

THE GREATER MANLIUS CHAMBER OF COMMERCE



CHAMBER HAPPENINGS

Fayetteville ♦ Manlius ♦ Minoa

Inspired by the Past... Building for the Future

Volume 18, Issue 10

October 2009

All Chamber events are open to the community

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305 E. Seneca St. ♦ Manlius, NY 13104 ♦ Phone: 315-682-7400 ♦ Fax: 315-682-5655

Learn

Over Lunch

**"Weathering the
Economic Storm"**
*Business Survival Tools
for Today's Economy*

Tuesday, October 20
Cavalry Club Banquet Room
Troop K Road Manlius

"The current slowdown in our economy has many small business owners wondering what to do next and where to turn for assistance. SCORE, SBDC and the Women's Business Center are three dynamic resource partners that fall under the SBA umbrella. Each organization provides a range of free services that our local businesses can use to help them "weather the economic storm."

\$25.00 Member, \$35.00 Non-Member includes program and lunch.

- 10:45 Registration & Networking
- 11:15 Networking & Welcome
- 11:30 Speakers - Joe Anderson from SCORE, Joan Powers from SBDC, and Joanne Lenweaver from the Women's Business Center- WISE
- 12:15 Lunch
- 12:45 Q & A with our presenters

Registration application must be received by October 13, 2009



Learn Over Lunch Registration Form

Business Name:

Contact Name:

Phone:

Participate in Mini Trade Show

\$25.00 Member

\$35.00 Non-Member

Check Enclosed

Mastercard Visa

Account Number :

Exp. Date:

Signature:

Building Community Together Fayetteville ♦ Manlius ♦ Minoa





PRESIDENT'S NOTES...

Hope

Barbara Barnell, President



**REMEMBER TO
VOTE ON
NOVEMBER 3**

ADVERTISE

Your business in
the next edition of

Chamber Happenings

Full Page Flyer	\$60
(must provide 290 copies with payment)	
½ Page Display Ad	6½" x 4½"
\$30 one month/\$75 three months	
¼ Page Display Ad	3¼" x 4½"
\$20 one month/\$50 three months	
Business Card	\$15
Classified	\$10

Call the Chamber Office at
682-7400 to place an ad.
All ads must be camera ready
and properly sized

MEMBER OF THE MONTH

Drs. Gerard and Joseph Rosney of TLC Chiropractic Wellness Center are excited to be selected as this month's featured business.

Serving Manlius and surrounding areas since 2005, TLC Chiropractic Wellness Center is dedicated to providing treatment, education and resources to our community members interested in living longer, happier, and healthier lives. It is our mission to treat, counsel and encourage people toward natural, healthy living and lifestyle choices proven to prevent disease and promote health.

You'll find our approach focuses on understanding what the body requires to be healthy and how our bodies experience wellness to overcome sickness and disease. We are committed to using the highest quality research and clinical grade instrumentation available for the purpose of maximizing your return to health.

If your intent is to once and for all get out of pain, increase mobility, lose weight, reduce or eliminate dependency on drugs, and understand how best to nurture your body so you move away from disease and toward wellness, stop in and visit us. We have the research and expertise to help you discover the science of wellness and start living well today.

We want to reach out and help as many people as possible to experience better health! To meet that goal, we have recently

partnered with a national non-profit organization called the Foundation for Wellness Professionals. As a local representative of FWP we would like help your business or community group by providing a Wellness Screening or Wellness Presentation to spread the word about better health. If you business or group would be interested, please give us a call.

Also, during the week of October 19-23rd we will be providing complimentary consultations and testing in our office to determine if Wellness Care could help you. To schedule your free consultation you must call our office at 315-682-0018 by October 15th. For additional information you may also visit us online at www.tlchiropractic.org.



TLC Chiropractic
208 E. Fayette St.
Manlius, NY 13104

Phone: 682-0018
Fax: 682-0219
Website:
www.tlchiropractic.org



WHAT'S COMING UP

CHAMBER EVENT

Thursday, October 15
Board of Directors Meeting

8:00 am
Chamber Office

Tuesday, October 20
Learn Over Lunch

10:45 Registration
Cavalry Club
Troop K, Manlius
\$25.00 Chamber Members,
\$35.00 Non-Members
See ad on page 5 of this newsletter
Call Chamber Office
to make your reservations.

