

JAN/FEB 2022



# THANK YOU

## For Your

## Time

## Talents

## Gifts

# Treasures

Find yourself in a picture, ad or your company logo inside and email me the page # and I will enter your name for a Gift card for Coffee.. Must be submitted by January 15 LAST ISSUE WINNER WAS Natalie Scavone, BASCOL!!



SOLAR SIMPLIFIED.

## Save on National Grid Bills with Community Solar!



Solar Simplified is driving accessibility, transparency and mainstream adoption of Community Solar. We connect New Yorkers, like you, to local solar farms to save money on their monthly utility bills.

*Community Solar is a **guaranteed savings** program!*



**Guaranteed  
10% savings  
on all your  
solar credits!**



**Available to  
everyone!**

- Renters
- Homeowners
- Businesses

**No Panel  
Installation!**



**Free to  
participate!  
No fees of  
any kind**

**Quick and easy  
enrollment**



**Support locally  
generated clean  
energy**

**Reduce your  
community's  
carbon footprint**



**Exclusively for the Liverpool and greater Syracuse community! \$50 gift card\*** for enrollment and \$50 gift card for every referral to you and your referral.

**Visit [www.SolarSimplified.com/enroll](http://www.SolarSimplified.com/enroll) today**  
**to fill out a quick and easy enrollment form or**  
**contact our customer support team with any questions.**

[www.SolarSimplified.com/enroll](http://www.SolarSimplified.com/enroll) | [cs@solarsimplified.com](mailto:cs@solarsimplified.com) | (888) 420-9831

*Proud Member of:*



National Community Solar Partnership



\*Must be new to Solar Simplified and in an eligible market to qualify. Subject to Solar Simplified Terms and Conditions.

## CONTENTS

Board of Directors .....	4,5
New Members .....	20,21
Coffee and Friends.....	7
National Days, Celebrate.....	18,19
New Logo– Business Before and After Hours.....	11
Lunch Connection.....	6
We Need Your Help .....	8
Business of the Month.....	10
Mentor Month.....	23
Black History Month.....	9 & 22
Chamber Champions.....	14,15
Members Making Moves.....	26
Memorial.....	30
Save the Date.....	27
Thank You.....	12,13
Chamber Cares.....	27
<b>Enjoy the Month in Review in pictures.....</b>	<b>28,29,30</b>



**SUPPORT THE CHAMBER  
CONTRIBUTE  
GET INVOLVED**

The Greater Liverpool Chamber of Commerce Newsletter is designed and produced by the staff of the Chamber. Printing is provided by Minuteman Press.

Thank you to our advertisers and Minuteman Press (Formerly Seaboard Graphics) for helping us make this publication possible. When you advertise in our newsletter, you support the Chamber and double your brand's exposure.

**THANK YOU!**



## **Greater Liverpool Chamber of Commerce Executive Officers 2022**



**President, Rina Corigliano-Hart**

**OneGroup of NY, Inc.**

315-413-4492

[rhart@onegroup.com](mailto:rhart@onegroup.com)

706 North Clinton Street, Syracuse, NY 13204



**1st Vice President, Bill Pastella**

**Merrill Lynch**

315-424-1666

[William\\_pastella@ml.com](mailto:William_pastella@ml.com)

205 South Salina St., Suite 300, Syracuse, NY 13202



**2nd Vice President, Mark Cardone**

**Cardone Consulting**

315-944-2198

[mark@markcardone.com](mailto:mark@markcardone.com)



**Treasurer, Richard Usher**

**Evans and Bennett**

315-474-3986

[Richard.usher@evansandbennet.com](mailto:Richard.usher@evansandbennet.com)

2112 Erie Blvd E, Suite 100, Syracuse, NY 13224



**Secretary , Sheree D'Agostino**

**ENV Insurance**

315-641-5848

[sdagostino@insurewithenv.com](mailto:sdagostino@insurewithenv.com)

7789 Oswego Road, Liverpool NY 13090



## Greater Liverpool Chamber of Commerce Board of Directors 2022



**Janet Polech**  
**InspirePRINT**  
315-860-0503  
janetpolech@inspiredprints.net



**Jennifer Covert**  
**NAMOW**  
programdirector@namow.org  
315-452-1402



**Staff Leasing**  
**Mark Roberts**  
315-641-3600  
mark@staffleasing-



**Immediate Past President**  
**Ken Maag**  
**Edward Jones**  
315-451-1391  
Ken.maag@edwardjones.com



**Lucretia Hudzinski**  
**Membership & Fundraising Director**  
**Kelly Evans**  
**Executive Administrator**  
315-457-3895  
chamber@liverpoolchamber.com  
Liverpool Chamber of Commerce  
314 Second Street, Liverpool, NY 13088



**Linda Woodrow**  
Holiday Inn Express Airport  
315-454-0999  
syrssdos@yahoo.com



**Robert Just**  
**Main Street Wealth Management, LLC**  
315.516.8052  
rjust@mainstwm.com  
Chair of the Marketing



**Syracuse Crunch**  
**Mark Hayes**  
mark@syracusecrunch.com  
315-473-4444



**Chick-Fil-A Clay**  
**Sarah Freund**  
sarah@cfanorth.com  
315--715-4008

### Past Presidents:

Dr. Tom Conley  
Christine Morrissey  
Dennis Hebert  
Tamara Crowley  
George Powers  
Rand Allgaier  
Julie Witty





# Luncheon Connection

**You are Invited!**

**Tuesday, January 18, 2022**

11:30 - Networking

Noon - Lunch

*Presenter:* Sheila Ohstrum,  
Senior Home Care Solutions

**Luncheon Sponsored by:**



**Sharkey's of Liverpool,  
7240 Oswego Road, Liverpool  
\$18**

**Remember to Vote in January  
Business of the year**



**Business of the Year 2021  
will be announced**

**Networking 11:30**

**Noon Program and Lunch**

**\$18.00**

**New Life Liverpool**

**4617 Wetzel Road, Liverpool**





## **Coffee and Friends**

Every Tuesday at 8 am on Zoom

"I never want to miss another Tuesday, I felt something missing in my Week."

