

Inside



Sheffield Bio-Science works hard to find the right formula in a competitive market.

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Tops Friendly Markets returned to a healthy downtown marketplace in Norwich.

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See how the BID and Merchants Association work to bring life to downtown Norwich.

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Fast Facts

\$26M

The amount visitors contributed to the local economy in 2009, according to a tourism impact report released by Empire State Development in 2010.

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PHOTO BY MELISSA STAGNARO

Run of the Mill

Five years ago the lumber mill now operated as Wagner Nineveh was under 7 feet of water. Today, the facility employs 50 people and produces more than 12 million board feet of furniture-grade hardwood lumber per year.

Wagner Nineveh

Afton sawmill rises from the flood

By MELISSA STAGNARO
The Evening Sun

Few people in Chenango County will ever forget the summer of 2006, when heavy rains caused both the Chenango and Susquehanna Rivers and many smaller tributaries to overflow their banks.

Calvin Tallmadge vividly recalls the aftermath, not only to the Afton community he calls home, but also to the lumber mill he managed.

"It was pretty devastating," Tallmadge said, remembering the floodwaters which rose to seven feet within the mill, then operated as Pomeroy Lumber. He has pictures showing the water above the door frames, and floating boards of the soft maple. Pictures he took, incidentally, from a boat he and the former owner of the mill used to survey the damage inside the structure.

Tallmadge, who had worked at Pomeroy since 1998, was directed by the owner to contact the mill's



other employees. The message he was asked to relay to all 27 was, "We were done."

"All the guys showed up here," he recalled. Like Tallmadge, they weren't ready to see their livelihood washed away by the floodwaters.

According to the Afton man, the site was basically a 4-acre pond. It took three or four days to pump out the water which remained even after the floodwaters receded, and it was six weeks before the mill was operational again.

They didn't have to go it alone. A previous relationship between the mill and Wagner Lumber Company proved to be their salvation. The Owego-based outfit leased the facility, purchased the inventory and put everyone back to work.

There as some uncertainty, however, about whether it would only be a temporary reprieve.

Wagner's Head of Procurement, Tom Gerow, credits the Chenango County Industrial Development Agency and its executive director Maureen Carpenter for making Wagner's purchase of the Pomeroy facility possible.

"They aided in creating incentives and did all they could to make sure jobs would stay in Chenango County," he said.

Despite opposition from some members of the Afton community, the CCIDA granted Wagner a Payment in Lieu of Taxes (PILOT) agreement - essentially reducing the company's tax town, county and school tax liability by approximately \$161,000 over the 10-year term of the agreement.

The CCIDA also helped the

company secure a \$100,000 grant from Empire State Development based on Wagner's pledge to add 10 positions and invest \$4.4 million in the facility. The mill's purchase price was included in that investment.

"It is very unlikely that a less capitalized sawmill would have made it through the economic downturn of 2008-2009 - and continuing to this day - and for the IDA to help facilitate the purchase made the decision to purchase easier," Gerow said.

In the final days of 2001, the Tioga County company followed through with the \$1.525 million acquisition, and Wagner Nineveh was born.

According to the parent company's "Head Coach," Bruce Richards, they had already begun to upgrade and overhaul the mill's existing equipment with an eye on increasing efficiency, reliability and production.

"I don't think there's a machine we haven't touched," said

CONTINUED ON PAGE 48

DESTINATION: CHENANGO

Pumpkin Festival

Maybe it's because Mother Nature didn't do her traditional torrential downpour this year, but there were 5,779 carved jack-o-lanterns at the 12th Annual Norwich Pumpkin Festival in October 2010.

The Pumpkin Festival, held in the city's East and West parks, begins at noon Friday and runs until Saturday night.

The two-day event, which typically draws between 3,000 and 5,000 spectators throughout the weekend, is an opportunity for residents county-wide to enjoy a variety of games, contests, activities and entertainment, according to Pumpkin Festival coordinator Pegi LoPresti.

"There's literally a contest or activity for everyone and I think it's great that we can offer all of these activities free for the community," LoPresti said.

Throughout the festival, the thousands of pumpkins are arranged on a pyramid of scaffolds at the center of town and on shelves along the street. At dusk Saturday, they're lit, and the event concludes with an official pumpkin tally at 9 p.m., followed by a fireworks show.



