

Ways to Retain Young Talent of the 21st Century in Otsego County

A Message From
Barbara Ann Heegan,
President & CEO, Otsego County
Chamber of Commerce



The Otsego County Chamber of Commerce core mission to continually improve the overall business climate in the region is one based on how companies generate profit and how our community plays a vital role in that goal. Without profitable businesses, communities lose jobs, wealth, taxes and families. In our 2018 Chamber survey nearly 90% of our 600 members shared that they are in growth mode, earning a profit and wishing to stay right here in Otsego County. Many of these businesses have stayed in Otsego County for 20+ years. This is a strong indicator that we have community attributes that attract these businesses to stay and grow. These businesses expressed they are looking to recruit and retain new talent to fill new positions.

The last six months I interviewed 50 members at networking events and roundtables. Based on these interviews I identified three key themes based on what mid-career professionals have shared that they seek in their current and future workplaces:

- Access to Leaders
- Career Pathways
- Corporate Social Responsibility

I'm excited to share these three attributes to serve as a resource with the hope that it will ignite conversations about company culture, employee development and engagement.

Access to Leaders

Access to leaders establishes a culture of shared values and goals across the organization. Creating an environment of openness, trust and transparency, leaders demon-

strate their investment in their employee's ideas. This type of support can lead to innovative programs and practices as well as higher levels of employee satisfaction.

What Your Business Can Do:

- Encourage leadership to meet with employees within their first month of employment.
- Set up quarterly meeting between senior leadership and frontline employees to allow them each to see the company from the other's view.
- Initiate an "Employee Town Hall" where employees can ask questions in an organized forum.

Career Pathways

Companies that work with their employees to outline career development plans differentiate themselves from competitors and attract and retain top talent. Young Professionals would like to see a transparent development plan to see their future at an organization.

What your Business Can Do:

- Organize internal conversations where management discusses how they attained their current position
- Offer opportunities for employees to manage a project or a committee to demonstrate leadership potential.
- Outline clearly the expectations for each position so that a company can track their progress on meeting or exceeding those expectations.

Corporate Social Responsibility

Corporate Social Responsibility was an attraction to young professionals who wanted to know that they are working for a company that cares about their community. A connection to the company's mission can lead to better performance of young professionals to feel motivated at work by civic engagement or personal fulfillment.

What your Business Can Do:

- Offer employees time off to volunteer where they can support a cause they believe in

Continued on page 2

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Ways to Retain Young Talent

Continued from page 1

- Form a philanthropy committee that focuses on giving back to the communities where your employees live and work
- Start a company-wide initiative that supports a cause your employees care about

This quantitative and qualitative research of indepth interviews are important conversations that I am pleased to learn so many organizations are already doing, and practices listed above here are already happening. Please share your success stories and ideas so we can promote those activities. The Otsego County Chamber Education Committee and our Young Professionals Network Committee remain engaged and active to provide leadership and professional development, volunteerism and networking opportunities. The Young Professional Network hosts over 20 events and gatherings each year attracting the region's top tier talent and providing meaningful opportunities to connect to each other and the region. Our next networking opportunity is on Wednesday, June 27, 2018.



Otsego County Chamber Networking Luncheon

Chamber Friends—Don't miss this great way to promote your business at one of our most popular events. Networking luncheons can provide a great opportunity for area business people to promote their business to other professionals interested in what they have to offer or know someone who is. In a roundtable format, business representatives will have two to four minutes to promote their own business and distribute promotional and marketing materials. Following this structured networking, guests will be given time to network with the many other professionals in attendance and meet the Oneonta Outlaws. To make a reservation, contact Chamber Member Services Administrator, Karen Laing at karen@otsegocc.com or (607) 267-4010. The cost for our Members is \$20 and for non-members is \$30. A flyer for the luncheon has been placed in this newsletter.

SAVE THE DATE!

Welcome Delaware County Farms to Family Farm Day!

**SCHOHARIE-OTSEGO-DELAWARE
FAMILY FARM DAY**

AUGUST 25, 2018

10 a.m. to 4 p.m.

FamilyFarmDay.org

Cornell Cooperative Extension



A Warm Welcome to New Chamber Members!

Visit the Membership Directory at otsegocc.com for a complete list of our member businesses!