MEMBER EVENTS

The FM schools would like local businesses to sign up for the **F-M School District School News Notifier**. This system allows people to receive emails from the school with updates about school closings, news updates from the district, special events and programs, and more. Interested parties should visit www.fmschools.org to sign up for the SNN (School News Notifier).

The planning for the **Manlius Historical Society's 33rd Annual Fine Arts & Crafts Festival** is well under way - we are currently in the process of receiving contracts and jury applications from talented artists and artisans. As a juried show, we select only the highest quality, yet affordable artisans; many are from the area, so plan to attend this annual event to support independent, local artisans, as well as your local Historical Society! As always, there will be plenty of good parking, food and raffles. Plan on joining us November 7 & 8 at the Eagle Hill Middle School to do some holiday shopping - or to treat yourself! See our newly revised website for more information: www.ManliusShow.com



**"Toot Your Own Horn" and Be
Featured in the Hats Off Column**

Tell us what good things you have been up to so that it may be featured in the "Hats Off" section of the Chamber Happenings Newsletter.

Simply email your information to
GreaterManlius@windstream.net

Paul J. Gualtieri
AAS Landscape Development
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Cheryl Schotz
Robyn Sweich
Maralee Martin
Office: 682-9500 Ext. 129
Fax: 682-5973
cherylschotz@gallinger.com
cherylschotz.com



8240 Cazenovia Road - Manlius
682-0784

**Special thanks to
The Wine House
for hosting the
September
Business After Hours**



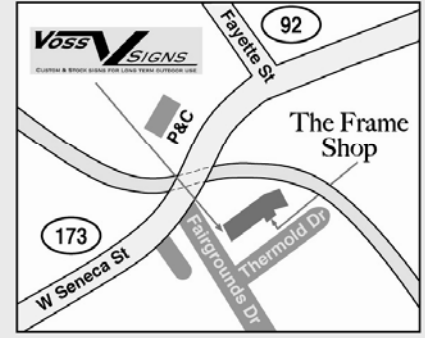
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LEARNING CENTER

How Does Your Cash Flow?

Submitted by Nancy Ansteth,
Certified Business Advisor, Onondaga SBDC

Welcome Back! School is now in session and report cards will all too soon be coming home. But, what about your business? How does its report card look? We're talking about your cash flow statement.

Let's look at all the aspects of your business operation that are represented in your cash flow statement. It is the lifeblood of your business; in order to survive, any business must have enough cash to meet its obligations. The cash flow statement is used to plan the movement of cash through the business for future requirements. The primary reason most businesses (large or small) fail is a lack of cash to meet short-term obligations. Bills must be paid in cash, not from profits.

Remember when you started your business and the lending institution asked to see your "financials"? These included several different forms or statements one of which was cash flow projections. While most new business owners struggle with these projections, once the first year of business is under your belt, you have a fairly good understanding of these figures and what they say about your operation. You should be able to look at your cash flow statement at any given time and grade your performance—plus is good!

The numbers represent the continuous cycle of events throughout the fiscal year of your business. There are increases and decreases of cash flowing depending on the activity. Decreases are generally attributed to acquisition of materials and services necessary for delivering your product or service; increases result from sales of these products or services. As manager of these fluctuations, it is up to you to address the indicators. Your cash flow statement will show you when

and where the changes are occurring; it is an analysis of the inflows and outflows.

Understanding what the numbers are telling you enables you to forecast cash requirements, thus become a more efficient manager. You can assume a proactive rather than a reactive position in maintaining a positive flow. This is where keeping good records pays off.

Think of your cash flow statement for the previous operating year as a snapshot of the performance of your business. What is it telling you? Where do you need to intervene to stave off the "lows" and duplicate the "highs"? Look at those expenses; is there any way you can lower, or eliminate any to realize an increased ending cash balance for those less productive months? Conversely, look at your more productive months; what happened during those months that contributed to significantly inflated revenues?

What trends in your overall operation become obvious to you now? These indicators often go unnoticed because records are not kept well or are not scrutinized regularly. It's time for you to capitalize on the clues your business is giving you.

Don't wait until the report card comes home bearing a request to meet with the teacher. Let your cash flow statements speak to you regularly and LISTEN!

