2008-10
Strategic Plan

Leadership & Advocacy
The Greece Chamber of Commerce will be recognized as a credible, effective leader serving our business members and our community.

Strategy #1: Increase visibility of the organization and improve communications and public relations.

Strategy #2: Ensure that leadership development strategies are in place to equip current and future Chamber and community leaders.

Strategy #3: Take a leading role in advocating for a healthy business environment/climate.

Economic & Community Development
The Greece Chamber of Commerce will serve to enhance the business and economic vitality of the Greece Community.

Strategy #1: Serve as the information one-stop-shop of the community for business training services and workforce development.

Strategy #2: Act as a central resource for business development (town, county, state information).

Strategy #3: Collaborate with other key stakeholders in molding a positive perception of the Greece community and businesses.

Member Benefits
The Greece Chamber of Commerce will attract and retain a strong representation of area businesses as Members by providing services and benefits Members need/want.

Strategy #1: Provide high quality services that offer strong value for the investment and exceed the expectations of our Members.

Strategy #2: Improve outreach to Members and help them engage in the Chamber.

Strategy #3: Leverage technology to enhance Members’ access to resources.

Strategy #4: Grow Chamber Membership & improve Member retention.

Member’s Guide
2009-10
Celebrating 25 years of serving the Greece Community.
Dear Fellow Chamber Members,

It is hard to believe the changes in the business world that have taken place since last fall. We’ve all had to reevaluate the way we do business and learn new ways to stay relevant during a difficult economic climate.

Your Greece Chamber has worked hard during this time to ensure that the programs and benefits we are bringing to you have real value. We’ve improved existing programs and added several new pieces to our menu of benefits as well.

This year is also our 25th Anniversary! We’ll be celebrating with a special luncheon event in February as well as recognizing our history throughout the year.

In June, we began using “Belong. Engage. Succeed.” as our new tag line. It reflects our belief that businesses who belong to the Chamber and engage with the Chamber will be successful.

Now, more than ever before, we thank you for your continued investment in the Chamber.

Albert F. Meilutis
Chairman, Board of Directors
Executive Vice-President, COO, Metro Mattress

Jodie A. Perry, IOM
President & CEO

Community Development Committees

Dewey Avenue Business Roundtable —
Thursdays/Fridays, 8am, Quarterly
Chair: Paul Chatfield
Puts the Dewey Avenue businesses in touch with community leaders to help revitalize this important business district

Subcommittees:
Business Development —
Co-Chairs: Pam Leathersich, Deborah Whitt
Looks at issues facing business development along Dewey Avenue.

Community Development —
Chair: Brenda Spratt
Looks at integrating the governmental, educational and non-profit assets in the area to promote cooperative work.

Quality of Life & Corridor Beautification —
Looks at zoning issues and ideas to beautify the corridor.

Erie Canal — 2nd & 4th Tuesday, 8am, Monthly
Co-Chairs: Cheryl Bilski, Dave Pandina, Todd Schirmer
Hosts Groundhog Day Festival & Canal-related events. Raising funds for a mural along the Canal at Henpeck Park.

Greece Chamber Charitable Foundation —
Chair: Daniel Richardson
The Greece Chamber Charitable Foundation is a sister organization of the Greece Chamber. It is a 501c3 classified charity with a mission of encouraging economic development in the Greece area. They give matching grants for training programs for businesses as well as sponsor educational related trainings and events. For more information, call Jodie Perry at the Chamber office.
Chamber Business Committees

Ambassadors — 4th Wednesday, 8am, Monthly
Co-Chairs: Phil Hurwitz & Debi Kirkey
Welcomes new members, assists with networking events

Member Benefits Review — Quarterly
Evaluates potential new member benefits

Public Relations — 2nd Wednesday, 8am, Monthly
Handles public relations tasks for the Chamber & the business community

Program Committees

Civic Awards — Tuesday afternoons, December—April
Chair: Debra Walker
Solicits nominations, selects award winners, event preparation

Leadership Greece — Quarterly
Assists in planning for Leadership Greece program including arranging for speakers and locations

Race on the Ridge — 3rd Wednesday, 8am, May—Nov.
Chair: Melanie Fazio
Plans 5K Charitable Run/Walk to benefit local charities

Small Business of the Year Award — May—Nov.
Solicits nominations, selects award finalists & winner, event preparation

Youth Hall of Fame — October—May
Chair: Ralph DeStephano
Hosts the annual Youth Hall of Fame awards