ABC Creative Group

430 E Genesee Street
Suite 401
Syracuse, NY 13202
(315) 471-1002
www.abcideabased.com

Burr Truck

6180 NY- 23
Oneonta, NY 13820
(607) 223-2226
www.burrtruck.com

CADE, Center for Agricultural Development & Entrepreneurship

PO Box 641
Oneonta, NY 13820
(607) 433-2545
www.cadefarms.org

Chase Memorial Nursing & Rehab Center

PO Box 250
New Berlin, NY 13411
(607) 847-7000
www.chasenursinghome.com

Christian Brothers Home Improvement & Housing

31 Main Street
Oneonta, NY 13820
(607) 431-2164
christianbrothershomeimprovement.com

Comfort Inn & Suites

4470 State Highway 28
Milford, NY 13807
(607) 286-7600
choicehotel.com/new-york/milford

CX Vibe

120 Hawley Street
Binghamton, NY 13901
(214) 394-7290
www.cxvibe.com

Fyr-Fyter, Inc.

PO Box 1442
Oneonta, NY 13820
(607) 433-2800
www.fyrfyter.com

Lamb Realty

20 Chestnut Street, Suite 1
Cooperstown, NY 13326
(607) 547-8145
www.lambrealty.net

Mohawk Valley Economic Development District, Inc.

PO Box 69
Mohawk, NY 13407
Primary Phone:
(315) 866-4671
www.mvedd.org

Progressive Primary Care Solutions, Inc.

4966 State Highway 23
Suite O
Oneonta, NY 13820
(607) 267-4571
progressiveprimarycare.com

Ruthie's At Home Care & Referrals

171 Main Street
Scheevus, NY 12155
(607) 282-0827

Sweet Release Boat Rentals

2472 County Highway 11
Mt Vision, NY 13810
(607) 293-6108
otsegobounty.com

Transitions Consignment Boutique

4 Dietz Street
Oneonta, NY 13820
(607) 433-3600



ZZ TOP

SAT., AUGUST 25, 2018

6th Ward Booster Club Field
7 Scramling Ave. • Oneonta

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Program Coordinator:
Dez Dupont

Contact: cano.arted@gmail.com

Visit our website for more info:

canoneonta.org/education

11 Ford Ave. Oneonta NY





Spring Awards Dinner

On behalf of The Otsego County Chamber board of directors, we are proud to congratulate and honor our award winners this past May: NBT Bank and the late Eugene Bettiol Sr. Both honorees represent a legacy of entrepreneurial spirit. That spirit has embraced and uplifted the community, contributed to a thriving economy and created a vast opportunity for all our neighbors not only today but also for future generations. We thank all that attended the dinner on May 3 and to our sponsors NYCM Insurance, Bassett Healthcare Network, Community Bank, Key Bank and NBT Insurance Agency. Photo from left to right is Barbara Ann Heegan, President and CEO, Otsego County Chamber of Commerce,

Jamie Reynolds, Vice President at NBT Bank, Betty Bettiol, Jaci Bettiol, Ryan Laytham (Betty & Gene's grandson) Eric Michelitsch (Betty & Gene's grandson) and Senator James Seward. Photo submitted by The Otsego County Chamber of Commerce. Respectfully, Barbara Ann Heegan, President & CEO and Nicholas Savin, 2018 Otsego County Chamber Board Chair.

Noah's World Strives to Serve the Community

Noah's World has accomplished many things since it opened its doors in November. Visits from Mayor Herzig and Senator James Seward helped our new play center to celebrate its first few months of opening and spread the word about the goals and services we have to offer. We have welcomed families with children who have traveled as far as 45 miles to visit us. Area pre-schools and elementary classes have used our facility for field trips and numerous birthday parties are celebrated every weekend at our location.



Noah's World strives to provide a clean, safe, engaging space for ALL children 12 years and under to play. We have recreational equipment and toys that were specifically chosen because of the various benefits they provide children. Our goal is to have options for children of various abilities and needs and we feel we are hitting that mark.

In January the Noah's World Playtime Fund was established through a partnership with the Family Re-source Network. This fund, supported by donations from both individuals and local businesses, help children in our community with special needs and/or disabilities to access free play passes to Noah's World. Many children have met up with their speech, occupational, and/or physical therapist to play and learn. We work with organizations like the Big Buddy Program, Kids Oneida, Northeast Parent/Child Association, and the Oneonta Family YMCA to help serve more children and families. The ARC of Otsego has also brought their residents on to Noah's World on numerous occasions during our off hours to engage and play.

