



## Otsego County Chamber Plans Energy Infrastructure Summit

By Barbara Ann Heegan • President/CEO

The Otsego County Chamber of Commerce supports diverse businesses, many of which have been the economic engines of our county for decades. To maintain that competitiveness, boost our economy and create jobs, Otsego County must chart an energy roadmap for the future. The Otsego County Chamber of Commerce supports that objective in two ways: (1) by supporting exploring all forms of energy we collectively use for our homes, businesses, schools, industries and travel (2) by working collectively for the creation of a county-wide energy infrastructure plan that is competitive, reliable and

environmentally progressive. To that end, The Otsego County Chamber of Commerce will host an inaugural Energy Infrastructure Summit on January 31, 2019 from 10:00 a.m. to 3:00 p.m. at The Otesaga Resort Hotel in Cooperstown, NY. Details on how to register for Summit will be available mid-December and sent to all our members.

We recognize that the creation and execution of a county-wide energy infrastructure plan will require communication, consensus building and teamwork, involving all community stakeholders. By coming together, we will shape strategies for an energy roadmap that will create economic advantage, mitigate climate change and improve energy performance. As your Chamber president, I aim to position Otsego County as an energy center of excellence that boasts efficient, innovative and reliable energy systems that enhances the quality of life for residents and businesses.

## At Hartwick College, Nursing is Number One, Coming and Going

Hartwick's nursing program is the College's top major among both admission applicants and graduates. Following their rigorous studies, the College's nursing graduates are well prepared with a liberal arts context that complements their intensive pre-professional coursework. They are ready to become invaluable partners in the regional and national healthcare system.

This program is also one of the nation's oldest; in fact, Hartwick is now celebrating 75 years of educating nurses. In 1943, at the height of World War II, Hartwick was one of the few colleges in the country chosen to train students for the Cadet Nurses Corps, a federal government program. Since then, nearly 1,500 nurses have graduated from Hartwick's interdisciplinary program. Hartwick nurses excel, whether they move into practice, teaching, research, planning, or management.

"The education of professional nurses has evolved significantly in these 75 years," said Nursing Department Chair Pat Grust, PhD, RN, CLNC at the Nursing Symposium held this fall to celebrate the program and its alumni. "The scope of nursing practice has expanded extensively, as has the skill set essential for that practice. We are very excited to be able to address these challenges as we continue the Hartwick legacy."



*Hartwick first-year nursing students join Bassett Healthcare President William W. LeCates, MD, (left) and Hartwick President Margaret L. Drugovich, DM, P'12, (right) in dedicating The Clark Nursing Simulation Laboratory at Hartwick College.*

The new Clark Nursing Simulation Laboratory at Hartwick College is an impressive case in point. This state-of-the-art facility approximates an 11-bed hospital unit with a nurses' station and varied equipment. The resulting hands-on, rather than observation only, learning experiences facilitate first year students' understanding of the applied science of nursing. This lab builds on the success of Hartwick's simulation lab in Johnstone Science Center in which upper-class students

*Continued on page 2*

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Chamber of Commerce

# A Warm Welcome to New Chamber Members!

Visit the Membership Directory at [otsegocc.com](http://otsegocc.com) for a list of our member businesses