"It helped me build my business."

**Great Networking, sharing, learning**

**Concerned about the future of business?**

email [james.r.mcentire@gmail.com](mailto:james.r.mcentire@gmail.com)

**Would you like to gain some certainty in these uncertain times?**

**" These Liverpool on-line coffee hours have helped me gain a clear perspective on what I need to do in my business."**

**Join us for coffee**

**Looking for presenters**

**Opening Leaders**



**ARM Team:** Meets once a month at 8 am First Thursday of the Month. This team deals with membership, Ambassadors, retention, recognition, awards, greeting members at networking events and orientating new members. Anita Leitgeb from the Salvation Army is our TEAM Leader.

If you would like to be put on our Ambassador roster for grand openings, anniversary events and more, call the chamber. If you know of a business that would benefit from an Ambassadors presentation, please share it with the ARM Team! Involvement with our new Ambassadors team is a great way to network with fellow Chamber members as well as gain valuable exposure with area businesses. Help us spread the good word about all the positive things happening in our Liverpool Area Business community!



. **The Marketing Team** serves as a THINK TANK to assist the Executive Director, the board of Directors, and the other teams in promoting events and activities sponsored by the Chamber. The Marketing team provides enhanced opportunities for communication and — connection, business to business and business to community.

- The strategy includes promoting awareness via internet, print, broadcast and social media.
- Marketing will help with exposure to obtain market expansion and to build customer loyalty.
- Provide material for the Newsletter and Facebook.

Robert Just, .from Main Street Wealth Management



The Golf Committee starts to meet in January and recruits sponsors, golfers, raffle items and volunteer .

It is a great way to meet other businesses in the chamber and get them involved and exchange business information.

It is a win-win proposition.

## VOLUNTEER



**Volunteer:** From time to time we need volunteers to make phone calls, stuff envelopes, deliver materials, proof read, etc. If you would like to be on our volunteer list, give us a call.



## Black History Month articles continues on Pages 22 and 23



When I was asked to write something for Black History Month, I had to sit back and think for a while. I wrote about it on my business blog for years, but I've skipped the last few.

I wondered why I hadn't kept up with it, though deep in my mind I knew why. Before I can say though, I have to give some perspective.

Black History Month began as Negro History Week in 1926, the brainchild of Carter G. Woodson. The second week of February was selected because of its connection to Frederick Douglass, a former slave who taught himself to read, escaped to New York, became an abolitionist, ran his own newspaper, and convinced Abraham Lincoln to allow black men into the Union Army to help the North win the Civil War.

Initially it was met with derision, but eventually it caught on across most of the United States. People of all races were fascinated to learn that black people had actually contributed greatly to the history of the United States in ways they couldn't imagine. They learned that being black was more than slavery; that was a good thing since not all black people came from slavery.

It wasn't until 1970 that Kent State University, on its own, decided to spread the celebration out for an entire month. Once again, it moved slowly, but by 1976 it had grown to a point where President Gerald Ford recognized it during a celebration of the bicentennial of the United States.

If things moved relatively slowly in the United States, it was dragged kicking and screaming (metaphorically) by the United Kingdom, which adopted Black History Month in 1987, and Canada, which adopted it in 1995. This was interesting because slavery was banned in the UK in 1833 (slave trading ended in 1807), and Canada ended it one year later. It wasn't because they hated the thought about the honor; it's that they didn't see it as being necessary.

With that said, it brings my thoughts back to the present, or at least up to 2003. That's when I joined the Liverpool Chamber the first time. I don't know if I was the first, but for three years I was the only black member of the group. I'm happy to say that it's always been a welcoming group; that hasn't always been the case with other business organizations I became a part of.

You see, the opposite of being embraced as an equal is being ignored as if you don't exist. Truth be told, I'm hard to miss in most groups, so it takes a lot of work to ignore me. I can honestly say that, in many of those groups, I was the first black participant; I didn't stay long, so I don't know if things have progressed since my disassociation.

The thing is, the acknowledgment of Black History Month puts black people in the minds of those who, for the rest of the year, don't care. In some circumstances, even though it's a month's worth of historical perspectives, a day is usually all most people can energize themselves for. I don't mind so much these days; as I get older I understand better.

Yet, I do have lamentations here and there. A big one comes from being on LinkedIn. At least once a week (usually more often), there's a person of color who posts something indicating that they're the "first" of their creed to have done something no one else has done; either that or an acknowledgment of someone else who's a first. There's a lot of positive acknowledgment, yet as big a number of those who decide to say "how come every time a black person does something first it has to be acknowledged"?

Having been a "first" in many ways throughout my life, business and personal, I take offense to that. It's important because it shows others who never thought something like that was possible that indeed it was possible. That it happens so often in 2021 is an indication that it's still going to take a while before such things are normalized... if ever.