We have achieved a lot in just a few short months and are excited about some of the projects and part-nerships that are currently underway. Noah's World is collaborating with the Oneonta Family YMCA on their 2nd Annual Y Kids Color Run on April 29th and expect to entertain over 200 kids at the event. Another exciting collaboration is being made with the Otsego County Early Intervention Department to provide a developmental program for local children at our location.

Noah's World appreciates all the well wishes and compliments that we have received from the families and businesses in our area. We will continue to do our best to be a positive attribute to this community and serve as many families as possible.



Summer Events

In the event of inclement weather, visit our Facebook page or www.destinationoneonta.com

June 15, July 20, August 17 • Art Walk

July 6 • Fabulous Friday

Food contest, "Best Mac & Cheese," Muller Plaza, 5-8pm

August 3 • Fabulous Friday Muller Plaza, 5-8pm

August 31, September 1 • 10th Annual Balloon Fest



Past Otsego County Chamber Events



Photo of the 2018 Leadership Otsego Class at Ioxus, taken by Parker Fish from The Hometown Oneonta.



Annual Dinner with Karen Laing, Member Services Administrator, and Special Project Committee member Shelia LeMaster



Tour of Amphenol



2018 Otsego County Chamber Job Fair



NYS Department of Labor Commissioner, Roberta Reardon



Bargain Baby Ribbon Cutting



Tour with SUNY Oneonta of Saratoga CoWorks



Ribbon Cutting for TentrR



Otsego Now continually looks to improve how it is carrying out its mission: to assist in the enhancement and diversity of the economy of Otsego County. Recognizing that Otsego Now can more effectively carry out this mission by bringing together other agencies which can enrich this effort, we have begun to reach out to other organizations who can best provide services and programs to augment our efforts. To this end, Otsego Now within the past few months have brought together the NYS Small Business Development Center, the Otsego County Chamber of Commerce, the Southern Tier Regional Planning and Development Agency, and, within the next couple of months, the Center for Agriculture, Development and Entrepreneurship (CADE) —all to be housed and operating out of our offices at 189 Main Street.

Each agency provides a unique function to businesses looking to expand or relocate and includes marketing, business plan development, training programs and financing. In addition, we provide space to the Rural Law Initiative of the Albany Law School to provide legal assistance to businesses as well. The collective organizations will ensure a better service to all our businesses—both large and small, from manufacturing to farming and value added agriculture to retail to service.

In response to local business concerns, Otsego Now has embarked on tackling our County's energy shortage. For the past several months Otsego Now has been working with various businesses, Fox Hospital, SUNY Oneonta, and companies in Chenango County to address their concerns on interruptible gas supply. Numerous meetings with NYSEG's top management



OTSEGO **now**

HUB FOR ECONOMIC PROGRESS

By Jody Zackrevsky



Above: Jennifer Waters with Mohawk Valley Edge CEO Jody Zackrevsky

and engineering staff have occurred to address this issue and we believe working together with NYSEG we can solve this shortage. We have also begun discussions on electric distribution deficiency with NYSEG. In addition, Otsego Now has also entered discussions with a major solar energy developer to site solar arrays throughout the County to supplement energy needs. We're also exploring how more energy efficient lighting (i.e. led lights) can be used in street lighting in our industrial parks.

Another major initiative has been working with our existing businesses. To this end, we have been working closely with such companies as Corning Enterprises, Lutz Feed, Custom Electronics, Andela Products, Ruby Lakes Glass and Steiner's Meat Processing. We are hopeful in the coming months we can assist these companies to grow and invest in our community.

Finally, we are committed to expediting the development of the new Oneonta Rail yard Industrial Park and looking to market it to those companies in need of rail access. Similarly, we are aggressively marketing our Oneonta Business Park to new tenants from outside the area such

as the recent arrival of TENTRR and its soon to be 40 new employees to our community.

There are other major obstacles to our business community which we are beginning to address: new affordable housing development, recruitment of outside labor force, and new training and coding courses for both workers and school students. Working with Hartwick and SUNY Oneonta as well as local developers and our area high schools and BOCES, we have a tremendous opportunity to achieve success.



Saturday, August 4, 2018
10 am - 4 pm
Main Street in Oneonta
between Ford and Chestnut Streets

Call for Sponsors

Deadline: July 6

Sponsorship levels range \$25 to \$500 and beyond!

