

July/August 2022



Torch

AWARDS

BBB *for* Ethics

2022 WINNERSM



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 August 5
LAST ISSUE WINNER :

MARK CARDONE, ROOFTOP REALTY GROUP, CARDONE CONSULTING !



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**SUPPORT THE CHAMBER
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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!



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Greater Liverpool Chamber of Commerce Board of Directors 2022



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Lucretia Hudzinski
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Past Presidents:

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



BEST IN "POT" After Hours

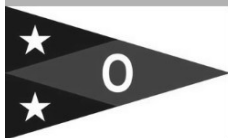
Onondaga Yacht Club

Tuesday, July 19, 2022 5 pm - 7 pm

***BRING A DISH -**

Appetizer, Main Dish, or Dessert!

**Winner will receive a Gift Card
to a Member Restaurant!!**



August Luncheon

Tuesday, August 19, 2022

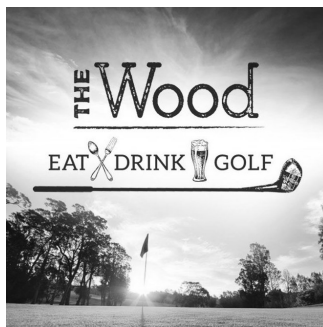
11:30 am Registration & Networking, 12 pm Lunch

The Wood

**7439 Canton Street
Baldwinsville, NY 13027**

\$18.00

Please RSVP



**Networking, Lunch, Learn How to Play Cornhole
Special Pricing on 2 player Golf after lunch!**

Coffee and Friends HOSTS

Barb Stone

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& Leadership Development



Jim McEntire

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their desired Outcomes.



Coffee Hour with Friends Tuesdays at 8 am on Zoom

Presentations to help you succeed
with Sales, Marketing & Personal
Growth tips every Tuesday

Find the zoom link on the chamber
website

Looking for presenters and openers.



Greater
Liverpool Board
take time out to
enjoy a Mets
game.
Thank You
ONEGROUP.





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.

2022 Liverpool Is The Place Concert Series



36th Annual FREE Summer Concerts
7:00-9:00pm at Johnson Park
June 6th - August 17th



LITP Concert Committee

Sub-committee of Liverpool Chamber of Commerce

<http://bitly.ws/rLdm> 315-457-3895

Concert Schedule

Mon, June 6: **The FabCats** - Beatles tribute. {Seneca Savings}
Wed, June 8: **The Joe Whiting Band**—Rock, blues, originals.

Mon, June 13: **The Ron Spencer Band** – Blues rock.
Wed, June 15: **Jane Zell & The Zelltones**—Classic rock & originals{Summit FCU}

Mon, June 20: **The Shylocks** – Blues & Southern rock.
Wed, June 22: **Walrus** – Classic rock.{Solvay Bank}

Mon, June 27: **Irv Lyons & The Light** – Awesome rock.
Wed, June 29: **The Cadleys** – Bluegrass & originals. {Aetna}

Mon, July 4: **Liverpool Community Concert Band** – Patriotic.
{Pierce Family & Liverpool Chiropractic}
Wed, July 6: **The Cobblerockers** – Oldies.

Mon. July 11: **Mike Powell Band** – Originals.
Wed. July 13: **Menage A Soul** – R&B.

Mon. July 18: **Stan Colella Orchestra** – Jazz standards.
Wed. July 20: **Carol Bryant Quartet w/Dick Ward & 3D** – Americana & jazz.

Mon. July 25: **Matt Chase & Thunder Canyon**—Country rock.{Rosie's Trackside}
Wed. July 27 **Mood Swing**—Classic rock. {Assemblywoman Pamela Hunter}

Mon. Aug. 1: **The Lunch Ladies**—Roots rock.
Wed. Aug. 3: **Fate** – Classic rock.

Mon. Aug. 8: **Stroke** – R&B. {Charles Heating}
Wed. Aug. 10: **Dead to the Core** – Grateful Dead tribute.

Mon. Aug. 15: **Mario DeSantis Orchestra**—Standards & swing. {Hope for Heather}
Wed. Aug. 17: **Two Feet Short w/Power of Two**- Folk. John Denver Memorial Food Drive



Presenting Sponsor
June

Thank You To:



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July



Presenting Sponsor
August

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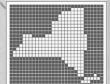


Supermarket & Discount Liquors



Concerts are made possible with funds from the Decentralization Program,
a regrant program of the New York Council on the Arts with
the support of Gov. Kathy Hochul and the
New York State Legislature and administrated by CNY Arts.

