Dear Members,

It is my honor to serve you as the Board Chairperson for the Corning Area Chamber of Commerce. As we finally enter the spring season, we hope that you are also seeing your business sprout new growth. A subcommittee of board members met to update the Chamber’s strategic plan last year and decided to create a “value proposition”, rather than a traditional mission statement. Our value proposition is:

The Corning Area Chamber of Commerce serves and advances regional business interests in support of a vibrant community. We provide our Members with individualized opportunities to grow through network development, marketing, education, and advocacy.

We Believe:

- Businesses have a powerful voice when united
- Members deserve a return on their investment, with value-added benefits
- Relationships, responsiveness, accountability, and integrity are the foundation of our organization - internal and external
- Being a community partner and proactive leader is essential to our sustainability

The Chamber staff and Board of Directors strives to give members a return on their investment every day, with every program. For the 2019-20 year, the Chamber has embarked on a new dues structure that tailors the investment more closely to the business’s needs. We launched this with thirty early adopters and will continue to refine the opportunities throughout this year. Hopefully your business will be involved in one of the successful programs offered by the Chamber such as Leadership Steuben, the Young Entrepreneur Academy, or the newly launched Non-Profit Roundtable. Maybe you have benefited from one of the timely educational topics or government update sessions. Hopefully you have been able to attend one of the Business After Hours networking events to meet other business professionals and interact with board members or Chamber Ambassadors.

People often ask me why I am involved in the Chamber. I do not own a business, nor am I a CEO; I am a service provider. I respond with a list of all the reasons I value our Chamber membership: I have access to hundreds of businesses as a Chamber member, I can attend a wide variety of educational programs at no additional charge, and I can network with business members that have led me to finding both new employees and increased business for my department. My Chamber involvement has increased the profile of my business in the community; something I think we can all benefit from. Most of all, I am involved with the Chamber because of you—our members!

If you are already involved with the Chamber; thank you. If you are not involved, please get involved. Your Chamber membership is much a like a gym membership—you only benefit if you use it! Let the Chamber Staff or a Board Member know how we can help you make the most of your membership. Have a great 2019.

Jeanne Eschbach
SUNY Corning Community College
THE CORNING AREA CHAMBER OF COMMERCE
STRATEGIC PLAN 2019-2021
Approved: January 2019

Mission & Vision

The Corning Area Chamber of Commerce serves and advances regional business interests in support of a vibrant community.

Value Proposition

We provide our Members with individualized opportunities to grow through network development, marketing, education and advocacy.

Key Focus Areas:

A. Member Support, Education & Advocacy

1. Listen to each Member's needs through surveys, assessments and discussion, and provide programming to meet those needs
2. Provide relevant education regarding key issues for both general membership and targeted groups & industries
3. Provide access to local government officials and issues relevant to the business community

B. Community Partnerships & Enhancement

1. Collaborate with area organizations and community leaders to identify new initiatives and/or potential partnering opportunities tied to the success of the business community
2. Offer quality programs and services that foster business growth in the community
3. Utilize the Information Center to enhance the visitor experience which leads to economic benefits for the community
2018 NOTABLE ACCOMPLISHMENTS

- The Chamber advocacy information efforts continued on behalf of our Members and the business community through the Government Affairs Program with the generous sponsorship support of Harter Secrest & Emery, LLP and Corning Enterprises.

- Chemung Canal Trust Company continued their underwriting support of the Chamber Educational Program Series to provide relevant information to our businesses with such topics as social media trends, updated regulations for workforce and HR development, as well as board governance.

- The Chamber Gift Card Program maintained a valuable opportunity to keep dollars local, help support our area businesses and make a positive economic impact to our community. In 2018, the gift card sales totaled $260,418.00. Since the program began in December 2013, the Gift Card program has injected over $900,000.00 back into our local economy.

- The Young Entrepreneurs Academy (YEA) in partnership with the Corning-Painted Post Area School District proudly welcomed another group of young CEOs to the community, Class of 2019. This innovative program is made possible through the generous support of Investors and Program Partners, Chemung Canal Trust Company, Community Bank, N.A., Community Foundation of Elmira-Corning & the Finger Lakes, Corning Credit Union, Elmira Savings Bank, First Heritage Federal Credit Union, Mengel Metzger Barr & Co, M & T Bank, Siemens, the Steuben County Industrial Development Agency and Wegmans. Additionally, the Chamber was pleased once again welcome Sponsor Corning Natural Gas Corporation, providing insight, expertise and financial support for the YEA CEO Roundtable.

- The Leadership Steuben Program kicked off year #3 under the updated program format, led once again by the expert facilitation of Judy Rowe with Judith Rowe Consulting. The class of 2019 boasted 25 students seeking this exemplary professional leadership development opportunity that ultimately lends to the success of our businesses and communities.

- The Corning Area Young Professionals (CAYP) officially celebrated their 2nd anniversary since launching in November 2016. CAYP Leadership continues to explore ways to improve opportunities for their Members, as well as supporting the communities they serve.

- With the guidance and professional expertise of CreAgent Marketing, in February, the Chamber proudly introduced and launched their new brand identity to better reflect the Chamber of Commerce today.