## Champs Barber Shop

43 Chestnut St. • Oneonta, NY 13820  
(607) 232-8463

## Cooper Country Ford, Chrysler, Dodge, Jeep & Ram

3144 US Highway 20  
Richfield Springs, NY 13439  
(315) 858-1350

## Cooperstown Central School District

39 Linden Ave. • Cooperstown, NY 13326  
(607) 547-5364

## Gance's Complete Catering

602 Old Front St. • Binghamton, NY 13905  
(607) 779-1779

## Island Premium Printing

201 Main St. • Oneonta, NY 13820  
(607) 386-4311

## LFT Amsterdam LLC

270 Madison Ave. • New York, NY 10016  
(914) 968-5600

## Mohican Flowers

207 Main St.  
Cooperstown, NY 13326  
(607) 547-8822

## Nick's Diner

220 Chestnut St.  
Oneonta NY 13820  
(607) 432-1222

## Otsego Rural Housing Assistance Inc.

PO Box 189 • Milford, NY 13807  
(607) 286-7244

## Theresa's Emporium

PO Box 82  
West Oneonta, NY 13861  
(607) 432-1020

## Visions Federal Credit Union

24 McKinley Ave.  
Endwell, NY 13760  
1-800-242-2120

## Chamber Events



*SUNY Oneonta Science Discovery Center*



*Bobby Sharp Glassworks Tour*



*Cooperstown Brewing Business After Hours*

*Nursing article, continued from page 1*



*Assistant Professor Jodi Krzyston, MSN,  
leads her class of first year nursing students  
in developing their competence and their  
confidence in The Clark Nursing Simulation  
Laboratory at Hartwick College.*

practice advanced techniques. That facility was also underwritten by the Clark Foundation, which has made many generous investments in Hartwick College for 55 years.

Hartwick nursing students have many extraordinary opportunities to prepare for lives of impact. Varied practicums begin in their first year and experiences continue with hands-on skills development in the simulation nursing labs, cross-cultural exposure through the College's renowned transcultural nursing J Term course in Jamaica, and donor-funded professional internships around the world.







## State of the State Breakfast

Wednesday, January 2, 2019

8:00 am Networking Breakfast 8:30 am Start

SUNY Oneonta

Otsego Grille, Morris Conference Center

RESERVATION: \$25 PER PERSON (\$35 PER NON MEMBER)

Breakfast, networking and meet and greet with your elected officials from County, State and Federal Governments at 8am followed by program at 8:30am.

Come hear firsthand about Local, Regional and State initiatives from our Legislators.

Sponsored by:



Company Name: \_\_\_\_\_

Name of Attendees:

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RSVP by Friday, December 28, 2018 to Karen Laing, Member Services Administrator  
607-432-4500 ext. 104 or email [karen@otsegocc.com](mailto:karen@otsegocc.com)

Mail a check made payable to:

Otsego County Chamber of Commerce 189 Main Street, Suite 500 Oneonta, NY 13820

Supporting Sponsor:



# How to Frame Your Marketing Around Major Holidays

By Chris Chase • Directive, Inc.



Whenever a major holiday is coming up, you're likely confronted with multiple reminders of it in your daily lives. You may see commercials on TV, receive emails from companies, get flyers in the mail. You'll see specialized packaging for brands you buy every day that reflects the upcoming holiday. It makes sense why companies are doing this—holidays celebrated by the general population give a business an excuse to get in contact with the consumer. And, this often leads to an uptick in sales. You can do the same for your small business. The key to succeeding with holiday marketing is framing your marketing correctly in terms of your language and the imagery you use.



## **New Year's Eve/Day (December 31st/January 1st)**

When you think of New Year's, you think of celebration. It's a time to celebrate the completion of the past year and future possibilities for the year to come. Many people think of the New Year as their opportunity to have a clean slate, and make goals or resolutions to improve themselves. Holiday marketing done around this time should use language that reflects this new start and the business-related goals that your target audience is likely looking to achieve.

**Colors/Symbols/Imagery to use:** Black/gold colors, confetti, clocks, champagne, fireworks, glitter.



## **Valentine's Day (February 14th)**

This holiday is about expressing your feelings to those you care about. Show your clients how much you care about them through your marketing. You could offer clients a free deliverable or a discount on one of your services to do so. Or, you could try to see how they care about you by trying to collect feedback from them.

**Colors/Symbols/Imagery to use:** Pink/red coloring, hearts, cupid, flowers, chocolate, Valentine's day cards, holding hands, love.



## **St. Patrick's Day (March 17th)**

St. Patrick's Day is centered around Irish themed parties, drinks, and food. Symbols used in the context of St. Patrick's Day are often centered around luck and good fortune, which is what marketing to this holiday should be centered around.