2009-10 Chamber Board of Directors & Staff

Officers:
Chairman, Board of Directors
Albert Meilutis
Metro Mattress

Vice-Chair
Paul Chatfield
Chatfield Engineers

Secretary
Debra Walker
University of Rochester

Treasurer
Delbert J. Smith, CPA

Immediate Past Chair
Kyle T. Van Putte
Van Putte Gardens

Board Members:
Steven Achramovitch, Greece Central Schools
Chrissey Andrews, Northwest Family YMCA
Cheryl Ann Bilski, Functional Interiors
Deborah Case, Burgess, DiRaddo, Nier & Case
James C. Cummings III, Cummings Law Office
Donald B. Felter, Jr., Unity Health System
James Hofford, The Mall at Greece Ridge
James Iovino Jr., Heritage Jewelers
Michael Masiello, Masiello & Associates, EWPC
Jeff McCann, Town of Greece
Kirk Morris, NYS Senate 56th District
Todd Schirmer, Northwest Savings Bank

Staff:
Jodie A. Perry, President/CEO
Susan Edgett, Membership & Events Director
Terry Hogan, Office & Communications Director
Chris Sortino, Finance & Benefits Director

To maximize the benefits of the programs, events & services provided by the Chamber, an icon has been developed for:

- Time Saver!
- Bottom Line Benefit
- Networking Opportunity
- Learning Opportunity
- Promotional Opportunity
- Picture It Fun Experience

Networking Events………………….Page 4-5
Bottom Line Benefits………………….Page 6-7
Promotional Opportunities……………..Page 8-9
Sponsorship Possibilities…………….Page 10-11
Signature Programs…………………Page 12
Learning Opportunities………………Page 13
Committees & Task Forces……………Page 14-15
2008-10 Strategic Plan………………Page 16
Engage your network.

Networking Events

Monthly Networking Luncheons:
Held the 3rd Thursday of each month at rotating locations (not in December), the luncheons have evolved into a powerful networking opportunity and a time to learn more about topics important to your business. Past speakers include: Dr. Neil Hair (Social Media Expert), Mark Peterson (GRE President & CEO) and Phil Faraci (President of Kodak).

Eggs & Issues Legislative Breakfasts:
Scheduled 6 times a year, these hour-long breakfasts provide Members an opportunity to hear from our local elected officials on issues important to their business. We have elected leaders from every level of government: Federal, State, County, Town & School District. A question and answer session allows you the opportunity to interact directly with your elected representatives.

First Friday Networking Breakfasts:
Join your fellow Chamber Members for a light breakfast on the first Friday of every month (rotating locations) and make valuable connections for your business. Held from 7:30am-8:30am, these monthly sessions give you a chance to spread the word about your business in a relaxed and informal setting. There is no cost to attend this networking breakfast.

Member Mixers & Holiday Party
Kick back after work is done at our evening networking series. Member Mixers are bi-monthly on the 4th Wednesday at rotating locations, refreshments provided. Join us in December at the Greece Marriott for our annual Holiday Party. 100% of the proceeds of the Holiday Party benefit local charities.

Engage your mind.

Professional Development

Small Business Success Series:
Join us monthly at our affordable training series to learn more about important topics that will help you run your small business more efficiently. These 90-minute sessions will help you to walk away with a few new tools to use. A variety of topics will be covered including sales, marketing and financial topics.

Tech Tuesday Series:
We launched the Tech Tuesday trainings series in August 2009 as part of the Small Business Success classes. Held the 1st Tuesday of every month from 7:30am-9am, these classes address all aspects of technology and how to harness it more efficiently. Tech Tuesday...helping you make sense of technology.

Leadership Greece:
Launched in September 2009, this innovative 9-month program provides a mix of leadership development training with community familiarization. Perfect for new, established or emerging leaders. Community topics covered include government, health & social services, education and more. The leadership module is based upon the best-selling book The Leadership Challenge. The next class will launch in September 2010.

Small Business Counseling:
The Greece Chamber of Commerce has partnered with SCORE and the Small Business Development Center to offer free and low-cost small business counseling services. They can cover a variety of topics from business planning & expansion to cash flow management. Call today to set up an appointment in our office.
Civic Awards Banquet:
Every April for over twenty years, the Chamber has honored local individuals for outstanding achievement and businesses who have new buildings that add to the aesthetics of the Town. Join us for our flagship event to celebrate Greece’s best & brightest people and businesses.

Small Business of the Year Award:
Launched in November 2009, this annual new award program recognizes the top small businesses in the Town of Greece. Finalists and winners are chosen based upon several criteria including entrepreneurship, financial performance, employee benefits and creativity in the face of adversity.

Groundhog Day Festival:
Don’t let the winter get you down! Pull on some snow pants and bring the whole family out to the Chamber’s Annual Groundhog Day Festival. It’s a great way to spend a winter afternoon. The Festival is held in conjunction with the Town of Greece. Coming on January 30, 2010.