- All sponsors are listed in the City of the Hills event program
 - Donate \$50+ to have an ad in the program
- Donate \$200+ to receive a full page ad and your business will be featured during the event
- Donate \$500+ and get signage of your choice on Main Street

**For more information email COHcano@gmail.com
or call CANO at (607) 432-2070**



Will You Celebrate or SELL-abrate Your Next Business Anniversary?

By Pauline Batel, M.A.

Some companies throw a party to mark a business anniversary. After all, what's better than a catered affair with confetti and confections to celebrate a 10th, 25th or 150th business anniversary? How about a business anniversary "sell"-abration that contributes to the bottom line?

Companies with a "Let's-Throw-an-Anniversary-Party" mindset overlook the promotional power of a business anniversary. Every business anniversary is an opportunity to showcase your company's products and services, engage customers and drive sales.

Companies with a "Let's-Increase-the-Bottom-Line" perspective harness the business anniversary's promotional power. They create an anniversary-year branding message, develop a business anniversary promotional plan and transform the business anniversary into a "sell"-abration. (Business anniversary consultants make this process smooth and easy.)

Strategies that transform business anniversary merry making into business anniversary money making include:

- Outreach campaigns directed to customers and prospects that increase revenue
- Appreciation campaigns for employees and others that build stronger relationships with company advocates
- Community service projects that raise a company's visibility in the community by doing good
- Public relations campaigns that tell the company's story and generate free publicity in print, broadcast and Internet media
- Custom content projects (e.g., special reports, blog posts, corporate history) that inform and educate, allowing the company to control the marketing message
- Social media campaigns that connect to and build relationships with customers and prospects
- Legacy campaigns that celebrate the company's history and become part of the company's brand.

Launching strategic business anniversary promotional campaigns allows companies to:

- Showcase products and services
- Engage customers and prospects
- Drive sales and increase revenue

Want to see this in action?

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 reaching its 10th, 25th or 150th business anniversary, don't miss the opportunity that comes only once in the lifetime of your firm: Transforming business anniversary merry making into business anniversary money making!

Download a free copy of "The Top 10 Business Anniversary Ideas for SELL-abrating Your Business Anniversary" here: paulinebartel.com/index.php/services/corporate-services/business-anniversary-consulting

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. Visit paulinebartel.com to learn more.



CITY OF THE HILLS
art & music
FESTIVAL
CANO

Saturday, August 4, 2018
10 am - 4 pm
Main Street in Oneonta
between Ford and Chestnut Streets



Call for Artists and Writers

Join us to exhibit and sell your work at City of the Hills 2018!

- Artists who apply by June 15 can purchase a 10'x10' tent space for \$65 or a 10'x20' tent space for \$115
- Artists who apply by July 6 can purchase a 10'x10' tent space for \$85 or a 10'x20' tent space for \$130
- Current CANO Members who apply by July 6 can purchase a 10'x10' tent for \$60 or a 10'x20' tent space for \$110

All artist vendors are automatically entered into the juried contest to win cash prizes!

We are also looking for writers to read their work during the festival. Please visit the link below to find out more information.

Visit cityofthehillsartsfestival.com to apply!





The Oneonta Soccer Club

The mission of the Oneonta Soccer Club (OSC) is to foster the growth of youth, through the sport of soccer for individuals under the age of nineteen. We are responsible for the administration and management of mission-related activities. The organization is made up of volunteers; coaches, parent representatives, directors, and board members who share the same philosophy. They share a love for the game and what it can do for the children of our local community. In addition to offering soccer programs for the youth of the community, the club also manages the Wright National Soccer Campus (former home of the National Soccer Hall of Fame). The Campus plays host to a number of activities throughout the year. The Campus benefits Otsego County and surrounding communities, April through early November each year.

- I-88 Challenge Youth Soccer Tournament—late April
- Oneonta Soccer Club, Travel Soccer games and practices—April, May & June, September & October
- Oneonta Soccer Club —Spring Recreation Soccer games and practices—May & June
- Edmeister 3v3 Soccer Tournament—July
- Oneonta Soccer Club, Travel Soccer, skills training—July & August
- Oneonta Soccer Club, Adult Soccer League—June & July
- Challenger Sports, Soccer Camps—July & August



- Oneonta High School, soccer games and practices—August, September & October
- Oneonta State, soccer practices and scrimmages—September & October
- Hartwick College, soccer games, practices and scrimmages—September & October
- Oneonta Soccer Club, Spring Recreation Soccer games—September
- Strong as Heck, High School Soccer Tournament—September
- NYSPHAA Section IV, Soccer Semi-final and Championship games—October & November
- NYSPHAA Intersectional Soccer Games—November



For details & reservations, contact Barbara Ann Heegan at the Otsego County Chamber of Commerce at baheegan@otsegocc.com or 607-432-4500



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JULY, 2018 | Timely Information AND A Good Mix of FUN from YOUR Locally OWNED PRINTER.