State of the Arts



NYS Arts

Block Party August 20 with American High in Liverpool

Watch for more information . Want to be a vendor call



Syracuse Studios. Axelle Azoulay 315-450-6653



Torch
AWARDS
BBB for Ethics
2022 WINNERSM

Better Business Bureau of Upstate New York is proud to announce the 2022 Torch Award for Ethics winner, the Liverpool Chamber of Commerce.

BBB's Torch Awards for Ethics celebrates the commitment made by businesses and charities to the highest standards of leadership, character, and Organizational ethics. The award s show the practices these organizations employ to generate a high level of trust among their employees, customers, and communities. An independent panel of judges made of community leaders, business professional, educators and local journalists selected the winners

The Greater Liverpool Chamber of Commerce and the West Seneca Chamber of Commerce each received a Torch Award in the Small Nonprofit category. The Liverpool Chamber is only Syracuse-area business to win this year. This is the chamber's First Torch Award for ethics. These two Chambers are the first chambers in upstate NY to win this award.

The Torch Award is open to for-profit companies and businesses as well as 501(c)(3) and (6). Nonprofit organizations of all sizes physically located within Upstate New York. Firms need not be BBB accredited. **CONT ON PAGE 12**



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.

BUSINESS *of the month*

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

April's Winner **PAUL DAVIS** RECOVER • RECONSTRUCT • RESTORE

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.

Go to Website for the nominees for July:

May's winner is:



MALARA EYECARE
& Eyewear Gallery
"Professional Eye Care With A Personal Touch"

Greater Liverpool Chamber of Commerce's goal from the start is to improve the community. With nearly 400 members, the Greater Liverpool Chamber continues to strive to meet the goals first set out over 45 years ago by promoting tourism in the area answering questions about area demographics to those companies that consider Greater Liverpool for relocation. The Chamber also responds to hundreds of consumer questions about lodging, eateries, stores, and services. The Chamber has been a [BBB Community Partner](#) for four years. This is the Chamber's first Torch Award for Ethics.

This award goes to all the members of the chamber. It takes a vibrant membership to make a Chamber work for the good of the whole. We encourage member to create and implement their ideas. During COVID the chamber pivoted to continue to keep the chamber and its member connected. Our members collaborate and know that by helping each other they build a stronger community. "I am totally amazed at the partnerships that have grown amongst the members." Says Lucretia Hudzinski, Director of Membership.

The Liverpool Chamber started a multi chamber group of small chambers, has two sub committees Liverpool is the Place and the Liverpool Community Garden, helped regenerate Liverpool Rotary, contributes to the Liverpool Dollars for Scholars and recently Started Chamber Cares, which helps Not for Profits. The Chamber Also Host a Trunk or Treat, Golf Tournament, Spring into Auction and many educational program as well as a online Tuesday 8 am Coffee and Friends.

The Torch Award is open to for-profit companies and businesses and also 501(c)(3) and 501(c)(6) nonprofit organizations of all sizes physically located within Upstate New York. Firms need not be BBB Accredited.



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Melanie McGovern

mmcgovern@upstatenybbb.org



**Multi Cham-
bers**

**9 chambers
total**

June 7

at the Mets

Some of the emails we received the day the Liverpool Chamber received the News.

*What an Honor for the Liverpool Chamber Board and Committee Members
FANTASTIC!!!! CONGRATULATIONS!!!! WELL Deserved!!!!
STANDING OVATION WITH A HUGE SMILE!!!!*

Sara Wall Bollinger SWB Consulting Services

*Lucretia-You are the winner– You lead all of us!!!!Amazing!!!!
CONGRATULATIONS!*

Frieda Weeks Executive Director Hope for Heather

*Yippee!!!! Awesome! So Awesome!!!! AMAZING NEWS!!
Congrats Lucretia and Kelly!!!!*

William Pastella Merrill Lynch and 1st VP of Liverpool Chamber

Mark Roberts, Staff Leasing Lynn Blair, Elderwood Eileen Collins
ADMIN ON CALL Adrienne, Forge Gone Conclusions

Congratulations to the greatest Chamber!

*This award is so well deserved. You guys make it easy to participate.
Thank You for all you do for businesses and the community See you soon.*

Roxanne Baubach, Paul Davis Restoration

*Congratulations on receiving the “torch Award of Ethics Award”! I am sorry I
missed the event. You both have been so helpful and supportive to our lo-
cal businesses especially during COVID! Thank you for all you do !*

Michele Hawthorne



Dunk & Bright Grand Opening

Chick-Fil-A Clay First Anniversary





After Hours July 8 4:30 to 8

Freight Yard,, 4975 State Route 31 , Clay

We will also have a chance to tour the Clay Historical Park from 4:30 to 5:30 pm

Via Napoli Express Wood-Fired Food Truck will be the food trunk that night.