Race on the Ridge 5K Run/Walk:
Launched in November 2008 upon the completion of West Ridge Road reconstruction, this has grown into a fun, family-friendly charitable event. Proceeds in 2009 will benefit the Greece Chamber Charitable Foundation & the Michael W. Bliss Trust.

Group Travel Opportunities:
The Chamber recently began offering discounted travel opportunities to exotic locales such as China & Egypt. Upcoming destinations include India, Ireland and Alaska. Invite your family, friends and neighbors to join you on the trip of a lifetime!

Semi-Annual Mega Mixers:
The Greece Chamber joins with other local Chambers of Commerce twice a year to host an area-wide networking event. Past events have drawn over 300 people and provide an outstanding opportunity for our members to make new connections for their businesses!

Ribbon Cuttings, Groundbreakings & Open Houses:
Help us celebrate new business openings in Greece and the accomplishments of long-standing members. Welcome fellow members and take advantage of an excellent opportunity to enlarge your circle of contacts.

SuccessLink Social Networking Website:
Now we offer you the opportunity to network without leaving your office. Join us online on SuccessLink - our Members Only - online social media networking website. Make connections, post articles about your business, promote upcoming events and enhance your brand. A quarterly training session is offered to help you get started!

And More…. More networking opportunities can be found on these pages: 8, 10, 11, 12, 13, 14, 15. Look for this symbol:

Success Story....
Networking with the Greece Chamber of Commerce is a rewarding experience. It expands my ability to meet other people outside my own profession.

—Phillip R. Hurwitz, Attorney at Law
Engage our savings.
Bottom Line Benefits

Health, Dental & Vision Insurance:
Our most popular services are our health, vision & dental insurance plans. We offer a wide variety of plans from several carriers designed to help sole proprietors and small business owners to obtain insurance for themselves and their employees. Call Chris Sortino in our office today for more information.

Payroll Processing Discount:
Are you spending valuable time calculating payroll and filing reports? Businesses of all sizes can save time & money on payroll processing & related services. Call Andy Gray at USA Payroll, 427-2010.

Credit Card Processing Discount:
Are you paying too much for credit card payment processing? Would you like to accept credit cards? To get a competitively discounted rate available only for Chamber Members, call Mike DiNardo at PPC, 249-0110.

Long Term Care Insurance:
Chamber Members and their families can purchase John Hancock LTCI policies at a 5% discount. Call Susan Suben at 800-422-2655.

Member 2 Member Discount:
Our M2M program has a two-fold benefit. Receive a special discount on items purchased from fellow members. Log on to our website to find out just what they are offering & take your key tag with you to participate! Use this opportunity to promote your own business by offering a discount of your own!

Networking Event Sponsorships:
These sponsorships are an excellent and cost-effective way for your business gain attention at our networking events.
- **Eggs & Issues Legislative Breakfasts**
  Event Sponsor—$200 - 6 offered per year
- **First Friday Networking Breakfasts**
  Event Host—Cost of food & beverages - 12 per year
- **Member Mixers**
  Event Host—Cost of food & beverages - 4 per year
- **Monthly Networking Luncheons**
  Event Sponsor—$200 - 11 offered per year

Signature Program Sponsorships:
These are our signature programs & events. Being a sponsor at any level will help brand your business as a strong community player.
- **Civic Awards Banquet**
  Sponsor Level Range $200—1,000
- **Groundhog Day Festival**
  Sponsor Level Range $125—750
- **Leadership Greece**
  Day Sponsor $300—8 per year
- **Race on the Ridge 5K**
  Sponsor Level Range $50—$2,500
- **Small Business of the Year Award**
  Sponsor Level Range $75—300

Success Story....

Five Star Bank is committed to supporting our local communities. Having the opportunity to support the Greece Chamber of Commerce and its many charitable events has provided a positive impact on business as well as our presence in the Greece community.
- John Cirella, Five Star Bank
Engage our attention.

Sponsorship Possibilities

If you are looking for a great way to help brand your business in our community, you will want to know more about our sponsorships. We look for sponsor partners on a variety of events held throughout the year. Our sponsorships range from providing food at an event to being a presenting sponsor of our signature events. Call Sue Edgett in our office for more information on what is involved in becoming a sponsor.