Home Energy-Saving Tips

Here are a few tips to cool your house this summer for less:

- » Program your thermostat to keep your house warmer when you are away for hours at a time, and return it to cooler temperatures only during the hours you are at home.
- » Clean or replace filters monthly for more efficient operation.
- » Apply energy-saving, high-reflectivity window film on east- and west-facing windows, which will keep you cool in summer but let in the warming sun in the winter.
- » Turn down your water heater temperature to the warm setting (120°F).
- » Ensure your ceiling fan is set in the forward (counterclockwise) direction so that it will pull up the cooler air from the ground and circulate it around the room.
- » Turn off ceiling fans when you leave the room since fans don't actually make a room any cooler, they merely make you feel cooler.
- » In addition to closing blinds, use energy-efficient blackout curtains that provide thermal insulation to block light and save energy.
- » When purchasing new appliances, look for the Energy Star label, which signifies you are choosing the top energy-saving products that use the least amount of energy.
- » Run a dehumidifier to moderate your home's humidity, as well as reduce musty smells and the growth of harmful molds. Lower humidity will make your house feel cooler without actually lowering the temperature.

Many utility companies or local governments offer rebates or other incentives for energy audits, adding insulation or air sealing, and upgrading your air-conditioning equipment. Contact your utility company for more information about making the most of your summer energy.



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Wide-Format
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Do you have a BIG project coming up? With our large format printer we can produce posters, stickers, vinyl, banners, and so much more!



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friends
Quotes to Live By

"Believe you can, and you're halfway there."

— TEDDY ROOSEVELT

"Be the attitude you want to be around."

— TIM DETELLIS

"Being happy never goes out of style."

— LILY PULITZER

VP

10% Off for
Otsego County
Chamber
Members!

Mention this Ad
When Placing
Your Order for a
10% Discount.

Slide Rock State Park, Arizona

Slide Rock State Park, located in Oak Creek Canyon, Arizona (seven miles from Sedona), is a historic 43-acre apple orchard.

The park was actually a large orchard for many years and continues today as a working commercial apple ranch. The farm's old homestead and rustic cabins built in the 1930s are also open for exploration. As one of the few homesteads left intact in the canyon today, Slide Rock State Park is a fine example of early agricultural development in central Arizona.



The creek that runs through the canyon features the park's namesake geologic waterslide—Slide Rock. Many visitors enjoy slipping and sliding down the natural 80-foot water chute and exploring other cool grottoes that are worn into the sandstone in a series of glistening swimming holes. Slide Rock has been named one of "America's Top

10 Swimming Holes" by *USA Today*.

Other popular area activities include hiking along the rim of the gorge, fishing, picnicking, and wildlife viewing.

Even if you decide not to venture into the water, the park's scenery itself is worth making the trip. With the same striking red-rock tones as Sedona's other famous formations, creating a brilliant contrast against the clear

waters and green surroundings, it's easy to see why a number of John Wayne and Jimmy Stewart movies were filmed there.

More info: <https://azstateparks.com/slide-rock/>

Time to Break Up with Your Snooze

While snoozing a few extra minutes in the morning may be gratifying in the moment, it may leave you with a groggy, fuzzy-headed feeling called sleep inertia. Here are a few tips to avoid the morning snooze:

- » Set a real alarm clock, and plug it in on the other side of the room.
- » Actually get up when your alarm goes off. An extra 35 minutes of deep sleep is much better for your body than small increments of interrupted sleep.
- » Consider phone apps like Alarmy or Alarm Clock for Heavy Sleepers, which require you to solve challenging puzzles, take photos, or other creative solutions in order to disable the alarm.
- » Purchase new breakfast foods or program your coffee to be ready when you wake up, so you have something to look forward to in the morning to help you get out of bed faster.