**Colors/Symbols/Imagery to use:** Green/gold coloring, shamrocks, luck, leprechauns, pots of gold, rainbows, parties, Irish-themed attire and food.



## **Easter (1st Sunday after the full moon on/after March 21st)**

Easter is about rebirth, fertility, and new life. Showcase how your services can bring "new life" to your target audience's business.

**Colors/Symbols/Imagery to use:** Pastel coloring, bunnies, Easter eggs, chocolate, birds, flowers, Spring, cross/crucifix, angel, wicker baskets, green grass, plants.



## **Mother's Day (2nd Sunday of May)**

Mother's Day is about celebrating motherhood and all mothers and motherly figures in our lives. While a promotional campaign might not be ideal, you can instead highlight the mothers that are in your office through social media to show that you care about your employees.

**Colors/Symbols/Imagery to Use:** Pink/purple/red coloring, family, love, children, flowers, hearts, presents, dessert, life, birth.



## **Father's Day (3rd Sunday of June)**

Like Mother's Day, Father's Day is about celebrating the father figures in our lives. You can handle this holiday as you would Mother's Day with the fathers in your office.

**Colors/Symbols/Imagery to use:** Blue/green coloring, family, facial hair, ties, superhero, tools, presents, sports, work boots.

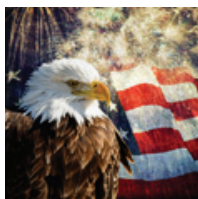


## **Memorial Day (Last Monday of May)**

On Memorial Day, we commemorate all of the men and women who have died fighting for our country. In addition to being a day of remembrance, many people will also celebrate this holiday with a picnic, family gathering, or sporting event. You can choose to focus on the traditional meaning of this holiday or focus on the community aspect (like a company picnic, for example) depending on your preference.

**Colors/Symbols/Imagery to use:** Red/white/blue coloring, American flag, stars, bald eagle, military, saluting, America, family, picnics, friendly gatherings.





### **Independence Day (July 4th)**

Independence Day, or the 4th of July, celebrates the publication of the Declaration of Independence. It's characterized by patriotic displays and family gatherings. Any marketing done should be centered around celebration and utilize red, white, and blue colors.

**Colors/Symbols/Imagery to use:** Red/white/blue coloring, American flag, fireworks, picnics/barbeques, parades, celebration, beach, bonfires, sports, family, freedom, Statue of Liberty.



### **Labor Day (1st Monday of September)**

Labor Day celebrates hard-working Americans and their contribution to the workforce. On a day that is about taking a break from the typical 9-5 routine, remind your clients that your products and services can allow them to take a break.

**Colors/Symbols/Imagery to use:** Red/white/blue coloring, American flag, fireworks, picnics/barbeques, parades, celebration, beach, family, tools, blue collar workers.



### **Halloween (October 31st)**

Halloween time is a time to celebrate all things scary, so try highlighting the scary things that could happen if they don't utilize certain products and services that you offer.

**Colors/Symbols/Imagery to use:** Orange/black/purple/dark blue coloring, carved pumpkins, ghosts/monsters/ghouls, candy, spider webs, black cats, costumes, trick-or-treating, scary things, candles, nighttime, full moons, haunted houses.



### **Veteran's Day (November 11th)**

We honor military personnel who have served the United States during Veteran's Day. Because of the serious nature of this holiday, using it to frame a promotion around wouldn't be appropriate. But, you can send out an email or social media post thanking these men and women for their service. And, if you have any clients who are veterans, you can send them a special gift to thank them for serving our country.

**Colors/Symbols/Imagery to use:** Red/white/blue coloring, American flag, stars, bald eagle, military, saluting, America, military parade marching.



### **Thanksgiving (Fourth Thursday in November)**

During Thanksgiving, we gather with our families to give thanks for what we have and eat a special meal together and do other family activities such as watching Football, playing games outside, and watching the Thanksgiving Parade. Focus on thanking your customers for this holiday—a Thanksgiving-themed promotion will be eclipsed by Black Friday and Cyber Monday deals.