PHOTO BY FRANK SPEZIALE

The festival is free, featuring live music, dancers, street performers, balloon artists, crafters, costume contests (dogs and people), bake off, wagon rides, a petting zoo, kid's bounce house, and numerous children's activities, including the YMCA's Halloween Parade.

Wagner Nineveh

Success born of adversity –

CONTINUED FROM PAGE 47

Tallmadge, who has continued on in his role as the mill's manager.

Another of their top priorities was changing the "landscape" of the roughly 20-acre site to ensure the mill would never again be devastated by a flood like it was in 2006.

"We spent a year with dozers and excavators," Richards said. The work included building a berm and regrading most of those 20 acres.

There have also been some new construction, including a new structure around the debarking area and a new storage area for the chips which are a lucrative byproduct of the lumber mill's process.

The new way the chips are handled gives the company greater flexibility in how they are marketed, and thereby greater profit, Gerow explained.

"Everything we've done here has a pay back," said Richards.

As a result of the improvements Wagner has made, production at the facility has increased substantially. Prior to the flood, the mill produced between 8 and 10 million board feet of lumber annually. Today, that number exceeds 12 MBF.

According to Richards, the company has already exceeded its pledged investment in the facility. It has also exceeded its projections for job creation. Fifty people now work at Wagner Nineveh, up from the 27 they initially employed.



"A lot of them are from right here in Chenango County," Tallmadge said.

The Nineveh operation, located on County Road 26 in the Town of Afton, is one of three mills operated by the Wagner Lumber Company. As a whole, the company employs more than 250 people and bills itself as both the largest purchaser of hardwood logs and producer of hardwood lumber in the state, and perhaps the Northeast.

"We purchase standing timber and logs ... from the Hudson Valley to Buffalo; and from Watertown down to Williamsport, Pennsylvania," said Gerow.

As a company, they purchase as many as 15,000 tractor trailer loads of logs per year, 3,000 to 4,000 of which

find their way to the Chenango County mill.

"These generally come from an 8 or 10 county region in Upstate New York," the forester said.

According to Gerow, Wagner Nineveh produces furniture-grade hardwood lumber, two thirds of which are employed in the furniture, cabinetry and flooring markets. The remaining third is used primarily for pallets and railroad ties.

"A tree cut in Chenango Could end up in Europe ... or Southeast Asia," he explained, as approximately 70 percent of what is produced in Afton is exported to manufacturers overseas.

Some of it returns as finished furniture products, Richards said.

"When you ship it far enough, it becomes exotic," he laughed.

As many as 25 products of different grade, thickness and color are manufactured from each log. The mill's sorting abilities allow it to connect directly to customers, Gerow added.

Byproducts - such as sawdust, chips and bark - are all marketed as well.

"We don't waste any of it," said Tallmadge.

The company also re-sells any logs they purchase which does not specifically meet the needs of the mill - whether that be timber which is of a lower grade or more valuable logs better suited for high-end products like veneer.

"We can market everything," Gerow explained.

About half of the logs processed at Wagner Nineveh are either red oak or sugar maple, he said. They handle other species of hardwood as well including ash, cherry, white oak, red/soft maple, walnut, butternut, basswood, hickory, poplar and birch. The mill is cleaned thoroughly between each.

Inside the facility, each log is first debarked then passed through a metal detector. According to Tallmadge, it is not uncommon to find nails, barbed wire, sap spigots, bullets and other bits of metal embedded in the wood. Those must be removed before the logs can move on to the head saw.

"It's not 'The Waltons,'" the mill manager commented, as he stepped inside the high tech control booth, from which the laser-guided saw is controlled. The vertical blade is employed to cut the round log into a square cant.

From there, the cant proceeds to a second vertical saw, and then a third saw, which is horizontal. Waste products are continuously transported away on a vibrating conveyor as finished boards roll down the line to be sorted and stacked.

"It's come a long way," Tallmadge said, talking about the greater efficiencies which have been achieved since Wagner took over.

According to Richards, the credits the success of the operation to Tallmadge and his crew.

"They own the mill, not Wagner," he said.

In fact, he said they were the deciding factors in Wagner's purchase of the mill in the first place.

"We weren't real excited about the saw mill," he said. "It was really the dedication of the crew ... that tipped the scales. The group of people here was outstanding."

Labor continues to be the company's greatest asset, he said, because decisions they make in the saw booth and in the mill affect the value of the final product. He singled out longtime employees like Tim Truman and Bob Strickland, both of whom have worked at the mill for around 25 years.