Point-of-Sale Marketing

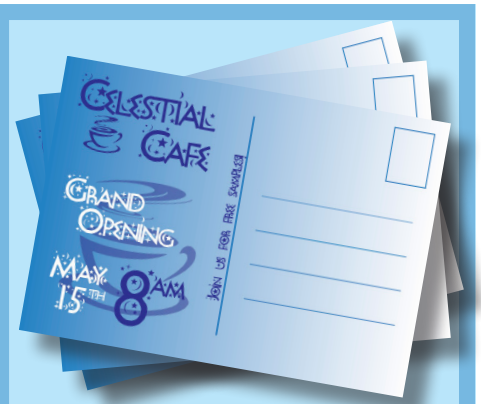
Here are a few cost-effective point-of-sale marketing tools that can boost sales and ensure your products get noticed:

- » Posters and banners can be placed anywhere you want to grab attention.
- » Table tents are a creative way to turn any table or counter into a marketing opportunity to promote your products and services.
- » Tear-aways. If your customers are in the early stages of the purchase decision process, then giving them access to



additional product information they can take with them can be helpful.

- » Hang tags are a great way to provide product details and can increase perceived value by differentiating products from their competition.
- » Point-of-purchase shelf strips can be used to announce new products or product features, offer special pricing, or simply draw attention and strengthen your branding message.
- » Coupon books can promote upcoming sales or offers, highlight product information throughout, and promote your contact information on every page.
- » Flyers are a very flexible and cost-effective way to promote an endless variety of products and services, or simply educate your audience.



Perfect Postcard

As business owners, we're always looking for creative ways to promote our businesses, build our customer bases, and encourage repeat business from loyal customers. Direct-mail postcards are an affordable way to stay in touch with your audience at any point in a marketing campaign or create stand-alone promotions, such as a postcard coupon mailer. If you'd like help creating the perfect postcard, give us a call today. Our experienced team of direct-mail professionals would love to help.



trivia

1. What is the most spoken language in the world?
2. Which planet has the most moons?
3. What does NASA stand for?
4. What is the most common name given to a goldfish?
5. What is a group of crows called?

1) Chinese 2) Jupiter 3) National Aeronautics and Space Administration 4) Jaws 5) A murder

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Top Ten Innovations

1. Printing press
2. Lightbulb
3. Airplane
4. Personal computer
5. Vaccines
6. Automobile
7. Clock
8. Telephone
9. Refrigeration
10. Camera

Source: www.nationalgeographic.com



can you guess the year?

- » Pink Floyd releases the multi-award-winning concept album *The Wall*.
- » Sony releases the Walkman, which sells for \$200.
- » The YMCA sues the Village People for libel because of the group's song that uses the same name.
- » The first Strawberry Shortcake doll goes on sale.
- » Black + Decker releases a cordless mini-vacuum called the Dustbuster.
- » China institutes the one-child-per-family rule to help control its exploding population.



- » Popular movies include *Kramer vs. Kramer*, *Superman*, and *The Amityville Horror*.
- » Etan Patz is the first missing child to have his picture on a milk carton.
- » NASA's Skylab fell to Earth, landing mostly in the Indian Ocean.
- » For the first time in history, a woman (Margaret Thatcher) is elected prime minister in the UK.

The year was 1979.

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Baked Chicken Tacos

- 1 package stand 'n' stuff taco shells
- 2 ½ cups shredded deli rotisserie chicken
- 1 package chicken taco seasoning
- ¼ cup water
- 1 can (4.5 oz) chopped green chilies
- 1 can (16 oz) refried beans
- 1 ¼ cups shredded Mexican cheese blend

Desired toppings (for example, diced avocado, chopped tomato, green onions, shredded lettuce, salsa, sour cream)

Heat oven to 400°F. Place taco shells standing up in a baking dish and set aside. In a pan, cook chicken, taco seasoning, water, and chilies until chicken is heated through. Spread about two tablespoons refried beans in the bottom of each shell. Top each with heaping 1/4 cup chicken mixture and two tablespoons shredded cheese. Bake 7 to 10 minutes or until cheese is melted. Top with desired ingredients.

Lester Holt was born March 8, 1959, in California. He graduated from Cordova High School, and he studied government at California State University, Sacramento. He started out in radio as a teenager, and became a television reporter in New York City in 1981. Throughout the years, he has been a reporter, anchor, and international correspondent, and earned the nickname "Iron Pants" for his ability to stay on the air for hours. In 2015, Holt became the weekday anchor of *NBC Nightly News*, making him the first African-American to be the lead anchor on a broadcast network's weekday nightly newscast.

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