***Continued on page 23***



# BUSINESS

## *of the month*

The ARM Committee Team meet once a month to determine the nomination of the Business of the month. Votes are given for nomination to businesses that are; current on their dues, involved in the chamber and cares for the community.

Nominees are asked to share on Facebook, to their email list, twitter and in any other way to get the community to vote.

Winners receive a business card ad in the Eagle Newspaper, a Facebook live and photo for the newsletter and are then will be entered into the Nomination (in January ) for Business of the Year. The Business of the year will be announced at the February Luncheon.

### **October 2021 Winner -**

Robert Just

Main Street Wealth Management



### **November 2021 Winner -**

Eileen Collins

ADMIN-ON-CALL



**Nominees for Business of the year will include Monthly Winners-Voting start January 1, 2022**

Golden Bee Bookshop  
King of King Lutheran Church  
North Area Meals on Wheels  
Cruise Planners-Bill Lappin  
Hope Cafe  
Your CBD Store Liverpool  
Rooftop Realty Group  
December winner?



This the new Logo change. It has been years and we needed a clear logo for art work and publications. Thank you Bill Herloski for updating our logo.

Willow Tree and the Onondaga Lake

**Decal for your door?** Do not have one to say to the world you are a member of the Greater Liverpool Chamber? Call the office and we will bring out as many as you need for your door(s). 315-457-3895.



Interested in Hosting a Business Before or After Hours??????????????????

Call the chamber. 315.457.3895

All you need to do is provide light refreshments.

# Thank you!

*You have heard it takes a village to raise a child. It takes supportive businesses, community friends and organizations to make a chamber of commerce vibrant.*

At Multi Chamber meetings we are asked "how do we get such an army.

" We have been told multiple times that our website is informative and appears that there is much going on with your chamber. We know we can do better and are in the process of making some changes.

The members would not allow it us to check out. Many came up with ideas to keep everyone engaged.

*Our cry during COVID was your business is totally shut down if you wish it.* Physically there were many whose doors were closed but followed advice to make their business not forgotten.

What would we do? Watching my grandson during a Karate Class. I learned they saw us and engaged my grandson. WHAT WAS THAT? Zoom. After reaching out to those who knew more about Technology and with the Brainstorm of Brilliant minds, we established Tuesday 8 am coffee with the chamber. Thanks Jim and Barb. Another brilliant idea was Net Learning where we found members making themselves comfortable after work hours with an adult beverage and cigar. Thank you, Lee.

What fun could we have saying goodbye to 2020? The brilliant idea of having the community engage in a 21 day count down to 2021 and win prizes every day. Thank you Mark and Bill and Rob and brilliance of the Marketing Committee Team. One email was all it took to get 30 items for the 21 day count down. We had two Golf Outings. Our most recent one was EPIC. It was FUN, Attendance was awesome with over 100 golfers, volunteers, and after-hours attendees. Thank you, Laura.

½ way to Saint Patrick's Day was the suggestion from a multi chamber call. We made a lot of noise with our brief Parade, engaged business in the chamber and outside the chamber ... listened to awesome Irish music and just had a great time. Thank you. Rob, AmeriCU and Wanger Corp who celebrated their 75 anniversaries with us.

Business of the Month was established. Each Month the ARM committee Team picks a group of members to be nominated. Criteria is you must be the member in good standing, involved in the chamber and in your community.

We had lunches on Zoom, New member showcases and during the good weather we brought our own lunch and chair to the Gazebo in Washington Park.

Bill Heloski introduced us to Facebook live another brilliant venue. Our post often will get a 100 or less. Membership Monday is a news broadcast about what is happening at the chamber and in the Greater Liverpool Community. Members of the Marketing team take turns and our views increased. Between 300 and 900. We found animals are a favorite.

On Wednesday Bill Pastella and Lucretia tape businesses so everyone know more about the members.

Of course, our silly selves gathered at Heid's under the direction of Steve Roberts we learned the Todd Hobin commercial Jingle. Guess how many views we received? Over 2900 and we were on the News.

Financially it was a trying time. Membership was slow or not coming in at all. Besides the Golf Outing we attempted an Auction. This was not a hard task. Many of you were generous and thanks to our Bill Herloski and his techno skills and Rob Just hours to manually update the bids. *We raised \$3,000 in 2 weeks.* We participated in the After-school summer programs and passed out material to over 100 parents about the chamber members.

We participated in the Haunted garage with the Library over 150 cars heard about the Trunk or Treat and the Chamber. Thank you, Diane, for your help.

We handed out 200 "Chamber in a Bag" on small business Saturday at the Library.

You have demonstrated Strength and the willingness to collaborate with each other. You are welcoming and for the future your ideas, wishes and wants are welcome.

Everything we do ... The question is always asked how does this enable us to make you more visible.

**This is your Chamber and Liverpool is the Best Place to live and do Business.**

**Lucretia Hudzinski, Director of Membership and Fundraising**



#### **2021 Golf Outing –**

This was the Chamber's 22nd Annual Golf Outing hosted by Hickory Hill Golf Course. This was our first in-person event since COVID began. The amount of support put into this event was overwhelming. This year, we had 1

Corporate Sponsor, 5 Major Sponsors, a Beverage Cart Sponsor, a Putting Contest Sponsor, Liverpool Dollars for Scholars as our Wager Hole, 24 Hole Sponsor signs, and a profit of just over \$9,000.00, the most we have ever had.