- Own It!, a new women’s conference enjoyed their 2nd year of providing relevant topical information applicable to today’s women of all ages, encouraging attendees to “accept their challenges and own the solutions!”

- The Chamber embarked on an exploration and pilot of a new dues system. This new approach will allow Chamber Members to customize their level of investment and engage on a level that more comfortably accommodates their goals and schedule.

- The Chamber Finance Committee, supported by the Board of Directors, established a first-time ever Chamber Reserve Fund. This fund’s intent is to provide operating cash in the event the organization’s revenue is adversely impacted by a downturn in the economy or an emergency situation; to provide funds for such purposes as the Corning Area Chamber of Commerce Board of Directors may direct from time to time in order to fulfill the organization’s established mission/purpose and/or to provide a “building fund” for building improvements, to pay for building maintenance not budgeted, and to provide funds to make capital purchases not always included as part of the annual operating budget.
2019 INITIATIVES

• The Board of Directors reviewed and approved the revised Chamber Strategic Plan which included the addition of a Chamber Value Proposition. Additionally, the Chamber will be looking to implement a board assessment in 2019.

• The Chamber remains grateful that the Government Affairs and Advocacy Program efforts continue in 2019 on behalf of our Members through the partnership support of Harter Secrest & Emery LLP and Corning Enterprises providing Members with important resources, accessibility and information about impacting legislation, workforce, economic / consumer trending and important regional economic development information.

• With the Chamber rebranding completed in 2018, CreAgent Marketing will continue to analyze the feedback and data collected from the new platforms and communication forums implemented to support the new identity. With the exploration of the new tiers, CreAgent Marketing will provide insight and expertise into the addition of new marketing opportunities and communication outlets.

• The Chamber continues to further enhance and extend the reach and relevancy of the Own It! Women’s Conference for 2019 as a result of very positive feedback from conference attendees. This effort continues to be shepherded by the Own It! committee comprised of a group of dynamic, experienced women committed to empowering other women.

• The Chamber Board will be exploring and benchmarking other event and program options to align with the revised Strategic Plan in an effort to further support Chamber Members.

• The Information Center of Corning adopted new colors to align and complement the Chamber’s recent rebranding and is currently exploring new opportunities with Master Pix.

• Aware of the increased priority around workforce recruiting and retention, the Chamber will explore an all new “digital relocation packet” to showcase all that this region has to offer utilizing a specially selected steering committee. This new “packet” will be available for area tours, relocation requests, recruiters, etc. and is made possible through the generous support of Three Rivers Development Corporation.

• The Young Entrepreneurs Academy (YEA) Committee, under the leadership of Committee Chair Jerry Sleve, is actively seeking new recruiting and sponsorship support opportunities. The long-term goal of the YEA Program is to expand to better provide this innovative entrepreneurial experience to more and more students ages 11-18. Recruiting efforts for 2019-2020 will soon begin.
<table>
<thead>
<tr>
<th><strong>Revenu</strong>e</th>
<th><strong>% of Revenue</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership</td>
<td>241,164 44%</td>
</tr>
<tr>
<td>Membership Services &amp; Events</td>
<td>158,896 29%</td>
</tr>
<tr>
<td>Visitor Services</td>
<td>122,464 22%</td>
</tr>
<tr>
<td>Other</td>
<td>22,605 4%</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>545,130</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Expenses</strong></th>
<th><strong>% of Expenses</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel &amp; Related Expenses</td>
<td>280,970 51%</td>
</tr>
<tr>
<td>Membership Services &amp; Events</td>
<td>83,263 15%</td>
</tr>
<tr>
<td>Visitor Services</td>
<td>32,521 6%</td>
</tr>
<tr>
<td>Rent</td>
<td>23,760 4%</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>37,464 7%</td>
</tr>
<tr>
<td>Professional Fees</td>
<td>67,753 12%</td>
</tr>
<tr>
<td>Other Organization Costs</td>
<td>23,948 4%</td>
</tr>
<tr>
<td>Other</td>
<td>6,526 1%</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>556,204</strong></td>
</tr>
</tbody>
</table>