If you have an ad, member event, or
business announcement that you would
like listed in

CHAMBER HAPPENINGS

please email Donna Goyette at
dgoyette@twcny.rr.com.

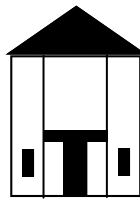
All articles must be received by
the 20th of the month.



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Todd S. Engel, PLLC
Attorney and Counselor at Law

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COMMUNITY CORNER

In autumn of 1975, a small, yet dedicated group of community members gathered at the home of Elizabeth M. Smith of 308 Smith Street in the Village of Manlius to establish the Manlius Historical Society. The agenda for the group's first meeting focused on the upcoming bicentennial celebration of 1976. The group made plans to establish a permanent museum in the community to highlight local history in an effort to celebrate and participate in the nation's celebration.


Proposed names for the museum included the Grover Cleveland Museum, Heritage House, Turnpike House, Eastern Hills Folk Museum, Manlius Cherry Valley Museum, Manlius Historical Foundation, Onondaga Community Museum, and the Limestone Historical Association, among others.

The Society discussed over thirty suggested names before reportedly voting unanimously to approve the "Manlius Historical Museum." At other meetings in 1975 and the months leading up to the Museum's opening in June 1976, discussions included the eventual location of the Museum, (101 Scoville Ave.,)

rehabilitation of the house, the development of exhibits and educational programs, and, of course, the collecting of community artifacts.

Since that time, the Society has prided itself on being a repository of community treasures of a wide variety. To accommodate the ever-increasing collections, the Society was given the Cheney House Research Center in 1978 as a storage space and meeting center.

The Town of Manlius was the center of early activity in Central New York following the end of the American Revolutionary War. The Village of Manlius has the distinction of being the first village organized in Onondaga County (1813)- home to also the first fire brigade, the first pottery, the first newspaper, first gun factory, and the first distillery. Incorporated shortly thereafter in 1844, the Village of Fayetteville was home to historic political leaders, Matilda Joslyn Gage and President Grover Cleveland. Once known as Manlius Station and an important passing point of the Syracuse and Utica railroad through the town, the Village of Minoa was incorporated in 1913.




HATS OFF

Marc Baum has been assigned Store Manager at the Chittenango Kinney Drugs. Kinney and Marc are both long time Chamber members and as an employee-owner at Kinney, Marc is happy to be closer to home. His last assignment was in Brewerton, NY.


WELCOME NEW MEMBERS

Red Robin
 610 Towne Drive
 Fayetteville, NY 13066
 Phone: 315-637-6790
 Fax: 315-637-6793
 Email: rrfayetteville@swanconcepts.rr.com
 David MacCammon, General Manager

DLB Home Staging & Design
 218 Salt Springs Road
 Fayetteville, New York 13066
 Phone: 315-430-5113
 Email: dlbstaging@hotmail.com
 Website: www.dlbstagingandredesign.com
 Donna Burke, Owner



MANLIUS VETERINARY HOSPITAL Jennifer Goetz DVM



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THE GREATER MANLIUS CHAMBER OF COMMERCE



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MANLIUS, NY 13104
PHONE: 315-682-7400
FAX: 315-682-5655

EMAIL:
GREATERMANLIUS@WINDSTREAM.NET
WEBSITE: MANLIUSCHAMBER.COM
GARY WHITTAKER,
OFFICE ADMINISTRATOR

OFFICE HOURS

MONDAY - FRIDAY 9:00 AM - 1:00 PM

MISSION

Our goal is to serve the local community by promoting and encouraging business growth and developments within the Town of Manlius, while at the same time supporting those civic and cultural programs which enhance our lives.

We hope to increase public awareness of the many fine products and services and promote the advantages of living and shopping in Manlius.

Our members are an integral part of this community, and we share your desire to preserve and enhance the image and integrity of the Greater Manlius area. We invite businesses and individuals to join with us to accomplish these goals.

The deadline for the November newsletter is October 20th, 2009

Please have your information submitted by that date in order to be included.

BOARD OF DIRECTORS

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Barbara Barnell
682-2934

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Cheryl Schotz
682-9500 x129

2nd Vice President

Rob Richardson
682-4800

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637-9092

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