The course was full, with 18 Captain and Crew teams, 10 Cases of Water donated from Northside Collision Center, PB&J's Lunchbox came out to the course in their Food truck and donated Breakfast Sandwiches, 8 Coffee Boxes were donated by Bagelicious, Lunch was donated by Chick-Fil-A, for our golfers to bring on the course with them, and Pizza was donated by Wolf Patio's Pizza when the golfers drove by the gazebo. We had a virtual photo booth with pictures taken and time donated by Winning Business & Marketing Systems. We had almost 40 Raffles Prizes donated for this event. This was the most successful event the Liverpool Chamber has ever seen.

**Trunk or Treat –** We had our 4<sup>th</sup> Annual Trunk or Treat this year at Davidson Ford in Liverpool. Due to COVID, we did not have one since 2019. This year, Davidson Ford, graciously opened their entire front parking lot for us to use. This year we had 20 vendors, with many of them bringing their own children to help. We shortened the time from 3 hours from previous years to an hour and a half, which brought in over 500 kids. This was our most successful Trunk or Treat yet.

**Committees -- ARM Committee** - Which stands for Ambassadors, Recognition and Retention, Membership. These members are dedicated to promoting the growth of the Chamber by attracting new members as well as retaining the existing ones. Their goal is to demonstrate the value of a Chamber membership by promoting the needs of our current members while increasing the Chamber's visibility to the community.



**Marketing Committee** – This is our “Think Tank”. These members assist us in promoting events and activities sponsored by the Chamber. They provide enhanced opportunities for communication and connection, business to business and business to the community. Their creative ideas and marketing strategies do not go unnoticed.

– **Board of Directors** - Our Chamber would not be a Chamber without our Board of Directors. These people volunteer their time, not only once a month for meetings, but on a weekly basis checking in with us to see how they can help keep the Chamber on track. They not only listen to our needs but put into action how those needs can be met. They are the ones coming out to every Ribbon Cutting, Grand Opening, Business Before or After Hours, Facebook Lives and events. They not only want to help improve the Liverpool Chamber and its members, but the community at a whole.

**Volunteers** – These are the people that are behind the scenes, keeping not only events running smoothly, but in the office too. We have the honor of having three (3) lovely ladies that keep the “nitty gritty” going. Stuffing directories, envelopes, newsletters, or special events for mailings, these ladies do it all. Sorting and stuffing 200 bags and 200 items from each business who will be participating for Small Business Saturday, these ladies do it. Handwriting all of our “Thank You”, “Sympathy”, “Anniversary” and “Congratulation” Cards, these ladies do it.

Without our volunteers, the Greater Liverpool Chamber would not be as successful as it is today. You have helped us put together, participate, and enjoy each event we’ve put on for our members and our community. The Golf Outing alone had over 40 people donating their time and efforts into helping our Chamber have the most successful, and FUN, Golf Outing ever! Directing Traffic for the Trunk or Treat would not have been done, and definitely not as smoothly, without the help of our volunteers. Giving back to your Chamber, so in turn we can all work together, help each other, and be visible to the community. We cannot thank you enough for all the time and effort you have given us.

Thank you to everyone who makes this chamber the BEST CHAMBER in CNY! - **Kelly Evans, Executive Administrator**

**2021 Chamber Champions Honorees**



Jim McEntire  
Blueprint for Selling



Richard Usher  
Evans and Bennett



Laura Pantaleo  
Gentle Touch Electrolysis



Rina Hart  
OneGroup



Barb Stone  
Build Your Path



Bill Herlowski  
Winning Business and  
Marketing Systems;  
Your Image Squad

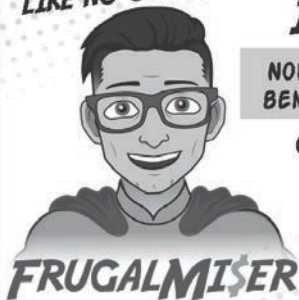


Rob Just  
Main Street  
Wealth Management

## 2021 Recognitions

24Seven HVAC Admin-On-Call, LLC All Car Care AmeriCU Credit Union ARC of Onondaga Aurum Media Bagelicious BASCOL Better Business Bureau Blink Fitness Cam's Pizzeria Candlewood Suites Care Net Pregnancy Center Charles Signs Inc. Chick-Fil-A Cicero Comfort Inn Carrier Circle Comfort Suites Cicero Community Bank Systems Community Living Advocates Creative Florist Davidson Ford of Clay Diana Wolpert Dollars for Scholars DOT Foods & DOT Transportation Dotti Splawn Eagle Newspapers East Coast Headshots Edward Jones - Ken Maag Empower FCU ENV Insurance Agency, LLC Erin's Angels Fidelis Care New York Five Guys Flex-Hose Co., Inc Forge Gone Conclusions Four Seasons Golf and Ski Center Freight Yard Brewing Friends of Historic Onondaga Lake Friends of the Rosamond Gifford Zoo FrugalMiser Generation Electrical Sup-	ply & Lighting Gofman's Grille Golden Bee Book Shop Gwen's Helping Hands Hearth Cabinets and More LTD Hickory Hill Golf Course Holiday Inn & Suites Holiday Inn Express Syr Airport Home Team Pub Hope Cafe Hope for Heather Infinity Wellness Connections InspirePRINTS John Edwards John Hunt Karate John's Martial Arts Kelvin Ringold Key Bank King of Kings Lutheran Church LAMAR Advertising Lee Livermore Limp Lizard Linda McGraw Lisa Eklund Liverpool American Legion Post 188 Liverpool Chiropractic & Wellness Liverpool Public Library Liverpool Rotary Maggie's Tracksider Diner Malara Eyecare & Eyewear Gallery Merrill Lynch MIC Michele Hawthorne Minuteman Press Mytown Realty Nichols Market North Area Meals on Wheels Northside Church Northside Collision Center Nutrition Fix	Onondaga Small Business Development Center Onondaga Yacht Club OrangeHousing.com Paul Davis Restoration PB&J's Lunch Box, LLC Planet Fitness Clay Powers Accounting & Business Services Prime Time Marketing & PTM Solar Procopio Real Estate Redhouse Arts Center Rooftop Realty Group Runnings Safe Harbor Wills and Trusts Salvation Army Scott Paulding Seneca Savings Senior Home Care Solutions Shopping Smart & Wellness for You Speech Family Candy Shoppe Staff Leasing Sugar Blossom Cake Shop Sugar Top Bake Shoppe Summit Federal CU (the) Super 8 Motel/Trikon Inc Susan Farnsworth Syracuse Crunch Hockey Club Too Smooth Entertainment Verilife Veronica Simandle Voss Signs - Liverpool Wolf Patio Pizza Women's Opportunity Center Your CBD Store Liverpool Zoey Advertising
---	---	---