**Colors/Symbols/Imagery to use:** Brown/orange/red/yellow coloring, Fall, pumpkins/gourds, turkeys, celebration, family gathering, typical Thanksgiving/Fall food, fallen leaves, cornucopias, giving thanks.



### **Christmas (December 25th)**

The commercialization of Christmas has made the holiday more about gift giving than about religious celebration. Give a free gift to your clients to show them how much you care. You could keep it business-related and send a free deliverable their way, but we recommend getting a little more personal and instead send a card, small gift, or even a gift basket.

**Colors/Symbols/Imagery to use:** red/white/green coloring, snow, Christmas trees, gifts, Santa, family, gingerbread houses, hot chocolate, Christmas lights, cold weather, Christmas cookies, candy canes.

## **Don't Focus Solely on the Hard-Sell**

You don't have to run a full-fledged campaign centered around EVERY holiday we mention here - doing that may overwhelm your clients and prospects considering you're likely running other campaigns throughout the calendar year. If you desire, pick one or two holidays and create a small drip campaign tailored to that holiday.

For a lot of these holidays, a simple social media post would be enough. Try to include a related image, whether it is a stock image or an image from around the office. And, when your business is closed on a particular holiday, you can send a Closing Notice email to current clients that references the holiday in question using language and imagery related to the holiday itself. This helps you better personalize that communication.

If your office does anything fun to celebrate holidays, consider sharing that on social media as well, whether it's images from your holiday decorations or a glimpse inside the office with a video. Doing so will help you better connect with your audience. And, you're not limited to only these holidays—there are a lot of holidays available at your disposal. You could focus on other non-major holidays such as Earth Day, highlight large events like Super Bowl Sunday, or use various small business holidays.





# Summer Soirée at the Albert S. Nader Regional Airport

Photo credits: Parker Fish, All Otsego





# Yes, Americans Are Exceptional...In One Respect

A week at the Mayo Clinic got me thinking. About NFL teams. Also my high school basketball team. And our Constitution. And whether Americans are exceptional. Whew!

Yes, the clinic boasts many top doctors. It is famous for them. But it also boasts a superior system. The system allows the doctors to work at their best. The system gives patients quick and thorough diagnoses and treatments.

The system is the crown jewel.

There are brilliant doctors elsewhere who are hampered by poor systems. I witnessed this recently in a London hospital. Its government-run system hamstrung my doctor. In the U.S. he would have done his job within a day. At the Mayo he would have finished in half a day. In London he needed five.

Why will an NFL team win more under a different coach? Each coach creates and directs a system. Superior systems help teams win more games. We credit the players, the stars. We credit the coaches. Much as we credit the doctors at Mayo. But we should give the most credit to their system. Their system of scouting, recruiting, training, practicing and running plays. If their system was as lousy as the London hospital system we would be screaming for a new coach. Or a new team.

The truth is that brilliant players play better under a superior system. And average players often look brilliant under a superior system. The system is the crown jewel.

My high school basketball team played our biggest rival three times one year. They had far more talent than we did. But our coach devised an unusual strategy. An unusual defense. It buffaloed the other team. It allowed us to kill them. By twenty points the first game. By thirty the second.

For the third, the coach of the other team sprung an offense on us we had never seen. They beat us by five. It stings to this day.

All this thinking led me to thoughts about our Constitution. It is our system. It is our strategy for dealing with the challenge

of governing ourselves. It is a work of art. It is a work of genius in some respects. Its core is the concept of separating power between three branches of government. This resolved problems countless countries had struggled with. The concept of amendments allows a flexibility many constitutions lack.

The Constitution created a superior system.

Proof of this is how well it has worked. Proof is that this republic has survived so long. It has survived civil war and various uprisings. And crises that brought other countries to their knees. It survives because our system, our master plan, our Constitution keeps the country intact.

You have seen our debates about whether Americans are exceptional. We are exceptional, in a major respect. We keep faith with our Constitution. We follow it. Benjamin Franklin was asked what the writers of the Constitution had given us. He replied "A republic—if you can keep it."