RSVP Please Cash Bar and Food purchase from Truck



Liverpool Is the place sponsors and committee start June 6





Upper is the board at recent Lunch connection with Jason Smorol GM Mets

Across Ribbon Cutting Golden Bee



Upper Hungers for Hope Ribbon Cutting

Across Earthwise Ribbon Cutting



Interested in Hosting a Business Before or

After Hours????????????????????

Call the chamber. 315.457.3895

All you need to do is provide light refreshments.



Small Business Expo 2022

Tuesday September 13th
Regional Market F Shed

Be Part of The Largest CNY Business Expo of the Year!
Register at celebrate-cny.com

Exhibitor Booths Include:

- 10'x10' Booth Space
- 6' Skirted Table
- (2) Folding Chairs
- 8' high backdrop (black drape)
- 3' high side rails (black drape)
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Register Early and SAVE!!!

\$375 if registered in June
\$450 if registered in July
\$525 if registered in August
\$250 Non-Profit

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call Michelle at 315-876-2126

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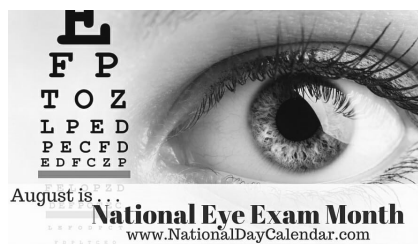
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White \$150 FOR ONE YEAR**



| | |
|------------------|--|
| July 1st | National Creative Ice Cream Flavors Day |
| July 2nd | Hop-a-Park Day – watch for our park tour |
| July 3rd | National Compliment Your Mirror Day |
| July 4th | Independence Day (USA) |
| July 5th | National Workaholics Day |
| July 6th | National Hand Roll Day |
| July 7th | National Father Daughter Take a Walk Day |
| July 8th | National Chocolate with Almonds Day |
| July 9th | National Sugar Cookie Day-Sugar Top and Sugar Blossum have all kinds |
| July 10th | National Kitten Day |
| July 11th | All American Pet Photo Day-take one an post |
| July 12th | Eat Your Jello Day-don |
| July 13th | toss Away the “Could Haves” and “Should Haves” Day |
| July 14th | National Grand Marnier Day |
| July 15th | National I Love Horses Day-Lisa Eklund Mindful Equestrian |
| July 16th | Toss Away the “Could Haves” and “Should Haves” Day |
| July 17th | National Ice Cream Day –Stewarts and Heids lets meet there |
| July 18th | National Get Out of the Dog House Day – |
| July 19th | National Words With Friends Day |
| July 20th | National Hot Dog Day – Let’s meet for lunch at Heids |
| July 21st | Get to Know Your Customers Day – Third Thursday of Each Quarter |
| July 22nd | National Hammock Day |
| July 23rd | Gorgeous Grandma Day |
| July 24th | National Parent’s Day & Cousins Day |
| July 25th | National Hire a Veteran Day |
| July 26th | National Bagelfest Day-Bagelicious |
| July 27th | National Korean War Veterans Armistice Day |
| July 28th | National Refreshment Day |
| July 29th | |
| July 30th | National Father-in-Law Day |
| July 31st | National Mutt Day-Humane Association has many |



| | |
|---------------|---|
| 1-Aug | Respect for Parents Day |
| 2-Aug | National Coloring Book Day |
| 3-Aug | National Watermelon Day |
| 4-Aug | National Chocolate Chip Cookie Day |
| 5-Aug | International Beer Day |
| 6-Aug | National Wiggle Your Toes Day |
| 7-Aug | National Lighthouse Day-Ask Lucretia she has climbed many |
| 8-Aug | National CBD Day-Liverpool CBD Store |
| 9-Aug | National Book Lovers Day-Golden Bee Book Shop |
| 10-Aug | Agent Orange Awareness Day-Viet Nam Vets Still Suffer |
| 11-Aug | National Son's and Daughter's Day |
| 12-Aug | National Vinyl Record Day-who still plays these |
| 13-Aug | National Garage Sale Day |
| 14-Aug | National Spirit of '45 Day |
| 15-Aug | National Relaxation Day |
| 16-Aug | National Tell a Joke Day-Mark Cardone Dad Joke day |
| 17-Aug | National Nonprofit Day-and Thrift Shop Day |
| 18-Aug | |
| 19-Aug | National Soft Ice Cream Day |
| 20-Aug | National Radio Day-what is your favorite station |
| 21-Aug | National Senior Citizens Day |
| 22-Aug | National Tooth Fairy Day-Smiles by Design |
| 23-Aug | |
| 24-Aug | |
| 25-Aug | National Kiss and Make up Day |
| 26-Aug | National Women's Equality Day |
| 27-Aug | National Just Because Day |
| 28-Aug | Rainbow Bridge Remembrance Day |
| 29-Aug | According to Hoyle Day-who is the first to tell me what this is |
| 30-Aug | National Beach Day |
| 31-Aug | National Eat Outside Day-what is your favorite spot |