"Guys like that are what makes this place sing," he said.

Richards said the current workforce is filled with talented people who see possibilities in every challenge and are filled with good ideas.

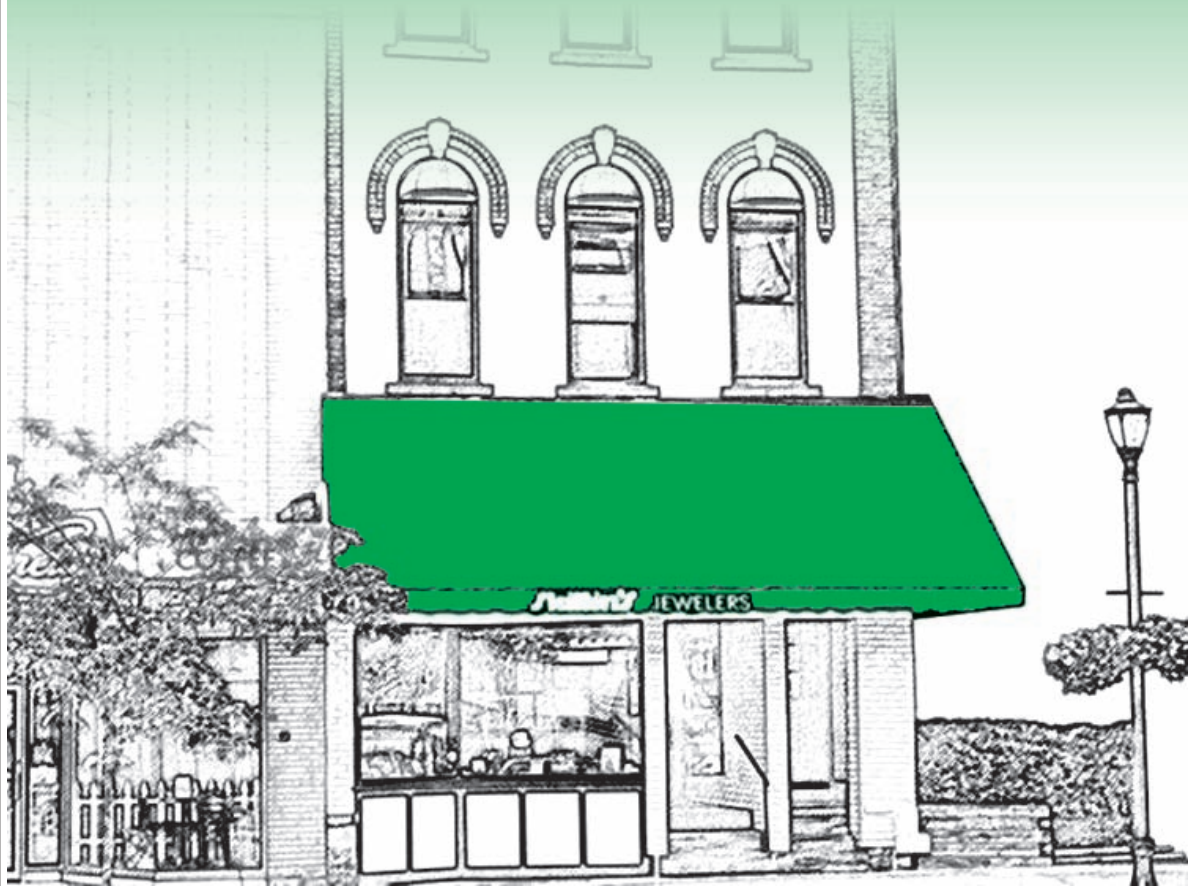
"It's not going to be too long before they don't need me," the head coach said. "Eventually these guys are going to figure out they can do it on their own."

While that may be the case, Wagner Nineveh's employees - particularly those who were part of the former Pomeroy crew - are unlikely to forget the role their parent company had in the mill's survival.

Tallmadge and Richards both agree, if Wagner hadn't purchased the facility, it would now be just another of the empty sawmills across the state rather than the thriving business it is today.