We have kept it. We have kept our Constitution, our superior system. It, in turn, has allowed and encouraged Americans to achieve exceptional things. It is our crown jewel.

For centuries, people stymied by their countries' poor systems have come to America and thrived. Under poor systems they could not be exceptional. Under our system and its freedoms they could and can be.

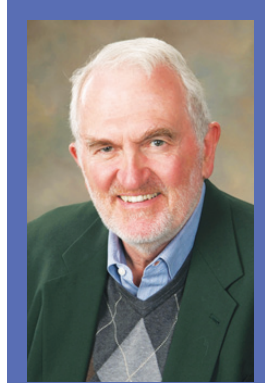
Americans have performed in exceptional fashion. They can boast exceptional achievements. They and we should bow in appreciation to our Constitution. It is a superior creation. The exceptional achievements of Americans would be far fewer without the influence of this exceptional document.

From Tom...as in Morgan.

PS: You can buy my new novel at Amazon for Christmas.  
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Find Tom on Facebook.

Write to Tom at [tomasinmorgan@yahoo.com](mailto:tomasinmorgan@yahoo.com).



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[karen@otsegocc.com](mailto:karen@otsegocc.com) or 607-432-4500, Ext. 104



# 5 Fast Facts About Business Anniversaries

By Pauline Bartel, M.A. • Bartel Communications, Inc.

How long has your company been in business? When you realize that you're nearing a milestone business anniversary—one that ends in 0 or 5—you think about a celebration with confetti and confections. Instead, how about a “sell”-abration that contributes to your bottom line? These five fast facts will help make the most of your next business anniversary:

**1. A business anniversary has promotional power.** Throwing a party is one way of marking a business anniversary. A better approach uses the anniversary to showcase your products or services, engage customers and prospects and drive sales and revenue. In other words, you can transform business anniversary merry making into business anniversary money making.

**2. A business anniversary can be promoted all year.** Some companies celebrate their business anniversaries on a single day. Others “sell”-abrate by launching a 12-month marketing and public relations campaign to maximize the anniversary's promotional power.

**3. A business anniversary is strategic.** Smart companies “sell”-abrate by creating an anniversary-year branding message, developing a business anniversary strategic plan and launching various initiatives. Those initiatives can include outreach campaigns to customers and prospects that increase revenue, appreciation campaigns for employees and other key stakeholders that build stronger relationships, publicity campaigns that tell the company's story and generate free media coverage through news and feature stories.

**4. A business anniversary “sell”-abration requires planning.** Transforming a business anniversary into a “sell”-abration takes time and thought. (Business anniversary consultants make this

process smooth and easy.) Companies that wait too long to plan squander the promotional opportunities the anniversary offers. Make it great; don't procrastinate!

**5. A business anniversary “sell”-abration delivers results.** Business anniversary “sell”-ablations that showcase products and services, engage customers and prospects, drive sales and increase revenues deliver results. Here's an example:

A corporate and special-occasions gift basket company needed to increase its customer base and overall revenue during a make-or-break year. Bartel Communications created and publicized two community service campaigns, “Baskets of Hope” and “Baskets of Learning,” that involved collecting personal care products and back-to-school supplies, respectively, presenting them in beautifully decorated gift baskets and donating them to a women's shelter.

The campaigns created a high level of customer engagement, and the company attained a **30% increase** in revenue over the prior year. Leveraging the anniversary momentum and the multi-media publicity generated, the company grew sales over the next two years to **\$2.3 million** in annual revenue. Now that's a “sell”-abration!

Whether your company is approaching its 10th, 25th or 150th business anniversary, don't miss the opportunity that a business anniversary “sell”-abration offers: Transforming business anniversary merry making into business anniversary *money-making*.