New Members



Associations/ Wine Club

Cirque d'Vin Wine Club

facebook.com/groups/126742130676452

315-289-4233

Bill Pastella

34 Cross Country Drive

Baldwinsville, NY 13027

Wine Club with 175 members on the first Friday of the month we meet at the Fireside Inn at 7pm. Start back up in October for the 2022/2023 year. \$18/ person for Tastings and Spreads!

Arts & Entertainment/ Film School

Syracuse Studios

Syracusestudios.com

axelle@americanhigh.com

315-450-6653

Axelle Azoulay

800 4th Street

Liverpool, NY 13088

Syracuse Studios is an all-in one production studio in Central New York. With the help of our in-house production and post-production tax incentive experts, Syracuse Studios can get you setup in no-time and be by your side throughout your project to ensure you don't miss a beat. From building your budget to submitting state paperwork, our team's services allow your team to focus on telling your story. Also offers a variety of Master Classes and film related workshops to the community.

Arts & Entertainment /Photography

Capture The Moment CNY Photography

capturethemomentcny.com

nancymiller2175@gmail.com

Nancy Miller

Serving Central New York

I'm ready to capture your memories. For many years, I have loved capturing peoples in real moments: laughing, loving, and soaking up all the beautiful moments around us.

Business & Professional Services/ Advocate/Senior Services

Aging Advocates CNY

agingadvocatescny.com

amberly@agingadvocatescny.com

315-480-4770

Amberly Reinertsen

Serving Central New York

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Business & Professional/ Interior Design

M Graham Interiors

mgramhaminteriors.com

mgramham.alamaison@yahoo.com

315-440-6637

Michele Graham

309 Vine Street

Liverpool, NY 13088

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tisaregin14@gmail.com

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North Syracuse, NY 13212

To provide the best possible solution for each customer by taking the necessary time to survey your entire facility, understand the processes of your business and listen to your concerns, we can begin to design and integrate a security system that works for you.



23rd Annual Golf Tournament

Location: Hickory Hill Golf Course
3451 State Route 31
Baldwinsville NY

When: Friday, July 15, 2022

Registration: 10:00 am

Shotgun: 11:00 am

Captain and Crew format

GOLF CART SPONSOR-\$750 (limited to 2)

Your name will be
displayed on all carts.
Receive two (2) individual
greens fees, carts, putting



PUTTING CONTEST SPONSOR-SOLD OUT



BEVERAGE CART SPONSOR - SOLD OUT



HOLE SPONSORS—\$150

Your company name will have signage in a
prominent position as the golfers approach the tee.
Includes the option to be present at the hole to
increase your business/company awareness.

MARSHMALLOW SPONSOR- SOLD OUT



CORPORATE SPONSOR - SOLD OUT



MAJOR SPONSOR \$500 (4)

Your Company will receive:

- ◆ Company name/logo printed on all materials for the tournament.
- ◆ Receive two (2) individual greens fees, carts, putting contest and picnic dinner.
- ◆ 1 Hole Sponsor
- ◆ Company name listed in the program.



Wager Hole:



Greater Liverpool Chamber of Commerce 314 Second Street, Liverpool NY
Phone: 315-457-3895 Fax: 315-234-3226 Email: chamber@liverpoolchamber.com

Golfers Registration Form

\$95 per Golfer for early registration. Payment and registration must be received by June 24th.

\$100 per Golfer for registration and payments after the 24th must be received by July 8th.

All golfers will receive green fees, cart, food, non-alcoholic beverage, lunch by tba, picnic dinner and putting contest and goodie bag.

Business/Company Team Name: _____

Player 1* Name: _____

Player 2* Name: _____

Player 3* Name: _____

Player 4* Name: _____

I am an individual and would like to be put on a team. ☐

Sponsor Form

I would like to be a:

SOLD OUT Corporate Sponsor:

☐ Golf Cart sponsor \$750

☐ Major Sponsor \$500

☐ Beverage Cart Sponsor \$300

SOLD OUT Putting Contest Sponsor

☐ Hole Sponsor \$150

SOLD OUT Marshmallow Sponsor



Contact Information

Company name _____

Point of contact _____

Phone # _____

Want to increase your visibility ?

