product line includes outdoor and patio furniture. The store’s phone is 373-5080, email bobdapolito@verizon.net and website www.willoughbysgifts.com.

• **Central Beer & Redemption** located at 284 Central Avenue in Olean opened in April 2011. They are a beer/beverage distributor, which sells and delivers a wide variety of product. They pride themselves on quick and easy can returns. They can also assist area organizations with can drives for fundraising efforts. Central Beer’s phone is 945-0045 and email centralbeerandredemption@hotmail.com.

• **YES HEATING / YES FOAM** provide a full range of services for residential, commercial and industrial customers such as heating, air conditioning, and energy retrofit. They would like to educate their customers about insulation options so they can achieve their energy saving goals while creating a safe, comfortable environment for their families, employees, or clients. YES HEATING is BPI certified and a “Home Performance Energy Star Contractor and is also a HERS Rater for Energy Star New Homes. The company’s mailing address is PO Box 24 in Olean, with phone 801-5100 and fax 372-1457.

• **Segel & Son, Inc.** is the oldest scrap iron and metal recycling and new steel sales company in the region. They service the region for both residential and corporate customers with facilities in Warren, PA and Olean. They serve over 15 counties in Southwestern New York and Northwestern Pennsylvania. Segel & Son’s phone is 814-723-4900, email ehern@segelandson.com, and website www.segelandson.com.

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WWW
Visit Chamber’s Web Sites
www.oleanny.com
www.oleaninfo.com
Visit EZ’s Web Site
www.cattempirezone.org

Like Us on FACEBOOK

UPCOMING Member Events

October 12
Business After Hours
Cattaraugus County -
Olean Municipal Airport
Hatch Hill, Ischua
5 - 7 PM

November 1
GetListed.org’s Local
University Internet
Marketing Workshop
Holiday Valley,
Ellicottville



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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

•**Houghton College**
College/Universities
One Willard Avenue
Houghton, NY 14744
585-567-9558
800-777-2556
admission@houghton.edu

•**John Cassada**
Satellite TV Sales
226 Route 16 South
Olean, NY 14760
790-9440
j.cassada@yahoo.com

•**TNT Communication**
Satellite TV Sales
716 East State Street
Olean, NY 14760
585-610-2482
Fax: 372-2875
tcm6991@yahoo.com

•**Loaves and Fishes Food Pantry**
Non-Profit Organization
753 Prospect Avenue
Olean, NY 14760
373-6800
Fax: 373-7184
loavesandfisheshwc@verizon.net

•**Paragon Design Interiors**
Interior Design/Event Decorating
2398 N.Nine Mile Road
Allegany, NY 14706
372-2784
Fax: 378-5627
Paragondesign1@yahoo.com

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

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**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.

**MAIN STREET PIZZA EXPANDS MENU OPTIONS**

New started in August -- Main Street Pizza and Grills has a salad bar and a hot bar. The salad bar features over 20 items and the hot bar features pizza and pasta with other items rotated daily. Hours for the MSP bars are Monday thru Friday 11 AM - 1 PM and 5 - 8 PM. Main Street is located at 313 Main Street, Olean.

**REGISTER FOR SBU FAMILY WEEKEND 5K**

Join the BonaFit employee wellness program for the 2nd Annual Family Weekend 5K run/walk on Saturday, Sept. 24. Spend National Family Health & Fitness Day on the Allegheny River Valley Trail (the route will be announced in early September). There is no registration fee for this event and it is open to the public. For those interested in joining us, please visit <http://www.sbu.edu/campus-life.aspx?id=31370> to register. Questions? Contact Carrie Fidurko at (716) 375-2294.

**QUILTING PROGRAMS SCHEDULED**

Enchanted Mountain Quilting will host a program on Antique Embroidery Samplers on Monday, September 19 at 7 PM. Barb Kubiak will present. On Tuesday, October 18 at 7 PM, Duff Serra from Cuba will present a program on Antique Quilts. He will have many examples of 19th century quilts. Enchanted Mountain Quilting is located at 324 West State Street in Olean. Both programs are open to the public. For more information, please call the shop 372-2327.

**Meet the Everywoman Community Leadership Council at Open House**

Everywoman Opportunity Center, Inc. will hold an Open House on Friday September 30 from 10 AM- 2 PM at 132 North Union Street, Suite 107 in Olean. Come meet the newly established Everywoman Community Leadership Council, learn about Everywoman's services, and enjoy refreshments.

Members of the Everywoman Community Leadership Council include Vanessa Castano;

Paula Fox Derwick; Colleen Kent; Marjorie Litteer; Diana Maguire; Kathleen Premo; Heather E. Schultz, Center Director; Sr. Frances Monica Sheehy; and Marcella Smith, Chair.