*About the Author: Pauline Bartel, M.A., is President and Chief Creative Officer of Bartel Communications, Inc., an award-winning corporate communications firm that specializes in business anniversary marketing services. Download the free special report “The Top 10 Business Anniversary Ideas for SELL-abrating Your Business Anniversary” at [www.paulinebartel.com/services/corporate-services/business-anniversary-consulting](http://www.paulinebartel.com/services/corporate-services/business-anniversary-consulting).*



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## New Year, New You

Small changes can make a big impact on your life. As you start the new year, here are ideas for small, manageable changes to your lifestyle:

- » Set aside time each week to do something you enjoy, whether it be watching your favorite television show, going out for coffee with a friend, or taking a long, relaxing bath.
- » Develop an attitude of gratitude. Remember to count your blessings and all the good things in your life.
- » Learn something new. Consider listening to podcasts or watching documentaries, how-to videos, or TED Talk videos.
- » Rearrange a space in your home or office. Maybe you've always wanted to paint or redecorate. Start small and choose a space that needs an update.
- » Learn a new skill. Sign up for a class, research a new skill online, or ask a friend to teach you something they know such as photography, chess, or how to change the oil in your car.
- » Find a hobby you enjoy. Hobbies can not only lower your stress levels, they can also boost your brain power and improve your ability to focus.
- » Create or update important documents. This includes things such as life insurance, a will, power of attorney, and a letter of instruction.
- » Volunteer for something you are passionate about such as helping the homeless, the elderly, youth or church programs, community gardening, animal shelters, and much more. Volunteering can give you a sense of purpose, make your life more meaningful, increase your self-esteem, and make you happier.
- » Surround yourself with people and things that make you happy. If it doesn't make you happy, let it go. Life is too short and way too uncertain to spend it surrounded by things that drain you. ✔



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your heart."

— ELEANOR ROOSEVELT

"Build your own dreams,  
or someone else will  
hire you to build theirs."

— FARRAH GRAY



## Coupons Talk

Did you know that coupons carry a similar power to word-of-mouth when it comes to influencing consumer purchasing decisions? Not only are coupons an affordable and measurable way to increase brand awareness and product sales, they can also influence customer buying patterns and encourage customers to buy locally from your business. While most promotions are seen and quickly forgotten, a coupon in hand can defeat many obstacles typically faced by marketers.

## Cummins Falls State Park, Tennessee

Located nine miles north of Cookeville, Tenn., the park is situated among rolling hills along the Blackburn Fork State Scenic River.

Cummins Falls is the eighth-largest waterfall in Tennessee and has been named one of the "10 Best Swimming Holes in America" by Travel + Leisure magazine.

Cummins Falls features rugged, tiered falls that cascade 75 feet over wide stair-stepped rocks into a deep pool of water. Visitors can swim up to the falls and play on the large rock ledges at the bottom.

The falls can be viewed from an overlook located a short hike from the parking area (four-tenths of a mile).

Visitors who prefer a more adventurous experience can take the rugged trail into the gorge to get to the bottom of the waterfall (a little over a mile hike from the overlook or from the

parking area). The route through the gorge is steep and strenuous, with a significant elevation drop. The trails include slippery rocks, water crossings,

boulders, and navigating the rocky river bed. Proper footwear (such as tennis shoes or quality water shoes) is highly recommended! This hike is not suitable for children or the elderly.



It is also important to note that the Blackburn Fork Scenic River is in a gorge, meaning flash floods are a possibility on this hike, so please take necessary precautions.

In addition to swimming, popular park activities include hiking and fishing. For more information, visit [tnstateparks.com/parks/cummins-falls](http://tnstateparks.com/parks/cummins-falls). ✓



## Health Benefits of a Humidifier

Here are a few benefits of having a humidifier in your home or office:

- » Indoor humidity helps prevent the spread of airborne viruses. Airborne particles combine with moisture and become too heavy to float around in the air.
- » It can prevent snoring and help you sleep more comfortably by preventing dryness for sleepers who breathe through their mouth.
- » Added moisture can prevent dry, itchy skin, chapped or peeling lips, and dry, itchy eye irritation.
- » Adding moisture to the air can make your home feel warmer, which can help you conserve energy and save on your heating bills.
- » A humidifier can help keep your houseplants healthy, which helps keep you healthy, too. ✓