- ☐ Become a Food Sponsor and bring your sample of food. Sponsor must man their own station, bring their own table or cart from 11am-3pm.
- ☐ \$30 Networking for non-golfers anytime after 4pm. Includes picnic dinner.
- ☐ Golfers goodie bag (100 bags with your logo)
- ☐ Goodie bag stuffers - Provide 100 trinkets, chotskies, or company branded items.
Brochures, flyers and coupons not recommended
- ☐ Donate raffle prizes.
- ☐ Donate prizes for contest winners

All goodie bags, stuffers and raffle prizes must be delivered to the Chamber or picked up by July 8th.

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M

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**This section helps members
feature their exciting news!**

**Congratulations Rebecca Maitland for
your promotion to the Dual Property
Director of Sales for Hampton Inn
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Suites Carrier Circle!**



**Congratulations to Dr. Richard Malara from
Malara Eyecare and Eyewear for receiving
the Best Optometrist in New York State!**

**Congratulations to the Rosamond
Gifford Zoo for their new
expansion of the Animal Health
Center!**



**Congratulations to M&T Bank for being
honored by the Onondaga SBDC for Regional
Small Business Lender Partner of the Year!**

**Congratulations to Evelyn Ingram, Divisional
Public & Community Relations Director of
Wegmans for your new role on the United
Way of CNY Board of Directors!**



M

MEMBERS
MAKING
MOVES

This section helps members
feature their exciting news!

Congratulations to AmeriCU Federal Credit Union for being named one of the BEST PLACES TO WORK for the 6th year by CNY Business Journal! Previous years of 2021, 2020, 2018, 2016 and 2014.



Congratulations to Adrienne Peltz, owner of Forge Gone Conclusions, for placing as a Finalist in the WiSE Women's Center Retail Pitch Competition!

Congratulations to Daniel Henner, for his new position as the Superintendent for the Liverpool Central School District !



Congratulations to Joseph Serban for his new position as Community Bank NA, President of Retail!

Congratulations to Brenda Carhart, for her new position as the Interim CEO of Empower Federal Credit Union!



Home insurance vs. business insurance

By Rina Corigliano-Hart, CLCS

It's estimated that between a quarter and a third of Americans have a "side gig" or home-based business. Of those, almost 90% are not properly insured. That is partly because so many don't understand what is and isn't covered by a homeowner's policy, or what is and isn't covered by a business owner's policy.

While some homeowners' policies contain limited endorsements for business property, most do not consider anything used for business purposes to be personal property. If the equipment you use for your home-based business breaks or is damaged, and is not specifically named on your homeowner's policy, you would be on the hook for repairs and replacements. Or, if you or your products cause damages in any way – physical, property, reputational, errors/omissions, etc. – your homeowner's policy may not cover your liability. A business owner's policy would.

Depending on the size and scope of your business, you may need:

- Business Owner's Policy (BOP)
- Professional & General Liability, Product Liability (if you manufacture anything)
- Business Auto Insurance
- Property & Casualty
- Workers' Compensation / Employment Practices Liability (if you have employees) *Please note: In New York, NYS Disability may also be required*
- Cyber Insurance
- Business Interruption Insurance

If the exposures you incur through your business are small enough, you may have additional options for keeping yourself covered with just your personal insurance. Some carriers add additional business endorsements to homeowners' policies as long as the circumstances meet certain parameters.

When you are busy running a business, the last thing you want to worry about is insurance. Work with an agent or broker who can help you understand your needs and can work with the appropriate carriers on your behalf to secure the right coverage. Your agent will act as your advocate and advisor, and will make the process seamless, easy and personal. You will know that in case of any mishaps, you'll be covered.



Rina Hart

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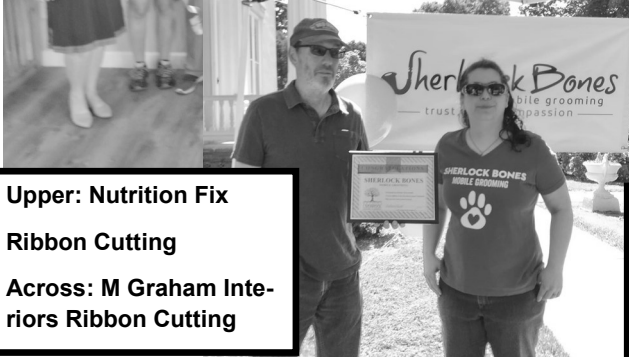
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