**Change In Net Assets** $ (11,075)
THE CHAMBER WELCOMES OUR NEW 2018-2019 MEMBERS!

- A Reflection of You Counseling & Support Services (ARYCSS), LLC
- Aflac NY
- AgeLess Integrative Medical Spa
- AgeLess Spa at Tioga Downs
- Beagle Media, LLC
- Bevilacqua Consulting
- Burgers & Beer of Corning
- Confluence Running
- Corning Christian Academy
- Elevated Strategies
- Experience! The Finger Lakes
- Family Life
- Finger Lakes Orthodontics
- Finger Lakes Steak
- Foot and Ankle Specialists of the Twin Tiers, P.C.
- Girl Scouts of NYPENN Pathways
- Heartland Payment Systems
- Henry Dunn, Inc.
- Heritage Design
- Hilton Garden Inn Corning Downtown
- Isaac Home Energy Performance
- Itsy Bitsy Inspirations Child Care Center
- Jerry Sleve Consulting
- Klugo Enterprises, LLC
- Mark Witmer Consulting
- Micro Solutions
- Nine Elephants of Corning Group, LLC
- Northeast Office Supply Co, LLC
- Palomino Acres - Equine Services LLC
- Patriot LLC dba Papa John’s
- Paychex
- Phoenix Wellness and Rejuvenation Center
- Pookie’s Little Britches
- Poppleton Bakery and Cafe
- Red House Ranch, LLC.
- Seneca Lake Kayak
- Seneca White Deer
- Staff Leasing
- Stage Door Performing Arts Center
- Steuben Senior Services Fund
- Stevens Paint Store
- Summer Street Capital Partners
- T&R Environmental
- T&R Towing and Service Centers
- The Salvation Army - Corning
- The UPS Store - Horseheads
- Triumph Leadership Group
- Wagner Vineyards/ Wagner Valley Brewing Co
- WillowCreek Golf Club
- Zeigler Florist, Inc.
CORNING AREA YOUNG PROFESSIONALS (CAYP)

The Corning Area Young Professionals (CAYP) seeks to actively engage young professionals and provide them with opportunities for networking, professional development and volunteering in an effort to attract, develop and retain talented and ambitious young professionals within our community. CAYP provides the foundation for young leaders of our region to help them be the building blocks for our future. We are continuously cultivating personal and professional relationships that will last a lifetime. In our 4th year, we are committed to consistent outreach to educate our community on the importance of a Young Professionals group for a community’s ecosystem; one which will help support a growing and thriving community.

Sponsorships Opportunities Available—please email us at info.cayp@gmail.com

CONTACT US

Email: info.cayp@gmail.com
Facebook: @corningareayoungprofessionals
Instagram & Twitter: @corningayp
Website: www.corningayp.org
Become a Member: www.corningayp.org/member-signup
### CAYP Board of Directors

<table>
<thead>
<tr>
<th>Chair/Position</th>
<th>Name</th>
<th>Company/Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ashleigh Madison</td>
<td>Bryan Gilbert</td>
<td>Caitlin Fuller</td>
</tr>
<tr>
<td>Chair</td>
<td>IncubatorWorks</td>
<td>GLN Tax and Payroll</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Market Street Trust Company</td>
</tr>
<tr>
<td>Josh Bezio, Chair-Elect</td>
<td>Megan Clark</td>
<td>Kristen Morseman</td>
</tr>
<tr>
<td>Hunt Engineers, Architects, Land Surveyors, PC</td>
<td>Hilton Garden Inn Corning Downtown</td>
<td>Radisson Hotel Corning</td>
</tr>
<tr>
<td>Cory Eddy, Secretary</td>
<td>Tyler Bershad</td>
<td>Katie Lesher</td>
</tr>
<tr>
<td>Elmira Savings Bank</td>
<td>Corning Incorporated</td>
<td>Guthrie Healthcare System</td>
</tr>
<tr>
<td>Megan Clinton, Treasurer</td>
<td>Nicholas Weinstein</td>
<td>Tom Reed for Congress</td>
</tr>
<tr>
<td>Arbor Housing &amp; Development</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### CAYP SPONSORS

CAYP would like to sincerely thank the following 2018 sponsors for their continued support of our growing organization. It is the valuable contributions of our sponsors that truly make CAYP a continued success.

*Thank you to our CAYP Sponsors:*
Thank you to our 2018 event sponsors!

**Annual Dinner**

**Annual Awards Breakfast**

**Own it! Women’s Conference**

**Golf Tournament**
Chamber Staff

Denise K. Ackley, IOM
President

Elizabeth R. Gauger
Office Manager

Janet B. Morgan
Director of Events

Andrew L. Schultz
Information Center Manager

Jessica L. Degarmo
Director of Member Services & Development

Shirley R. Toole
Information Center Assistant Manager

Marie J. Laird
Information Specialist

Board of Directors

Jeanne Eschbach, Chair
Corning Community College

Michelle Caulfield
Corning-Painted Post School District

Christy Kager
Piper Insurance Agency

Michael Reese, Chair-Elect
Express Employment Professionals

Lisa Caracci
Steuben County Habitat for Humanity

Dr. Edward Lukomski
Pathways, Inc.

Barry Nicholson, Past Chair
Connors Mercantile/Pure Design/The UPS Store/Yesterdays

Landy Chapple
Appleridge Senior Living

Ashleigh Madison
IncubatorWorks

Jill Staats, Treasurer
Steuben IDA

Cory Eddy
Elmira Savings Bank

Susie Palombo
Radisson Hotel Corning

Frank Vassallo, Assistant Treasurer
First Heritage Federal Credit Union

Coleen Fabrizi, Ex-officio
Corning’s Gaffer District

Patrick Roth, Esq.
Law Offices of Patrick Roth

Dawn Burlew
Corning Enterprises

Greg Galligan
Corning Incorporated

Dale Ruben
Corelle Brands, LLC

Garret Callahan
Wegmans-Corning

Mark Hrynkiew
CPE IT Solutions Inc.

Jerry Sleve
Jerry Sleve Consulting