Exclusive Presenting Sponsorships:
These sponsorships are an excellent way for your business to be positively branded with our organization & a successful program/event.
- **Leadership Greece**
  Presenting Sponsorship—$1,500 Sold
- **Member 2 Member Discount Program**
  Presenting Sponsorship—$800 Sold
- **Race on the Ridge 5K**
  Presenting Sponsorship—$4,500 Sold
- **Small Business of the Year Award**
  Presenting Sponsorship—$2,500 Sold
  Media Sponsorship—$1,000 + in kind donation Sold
- **Small Business Success Training Series**
  Presenting Sponsorship—$1,000 Sold
  Tech Tuesday Sponsorship—$450
  Small Business Owners & Mgr. Sponsorship—$300 Sold
  Professional Development Sponsorship—$300 Sold

**25th Anniversary Sponsorships:**
In 2009-10, the Greece Chamber is celebrating our 25th Anniversary. Join us as a sponsor for a very special luncheon, followed by a special training seminar featuring nationally recognized speaker Gregg Lederman.
- Sponsor Level Range $250—500

**Constant Contact Discount:**
The Chamber recently began partnering with an email distribution service called Constant Contact. You can save money on their services by signing up through the Chamber. Use this to send bulk emails to your client list & more!

**Conference Room Rental:**
We have a great location to hold an off-site staff meeting, retreat or sales meeting. Our conference room is available for rental to members at a discounted rate. There are multiple room set up options as well as a LCD projector, DVD/VHS player, stereo system, overhead projector, whiteboard and podium.

**Notary Service:**
We have a NYS Certified Notary on staff and Members are welcome to use this service for no additional charge. Call Chris Sortino to set up an appointment.

**Bulk Mail Stamp:**
Send mail to your own mailing list at discounted postal rates by using our bulk mail stamp. Mailings must contain at least 200 like pieces to qualify. Other rules apply, please call Terry Hogan to find out more or to schedule an upcoming mailing!

**Greece Post Special:**
Discounted member advertising rates are available for the Chamber’s monthly newsletter in the Greece Post. This is a cost-effective way to reach thousands of readers with your message. Call Angie Cooney at 381-3300 ext. 435 to schedule your ad.

---

**Success Story….**

*Meeting in the Greece Chamber of Commerce Conference Room has been a great way to facilitate the growth of our new BNI Chapter in Greece.*

—Mark Palazzolo, Ameriprise
Engage an audience.

Promotional Opportunities

Business Expos:
Currently held every spring & fall, our Business Expo gives you the opportunity to promote your products & services to the general public in The Mall at Greece Ridge. It’s an ideal way for businesses and non-profits to raise their profile in the community & gain leads. Call Sue Edgett for more information.

Promotional Mailers:
Reach roughly 800 business contacts for just pennies a person. You bring us the copies and we’ll insert them in our monthly bulk mailing saving you time & money. Promote a sale, event, or new product you may have. Call Terry Hogan today to take advantage, limited to 4 non-competing businesses per month!

Member Notes Email Blasts:
Promote your business, event or sale to over 730 Chamber contacts via our email blast! Every member receives their first one for free. Blasts are scheduled for every Tuesday on a first-come first-serve basis. Call Terry Hogan to sign up today. Try it out…your first one is free!

Member Spotlight Articles:
Our spotlight articles are published monthly in our newsletter, The Informer, which is circulated in the Greece Post. Take advantage of this FREE benefit to promote your business. Two articles are published a month. Call Terry Hogan to schedule yours today.

SOHO Tradeshows Participation:
Join the Greece Chamber in our booth at the SOHO (Small Office Home Office) Tradeshows. Members come as our guests and promote their business while helping promote the Chamber.

Member Mailing Labels:
Every member is entitled to one FREE set of mailing labels for their fellow Chamber Members. After that, we offer them for sale at a discounted rate. Use them to mail your promotional piece to your fellow members.

Online Directory & Advertising:
Your business is listed on www.GreeceChamber.org where we average 2,700+ unique visitors per month. Our searchable directory gives you the option of adding a business description, directions, hours of operation & key search words. Advertising on the website is sold every summer allowing you to gain even more notice.

Community Guide:
Our annual Community Guide is distributed to over 15,000 households and provides you with a great opportunity to advertise your business. Ads come in multiple sizes and are all full color. The Guide is published every summer.

Hot Deals & Job Postings:
Are you having a special sale? Do you have a package you are trying to promote? List it on our “Hot Deals” page and promote it on our website at no cost. Also, you may list job openings you may have for free on www.greecechamber.org.

And More…. More promotional opportunities can be found on these pages: 4, 5, 6, 7, 10, 11, 12, 14, 15. Look for this symbol:

Success Story….

The Greece Chamber of Commerce has helped our business in gaining greater recognition in the community. We have enjoyed working with them in a variety of ways to promote our business.

—Chris Vella, Gateway Funding Diversified Mortgage Services, L.P.