**A MEMBERSHIP  
LIKE NO OTHER!**



## **FRUGALMISER IS PROUD TO INTRODUCE FRUGALSHIP!**

**NOW ANY SIZE BUSINESS IN CNY CAN AFFORD THE  
BENEFIT OF A FULL-SERVICE ADVERTISING AGENCY!**

**OUR FRUGALSHIP PROGRAM IS LIKE HAVING YOUR  
OWN IN-HOUSE ADVERTISING DEPARTMENT,  
BUT WITH THE REACH AND BUYING POWER OF  
A FULL-SERVICE AD AGENCY AND A TEAM OF  
SPECIALISTS AT YOUR DISPOSAL!**

**FOR MORE INFORMATION CALL MISERMAN (DAVE ROSS) AT 315-800-8111**

## **Evans and Bennett, LLP**

**CERTIFIED PUBLIC ACCOUNTANTS**

**Richard A. Usher, Jr.**  
Partner

2112 Erie Blvd. East, Suite 100  
Syracuse, New York 13224

(315) 474-3986 x137  
(315) 474-0716 Fax

**Place Your Ad Here Today! Black &  
White \$150**

## **Build Your Relationship Today.**

**Contact Lauri Hoover**  
*Business Development Officer*

315.728.3474

lhoover@empowerfcu.com



Federally insured by NCUA.  
Membership eligibility required. Loan approval based on creditworthiness.



# Hayden Jewelers

*We are the Diamond People!*

**Mark Hayden**

Phone (315) 622-1228

Fax (315) 622-9043

*Diamonds • Fine & Estate Jewelry*

7647 Oswego Road

Liverpool, New York 13090

Hours: Tues. - Fri. 10-7, Sat. 10-3

Sun. & Mon. Closed



## POWERS

A C C O U N T I N G

Monthly financial statements, tax planning and preparation,  
payroll services, business counseling, budgeting and planning  
7481 Morgan Rd., Liverpool, NY 13090

**(315) 701-1120**



elderwood  
at LIVERPOOL

4800 Bear Road, Liverpool, NY 13088

[www.elderwood.com](http://www.elderwood.com)

**Place Your Ad Here Today! Black &  
White \$150**





1-Jan	<b>New Years Day</b>
	National Play Outside Day- <b>Gwen can you lead us</b>
2-Jan	National Personal Trainer Awareness Day- <b>Elevate and Blink</b>
3-Jan	National Chocolate Covered Cherry Day- <b>Speech Family Candy</b>
4-Jan	National Trivia Day-
5-Jan	National Keto Day
6-Jan	National Technology Day - <b>To all our tech members-It's your day</b>
7-Jan	National Bobblehead Day
8-Jan	National Vision Board Day – <b>Share with us your board</b>
9-Jan	National Sunday Supper Day
10-Jan	National Clean Off Your Desk Day – <b>Lucretia are you getting this?</b>
11-Jan	Shop for Travel Day – <b>Cruise Planners</b>
12-Jan	National Marzipan Day- <b>it is a dessert of almonds, sugar and shapes.</b>
13-Jan	National Rubber Ducky Day- <b>Rubber Ducky You're the one. FUN!</b>
14-Jan	National Dress Up Your Pet Day- <b>Share your photos</b>
15-Jan	National Bagel Day- <b>Let us head for Bagelicious.</b>
16-Jan	National Nothing Day
17-Jan	<b>Martin Luther King Jr. Day</b>
18-Jan	National Thesaurus Day- <b>We actually have one in the chamber.</b>
19-Jan	National Popcorn Day- <b>and a Movie?</b>
20-Jan	Get to Know Your Customers Day – <b>How do you do that!</b>
21-Jan	National Hugging Day
22-Jan	Celebration of Life Day- <b>Celebration of all that is good in our lives.</b>
23-Jan	National Handwriting Day
24-Jan	National Compliment Day
25-Jan	Plan for Vacation Day – <b>Ask Cruise Planners</b>
26-Jan	National Peanut Brittle Day
	Library Shelfie Day - <b>Take a Selfie with your favorite book</b>
27-Jan	National Chocolate Cake Day
28-Jan	National Have Fun At Work Day
29-Jan	National Puzzle Day
30-Jan	National Croissant Day
31-Jan	National Inspire Your Heart With Art Day