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## The Orange Sweet Potato

Considering that nearly two billion people in the world don't get enough essential vitamins and minerals in their diets, plant scientists from HarvestPlus and the CIP are helping countries grow their own vitamin-rich solutions in the form of sweet potatoes. The process involves biofortification, or crossbreeding locally grown sweet potatoes with versions rich in vitamin A, so that over time the crops naturally get better at addressing the deficiency. The orange sweet potato was referred to as "one of the most innovative approaches to feeding the planet" by the U.S. government and is being planted and consumed by over 126,000 households in Uganda. ✓

**trivia**

1. On the website Reddit, what does AMA stand for?
2. A "sunder" refers to a group of what animal?
3. What artificial waterway connects the Mediterranean Sea to the Red Sea?
4. The southernmost part of the U.S. is located in which state?

1) Ask Me Anything 2) Wild swine, pigs or boars 3) The Suez Canal 4) Hawaii

## Gutenberg's Army©



## Top Ten New Year's Resolutions

1. Spend more time with family and friends
2. Exercise more
3. Lose weight
4. Quit smoking
5. Enjoy life more
6. Quit drinking
7. Get out of debt
8. Learn something new
9. Help others
10. Get organized



# can you guess the year?

» Charles Schulz, Steve Allen, and Walter Matthau pass away.

» U.S. retail giant Montgomery Ward announces it is going out of business after 128 years.

» Oprah Winfrey debuts O magazine.

» Brad Pitt and Jennifer Aniston get married.

» Spain's paralympic basketball team is ordered to return their gold medals won in Sydney after nearly all of their players were found to have no disability.

» The first crew arrives at the International Space Station.



» The world's largest Ferris wheel (The London Eye) opens.

» Faulty Bridgestone/Firestone tires on the Ford Explorer are blamed for nearly 100 fatalities.

» The St. Louis Rams win the Super Bowl, beating the Tennessee Titans 23-16.

» Tiger Woods becomes the youngest player to win a Grand Slam in golf.

The year was 2000.

## Postcard Promo

Looking for a cost-effective way to advertise to a targeted audience after moving out of a busy mall location, a formal-wear tuxedo business started boosting its monthly sales with targeted postcard campaigns focused on wedding parties. They mailed informative postcards with an enticing promotion and timely call to action every week to couples getting married and gained a substantial number of leads from bridal shows, wedding trade shows, industry partners, and information requests. In addition, their store traffic now has a closing percentage of nearly 80 percent since the people who come in the store are seriously interested and ready to purchase, most of them with their postcard offer in their hand. ✓

## Slow-Cooker Baby Back Ribs

3 pounds baby back ribs  
Salt and pepper  
1/2 cup water  
1/2 onion, sliced  
1 clove garlic, minced  
1 (18-ounce) bottle barbecue sauce

Season ribs with salt and pepper. Pour water into slow cooker and then layer the ribs into the slow cooker. Top the ribs with onion and garlic. Cook on high for 4 hours (or low for 8 hours). After they're done in slow cooker, transfer ribs to a baking sheet. Discard onion and garlic. Coat ribs with barbecue sauce and bake for 10 to 15 minutes at 375°F, or until the sauce caramelizes and sticks to the meat.



**Christopher Catesby "Kit" Harington** was born December 26, 1986 in London, England. He studied acting at the Central School of Speech and Drama at the University of London. After graduating in 2008, he starred in the London production of War Horse before landing the role of Jon Snow on the HBO series Game of Thrones. While working on Game of Thrones, Harington also starred in Pompeii, Testament of Youth, Brimstone, and Gunpowder. In June 2018, Harington married Rose Leslie, who played his onscreen love interest, Ygritte, in Game of Thrones.

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### Phone

607-432-5259 Local  
800-434-0845 Toll Free

### E-mail

Customer Service  
sales@thevillageprinter.com

### Web

www.thevillageprinter.com



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