The Center has been helping women achieve personal and economic self-sufficiency in Olean since 1987 and throughout Western New York since 1977. For more information please contact Everywoman at 716-373-4013.

**COMMUNITY CAR SALE**

Olean Area Federal Credit Union will be holding their Annual Community Car Sale on September 17 from 9 AM – 3 PM and is open to the public! There will be over 100 new and pre-owned vehicles on display from local dealers including: J&R Auto, Mastel Ford, Olean Class Cars, Paul Brown, Rick Bokman, Inc., and Shults Sales & Leasing. All dealers will be accepting trade-ins. Get pre-approved with Olean Area Federal Credit Union and get an extra \$500 off your deal. Stop down and take advantage of the great deals and drive away in a new vehicle. 1201 Wayne Street, Olean, NY 14760. 716-372-6607 or 800-854-6052. [www.oleanareafcu.org](http://www.oleanareafcu.org)

**Job Now! Database Now Available Through the Olean Public Library**

Looking for a job? The Job Now! Database available through the Olean Public Library can provide help with every step of the job search. Live coaches are available to help brush up on interviewing skills, build a winning resume, and provide help starting a job search. In addition, a resume may be submitted to the Resume Lab for expert analysis within twenty-four hours.

Job Now! also provides resume templates and career assessments. There is no limit on how much coaching is available, so it may be used as often as needed. Job Now! is available at no cost to all Olean Public Library card holders!

The database is made possible by a federal American Recovery and Reinvestment Act (ARRA) Broadband Technology Opportunity Program (BTOP) award. The Olean Public Library is one of thirty libraries across New York State participating in this grant. As a result the Olean Public Library is now able to offer more resources and classes focusing on computer training and employment.

You can access Job Now! through the Main page of the library's website, under the Broadband Technology Program, <http://www.oleanlibrary.org/btop.html>. For more information please call the Reference Desk at (716) 372-0200 or visit the library website at [www.oleanlibrary.org](http://www.oleanlibrary.org). The Olean Public Library is located at 134 North Second Street, Olean, New York.



**CATTARAUGUS REGION COMMUNITY FOUNDATION**

**Foundation Grant Applications Due**

The Board of Directors of the Cattaraugus Region Community Foundation has announced grant applications for the Community Fund are due November 1.

“The Community Fund is an unrestricted fund to meet the ever changing needs of our community,” according to Karen Niemic Buchheit, CRCF Executive Director. “Community Fund grants are given generally in the range of \$100 to \$2,000, and they benefit a wide range of services and projects.”

Grants from the Community Fund are awarded to charitable organizations that are tax-exempt under IRS Code Section 501(c)3 and for most charitable causes that meet IRS regulations.

Mrs. Buchheit noted the Board of Directors awards grants based upon the applying organization's stability, the impact its work has on the community, the feasibility of the project proposed in the grant application, and the role a grant from the Community Fund would play in the overall project.



From left: Maureen Curry, Olean Food Pantry manager, Ryan Michelle Wilcox, CRCF assistant executive director, Karen Niemic Buchheit, CRCF executive director and Christie Brook, Olean Food Pantry treasurer.

Applications for grants may be obtained at the Foundation's office located at 120 North Union St., Olean, or through the Foundation's web site: [www.cattfoundation.org](http://www.cattfoundation.org).

Completed applications with supporting documents can be mailed to the Foundation's office or emailed to [foundation@cattfoundation.org](mailto:foundation@cattfoundation.org) for consideration.

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. To learn more, call, email or visit us online at [www.cattfoundation.org](http://www.cattfoundation.org). For more information, contact the Community Foundation at (716) 372-4433, [email foundation@cattfoundation.org](mailto:foundation@cattfoundation.org) or visit [www.cattfoundation.org](http://www.cattfoundation.org). Find us on Facebook at [www.facebook.com/cattfoundation](http://www.facebook.com/cattfoundation).

The Cattaraugus Region Community Foundation recently donated two cases of fresh green apples to the Olean Food Pantry, which has a fund with CRCF. The apples were donated as part of the Foundation's annual luncheon program.

Through its fund, the Community Foundation provides the Olean Food Pantry administrative services such as gift processing and acknowledgments, investment management through a professional investment manager, and tax filing. Any nonprofit organization or any organization seeking nonprofit status interested in starting a fund at the Community Foundation can benefit from these services.

Donations to the Olean Food Pantry Fund can be made in care of the Community Foundation at 120 North Union Street, Olean, and online at [www.cattfoundation.org](http://www.cattfoundation.org).

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**WWW**

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

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