1-Feb	National Dark Chocolate Day- <b>Speech family Candy</b>
	National Freedom Day (Freedom From Slavery)
2-Feb	<b>National Groundhog Day</b>
3-Feb	National Carrot Cake Day
	National Missing Persons Day
4-Feb	National Wear Red Day
5-Feb	National Play Outside Day- <b>The First Saturday of Every Month.</b>
6-Feb	National Frozen Yogurt Day
7-Feb	National Send a Card to a Friend Day- <b>Let's see how many we get.</b>
8-Feb	Safer Internet Day U.S.
9-Feb	National Bagel and Lox Day- <b>Bagelicious</b>
10-Feb	National Giving Hearts Day
11-Feb	National Make a Friend Day
12-Feb	Global Movie Day- <b>John Hunt Help!</b>
13-Feb	National Cheddar Day
14-Feb	National Clean Out Your Computer Day- <b>That will take all day.</b>
15-Feb	National Gumdrops Day
16-Feb	National Pancake Day – <b>IHOP</b>
17-Feb	National Random Acts of Kindness Day- <b>What are doing?</b>
18-Feb	No One Eats Alone Day - <b>Lucretia will see you today.</b>
	National Caregivers Day - <b>David's Refudge</b>
19-Feb	National Chocolate Mint Day
20-Feb	World Day of Social Justice-
21-Feb	<b>Presidents Day -Do you have a favorite and why?</b>
22-Feb	National Supermarket Employee Day – <b>Wegman's &amp; Nichols</b>
23-Feb	National Banana Bread Day
24-Feb	National Toast Day <b>National Toast Day is celebrated, and this day allows everyone to give more thought to a food that's more than just a base for butter, jellies, or jams.</b>
25-Feb	National Chocolate Covered Nut Day
26-Feb	National Tell a Fairy Tale Day
27-Feb	National Polar Bear Day
28-Feb	National Floral Design Day- <b>Creative Florist can help</b>

# New Members



## **Business & Professional Services / Coaching/Mentoring**

### **Mitch Michell**

PO Box 2512

Liverpool, NY 13090

P: 315-622-5922

mittchm@ttmitchellconsulting.com

Ttmitchellconsulting.com

Leadership training, diversity training, presenting training programs and speaker on these topics.

## **Business & Professional Services/ Payroll**

### **Payroll Made Simple**

Justin Ferguson

7483 Morgan Road

Liverpool, NY 13090

P: 315-701-1120

justin@syracusepayroll.com

syracusepayroll.com

We are the people who truly know small business. The team experience totals over 100 years of hardworking, small business owners who need a helping hand and a smile. We promise you both. Our payroll department is a full-service payroll provider and includes some HR services.

## **Health and Wellness / Holistic Healing**

### **The Crescent Collective**

Lindsay Mastrogiovanni

911 Old Liverpool Rd., Ste. 2

Liverpool NY 13088

P: 315-935-4941

Lindsay@crescentcollectivecny.com

Crescentcollectivecny.com

The Crescent Collective is a community space to support integrating your personal mind-body-spirit connection in your everyday life and work. We offer holistic intuitive consulting & movement classes to the public, as well as private room rental space for practitioners.

## **Construction**

### **Liguigli Construction**

Anthony Liguigli

104 Cleveland Street

Liverpool, NY 13088

P: 315-907-4663

aliguigli@gmail.com

Lconstructioncny.com

Liguigli Construction LLC is a CNY veteran owned local construction company. From patching a hole to building an addition, no job is too big or too small. Our team will work with you from start to finish to

ensure you are completely satisfied with the end results.

### **Contractors/ Heating/Air**

#### **24Seven HVAC**

Chad + Veda Terrinoni

2120 Teall Ave.

Syracuse, NY 13206

P; 315-399-9962

terrinoni247hvac@gmail.com

24sevenhvac.com

35+ years of experience. As a family-centered business, 24SevenHVAC believes in creating a conscientious atmosphere that promotes growth and excellence in adhering to the organic, green and planet-wary solutions they provide. Making a better planet for your family and ours factors into all of the products and services we provide.

### **Construction / Emergency Restoration**

#### **SERVPRO North and East Onondaga County**

Robert Moses

112 Pickard Drive East

Syracuse, NY 13211

P: 315-399-7062

rmoses@

servpronorthonondagacounty.com

Servpronorthonondagacounty.com

Water and Fire Restoration.

### **Energy Suppliers/ Solar**

#### **Solar Simplified**

David Salmonson

Sasha Lukovenko

301 W. Grand Ave., Ste.314

Chicago, IL 60654

cs@solarsimplified.com

Solarsimplified.com

Solar Simplified is driving accessibility, transparency and mainstream adoption of solar energy. Our quick and easy enrollment process and personalized customer service experience sets the solar industry standard and connects New Yorkers, like you, to local solar farms to save money on their monthly utility bills. Our Community Solar program is servicing renters, homeowners, and businesses in your community.

### **Individual**

#### **Natalie Scavone**

Natalie\_scavone@yahoo.com

### **Photo Booth**

#### **Your Image Squad**

Bill Herlowski

Syracuse-Rochester-Buffalo-  
Albany

P: 585-800-1057

info@yourimagesquad.com

Yourimagesquad.com

Digital Marketing, Photography, and Entertainment.