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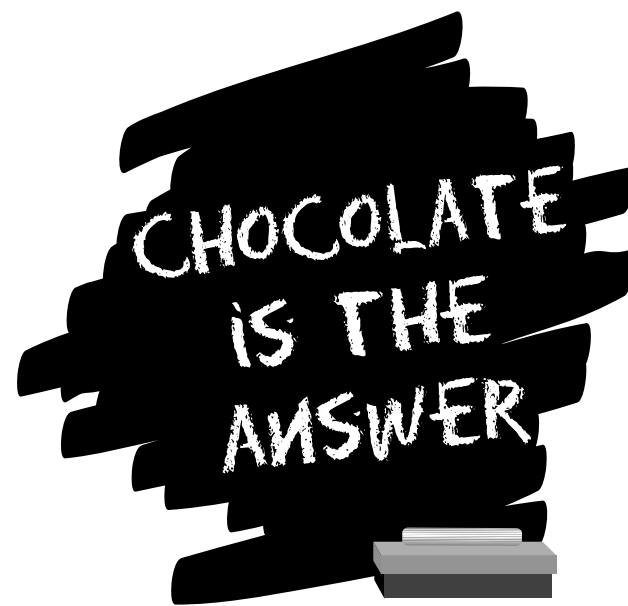
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Sheffield Bio-Science

It's all in the ingredients

By TYLER MURPHY
The Evening Sun

Seeing the demand for pharmaceutical ingredients fluctuate during the recession, Sheffield Bio-Science has adapted by developing innovations in an industry where reputation is the difference between success and failure.

The Norwich plant is owned by one of the largest food ingredient companies in the world, Kerry-Bio Science, an Irish international company, explained Process Technical Director Phil Ham.

The company invested in the pharmaceutical industry in 2004 and designated the branch under the name of Sheffield Bio-Science with more than ten other pharmaceutical plants located around the world.

The name was that of a former pharmaceutical industry titan that carried a well-known reputation and once owned the Norwich plant.

"This is an industry where reputation is one of the most important things. A company who has a record of contamination or taking undue risk is not going to last," said Ham. "Customers trust the names that established reputation who've been around for a while."

Today, Sheffield creates two main products in Norwich: excipients and hydrolyzed proteins, which are basically inert pharma-

ceutical filler and specially tailored bacteria food, respectively.

While the most common product made by the Sheffield company in general is excipients, the local plant generates its greatest income from hydrolyzed proteins.

"Hydrolyzed proteins are much more expensive than excipients and are created in a longer and more extensive process," said Ham.

Ham explained in order to make hydrolyzed proteins, Sheffield takes larger chemical proteins based on soy, dairy products or meat. Using enzymes technicians chop the proteins up into their more basic components called amino acids. Using specific temperatures, time tables and pH content in a machine called a digester, staff can cut these protein molecules into very specific sizes and concentrations.

Though these practices are based on the process of biological they can be very predictable with many created on strict measurements of time. However Ham said the process is very delicate and highly monitored.

For example one type of large protein may be exposed to an enzyme, temperature and pH for a set number of days then treated again with a different configuration of the three to create a mix of different amino acids.

The specific amino acids and their concentration are very important because these are essential for drug-producing bacteria to eat.

Though the processes are exacting, Ham said they never come out quite the same and technicians have to make minor adjustments.

"Anyone who's worked in an industry depending on microorganisms knows there is a certain variability," he said.

After creating the right formula with the correct acids, the mixtures are "ultra filtered" said Ham.

Ham said the Norwich plant is "hygienic not aseptic," meaning the FDA allows certain tolerances of minute organisms.

These organisms are killed following the process and their microscopic remains filtered out. The final product is then evaporated into a fine powder and is now a specifically created and sterile food medium for a customer's bacteria.

Sheffield's pharmaceutical customers own the rights to genetically modified or bred bacteria that generate an active ingredient for a drug when they consume the proper food medium. Nearly all modern pharmaceutical drugs are made in this fashion, explained Ham.

Sheffield was forced to make cut backs in its hydrolyzed proteins departments in 2009, but saw a slight recovery in 2010. Meanwhile demand for the company's excipients, mainly lactose, saw demand rise by 40 percent in 2010, nearly offsetting the losses by the hydrolyzed proteins market.

"We make over 20 million

pounds of product a year, most of that volume is excipients," said Ham.

Apart from increasing lactose production, Sheffield has been investing in developing new products in 2010.

"Before last year, I was the only product developer in the lab, but now there are four of us working here," said Product Development Scientist Lisa Hagen.

In 2010, Sheffield saw the release of a new type excipient called LubriTose, a type of filler that slides more easily through a factory's pill making machine, allowing a producer to create more pills in a shorter period of time.