**Jeff Reynics State Farm Insurance** took over Woznicki Insurance

P: 315-622-1232

4205 Longbranch Rd., #6, Lpool



**The Father of Black History** by Telow MowZus Baugh  
Eileen Collins brother wrote for this reflection

Carter Goodwin Woodson An Author and Historian A son to once enslaved parents Being born black was his penance He launched Negro History Week Which made February unique The Father of Black History His story - Still a mystery Seventeen forced to work in mines Twenty and in High School full-time He wasn't guaranteed safety But he still chased his PHD The second with a doctorate W. E. - First to do it Howard University's Dean Searched for a history unseen Like with racial inequalities We need Critical Race Theory An intellectual movement For equitable advancements A history of racism Systemic at its origins Neglected tales of Africans Carter Goodwin Woodson... © 2021 The Word Rule



### A Reflection On Black History Month

Black people have a unique place in American history. In the beginning, we were captured and brought here as slaves. The Emancipation Proclamation ended slavery on January 1, 1863, and was codified in the 13th Amendment in 1865. It took over 100 years – until the 1960s – after the 14<sup>th</sup> amendment promised that the government would enforce “equal protection of the laws”, for African Americans to finally be guaranteed the rights that the Constitution said every citizen should enjoy. Despite that, black people are a huge part of the fabric from which this country is woven. I believe it is important that people -- *and black people in particular* – realize that dynamic and know about the myriad of contributions we as a people have made to American history because those contributions, for the most part, have been hidden. Black History month is a time for us to reflect on our legacy and enlighten others.

Although we had been slaves, black people have fought -- and still fight – in our armed forces, against our enemies, foreign and domestic! We've created inventions that are embedded in the fabric of our country. Did you know, for instance, that Granville T Woods, in 1887, invented the induction telegraph that allowed train-to-train and train-to-station communication, and prevented many rail accidents? Garrett Morgan invented the gas mask in 1912 that saved the lives of thousands of soldiers during World War 1, and he also invented the modern traffic light.

Did you know that Daniel Hale Williams, in 1893, performed the first open-heart surgery? That was also the first time a chest cavity had ever been opened without the patient dying of infection. That was made possible because of the standard of sanitary conditions that he established in the hospital and training school that he built. Further, where might we be if Dr. Charles Drew hadn't invented the technique for the long-term preservation of blood plasma, and created the blood bank? Just recently, we learned of Katherine Johnson, Mary Jackson, and Dorothy Vaughan, who were collectively known as “computers in skirts.” They were three African American women mathematicians who worked in NASA's segregated west area computers division. They worked on Nasa's Redstone, Mercury, and Apollo space programs. Yes. We have made rich and foundational contributions to science and life in all areas of history.

Economically, there are more than 2 million Black-owned businesses in the United States. We can also look at our contribution to culture, sports, and music via such artists as Quincy Jones, Langston Hughes, Amanda Gorman, Prince, Les

Brown, and so many others.

Black History Month is not only a time when we can help educate “the world” about what we have done; but a time when we can reflect on who we are and can be, as a united people. When it comes down to cases, like any culture, we are simply millions and millions of everyday people trying to lead good lives and create a legacy for those who follow. - **Kelvin P Ringold**

**Continued from page 9**

Being in business is hard. Being a small business owner is harder. Standing out in the crowd for something you can't control can be stifling. That's the actual reason something like Black History Month exists. It's to try to educate everyone of the reality that even with the difficulties of being out-numbered, being ignored, being underestimated or even being frowned upon, black people and other people of color have done some great things for this country and the world.

That's why I stopped writing about it. I'm not a big enough voice to write about it once a year and have it make an impact with anyone. Instead, I hope to make a difference with my business, make a difference with my personality (though, as an introvert I don't get out much), and make a difference with other accomplishments and adventures. It's important enough to know that, in my own way, I've helped pave the road for others to have opportunities. I can live with that.

**-Mitch Mitchell**

**JANUARY IS  
NATIONAL  
MENTORING  
MONTH**

Here are two quotes I love: Barbara Stone

- John Maxwell:

“One of the greatest values of mentors is the ability to see ahead what others cannot see and to help them navigate a course to their destination.”

- Rick Tamlyn:

“Mentors are wisdom guides.”



**Lee Livermore Original Quotes:**

“Success is a journey that was never intended to be traveled alone.”

“There are great opportunities awaiting us. We find them in



Change your actions, your habits, your behavior, and your mind will follow.

This is your chance to make things better.

Being creative is a choice and creativity is contagious.

You can do this.

You already have.

Take action.

**James McEntire**







## Senior Home Care & Alzheimer's *Solutions*

Now featuring 24/7 digital caregiving with

**en****oy** caregiving  
at Home made smarter



**(315) 469-1000**



**info@syracusesenior.com**

8 Adler Drive, Suite 3, East Syracuse, NY 13057



### **Liverpool Chiropractic & Wellness**

**315-461-4510**

Most insurances accepted

Distinguished Fellow of Clinical Biomechanics of Posture

**Dr. Laura Harrington**

**402 Tulip Street, Liverpool**

**www.liverpool-chiropractic.com**

**Place Your Ad Here Today! Black &  
White \$150**

**Place Your Ad Here Today! Black &  
White \$150**

# Bank better with



## Proud to be part of the communities we serve.

Visit our Liverpool Financial Center at  
7474 Oswego Rd., Liverpool, NY and  
ask us how we can help you  
start saving today!

**Mary Lemoniades**  
*Financial Center Manager*



[www.americu.org](http://www.americu.org) | 800.388.2000



NCUA

Equal Housing Lender. Insured by NCUA. Membership restrictions apply.

# M

EMBERS  
AKING  
OVES

This section helps members  
feature their exciting news!

Gwen McCarroll from  
Gwen's Helping Hands and  
the musical duo  
The Power of Two is the  
New Chairperson for  
Liverpool Is The Place.



## The Chamber Cares

ALS disease, also known as Lou Gehrig's disease, is a progressive disease of the nervous system that affects muscle control over movement, speaking, eating, and breathing. ALS is non-curable. Continued awareness, education, and research are needed.



This disease affects our nation. Now it has hit one of our own in the Chamber community.

Just two days before Jimmer Szatkowski's career milestone of owning a second Chick-fil-A restaurant, a more serious milestone overshadowed the excitement of the grand opening. He opening announced that he has ALS. This has not stopped this caring, giving, leader of our community.

The Greater Liverpool Chamber of Commerce will hold an awareness and fundraising event in conjunction with **ALS Awareness Month, in May 2022**, and we invite you to participate. Watch for details to come and thank you for supporting this important cause.

Want to help us plan? Email Rob Just chair o the Marketing Committee  
[rjust@mainstwm.com](mailto:rjust@mainstwm.com)



# Four Seasons

Golf & Ski Center • 637-0023



## Multi-Chamber Inner-Tubing Event !

Sunday, January 9, 2022

4:30 pm - 7 pm



Join multiple chambers as we have our annual tubing event!

\$20 per Tuber (unlimited tubing)

Minimum Age 3 1/2 and 40 inches tall.

Please bring your Family!

### Four Seasons Golf & Ski

8012 East Genesee St., Fayetteville, 13066

**RSVP** at [liverpoolchamber.com](http://liverpoolchamber.com)

Community  
Living  
CLA  
Advocates



**Tuesday, January 25, 2022**

Community Living Advocates and the Liverpool Chamber team up for an  
Outdoor Networking and Snowshoeing event!

**2pm - 3pm**

Get out of the office and network! Bring Snowshoes or come early and rent  
them for only \$5.00.

Gwen McCarroll from Gwen's Helping Hands will be getting our bodies and  
minds ready for a jaunt in the woods!

Beaver Lake Nature Center

8477 E. Mud Lake Road, Baldwinsville, 13027

\$5.00 Donation to Beaver Lake

**RSVP** through the Liverpool Chamber or with Nancy Aureli at  
[nancy@communitylivingadvocates.com](mailto:nancy@communitylivingadvocates.com)





Trunk or Treat @ Davidson Ford



**fh FLEX-HOSE CO. INC.**



Steve Roberts leads



Ready for TV Sarah and Mark



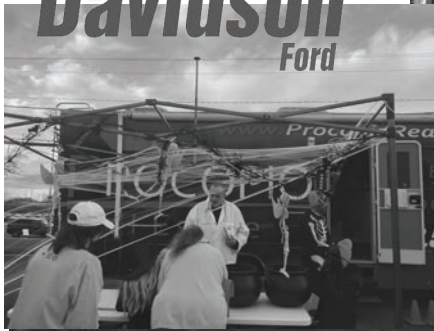


Frieda and Lucretia at Hope for Heather



**Davidson**  
Ford

Thrifty Shopper New Store



Liverpool Chamber at Red House  
for Sister Act





Ribbon Cutting Thrifty Shopper



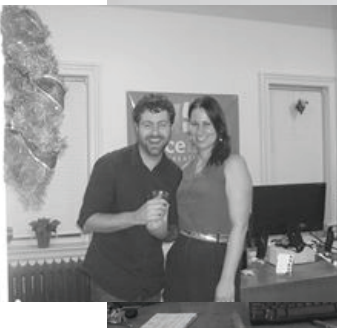
Bville Chamber 50th Anniversary



Ribbon Cutting AmeriCu Training Center



Trunk or Treat at Davidson Ford



We were sad to hear of Rebecca Baldwin's passing. She was co-owner of FACE FIRST Creative, a member of the Liverpool Chamber for many years, and a tenant in the Gleason Mansion. She will be remembered by always being friendly, helpful and full of smiles.

# Mind Your Own Business.

Staff Leasing is a Professional Employer Organization (PEO) serving business owners and employees as an outsourced human resources department. By streamlining your personnel costs through vendor consolidation and offering a comprehensive employee benefit package, we become your trusted business advisor and partner, allowing you to concentrate on the business you know best...**your own.**



315.641.3600 | 1.800.317.8233 [www.StaffLeasing-Peo.com](http://www.StaffLeasing-Peo.com)

149 Northern Concourse, North Syracuse, New York 13212



## Commercial & Residential Real Estate

PROPERTY, RENTALS, OFFICES  
COMMERCIAL & RESIDENTIAL  
PROPERTY MANAGEMENT

**315.457.0141**

200 Salina Street, Suite 109,  
Liverpool, NY 13088

All Your Real Estate Needs, Under One Roof



315.944.2198

[www.RooftopRealtyGroup.com](http://www.RooftopRealtyGroup.com)

In the state of New York, Rooftop Realty Group, LLC has been duly licensed to transact business as a real estate broker.



*This space  
intentionally  
left blank.*

**For YOUR Business Ad!**

**Call Lucretia TODAY!**

315-457.3895

Email: chamber @livrpoolchamber.com

*Half Page and Full Page available in Color*