Ham said the industry already employed other lubricants in or on pills, a common one being magnesium stearate. However, Ham claims not only does LubriTose do a better job, but it allows manufacturers the ability to rework formulas – something he explained was very difficult to do with magnesium stearate because it requires specific temperatures to work correctly.

"A specific temperature is needed to use it properly and it can be very difficult to rework it," he said.

Sheffield began creating LubriTose in 2007 and has been carefully completing research and development at the Norwich plant through federal and internal auditing and testing. Ham said the product is now being introduced to customers who are beginning to perform their own tests. "We've had a huge



Product Development Scientist Lisa Hagen checks a pilot evaporator at a lab inside Sheffield Bio-Science in Norwich.

response from customers on this product and we foresee a high demand in 2011," he said.

Ham said the company hired more employees in its coating and application labs. Application labs take developed products and tailor them to an individual customer's needs.

"We made what I would call large investments in new equipment in 2010 and enormous investments in people," he said. Ham declined to comment on the exact details of the plant's expansion due to the competitiveness in the market.

Sheffield is constantly

monitored by the Federal Food and Drug Administration (FDA) and faces several audits of a month from its customers. "It's the nature of the business," said Ham.

"As important to our business as any other process are the logistics. The planning, the shipping, the regulatory documentation – we joke that every shipment of materials that goes out there's a pallet of paper work that needs to go with it. It takes constant attention to detail – the proper labels and language specific to each customer and the conforming to regulations," he said.

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The Community Residence program promotes an atmosphere in which residents learn a wide range of living skills, such as cooking, cleaning, laundry, safety, hygiene, and banking. Supervision can range from around the clock to a few hours per week. The goal of the program is to prepare individuals to reside in their most optimal residential setting with support mechanisms that promote independence within the community.

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This program assists persons with developmental disabilities in gaining access to medical, social, educational and other services as needed by the individual. It also provides ongoing support, advocacy, and follow-up to ensure that the individual receives the maximum possible benefit from various services. The service coordination strives for continued individual growth and the highest quality of life by promoting the concepts of choice, individualized Services and Consumer satisfaction.

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New Business Roundup – Part II

City businesses are on the move

Editor's Note: As part of our ongoing business coverage, Evening Sun reporters regularly do stories on new stores, restaurants and service businesses opening their doors in Chenango County. Here, we've asked each reporter to review the business stories they covered in 2010.

BY BRIAN GOLDEN
The Evening Sun



Caboose Diner owner Kristina Passafiume serves up some fresh coffee to regular customer John Shepler. Passafiume re-opened the popular diner, formerly known as Millie's, in late February following some minor renovations.

Despite the recent recession and a slowly recovering economy, the City of Norwich saw a number of new businesses open in 2010 – from restaurants to gift shops, even corporate chains such as Denny's, Tops Friendly Markets and a soon-to-be-constructed Byrne Dairy convenience store and gas station.

Park Place Lounge

In January of 2010, the Park Place Restaurant, 7 East Park Place, expanded to include the Park Place Lounge, offering a full selection of food items from the restaurant's menu, in addition to 12 varieties of wings and other appetizers.

The "mid-scale, family-friendly atmosphere" of the lounge has been a huge success, according to Park Place co-owner Dave Cirello, and it's become a favorite downtown hangout for the late-night crowd as well.

The lounge continues to offer half-price appetizers between 4 and 6 p.m. seven days a week, said Cirello, who's added six new high-definition, flat-screen televisions and a challenging electronic trivia game, which has become extremely popular with customers.

"It's been going really well and we've had a very successful first year," said Cirello. "It's definitely met our expectations and we're looking forward to even greater success in 2011."

Caboose Diner

In late February, one of the city's most celebrated landmarks changed hands, as Millie's Diner – established in September of 1976 – re-opened as the Caboose Diner, under the ownership of Kristina Passafiume.

A native of Sherburne and former waitress, Passafiume made some immediate

changes to the menu at the long-time downtown fixture, adding some healthier and vegetarian options. The unique vibe of the little red caboose on East Main Street, however, remains unchanged.

"I've enjoyed it, it's about what I expected and I've definitely seen the business building," said Passafiume. "I see new faces all the time and still have many of the original regulars coming in daily, but now I've got a new bunch of regulars also. There's certainly more I'm planning to do but I'll take it little by little."

Save More Discount Furniture

Located in the North Plaza just outside the city, the Save More Discount Furniture Store, originally found only in the Oneonta and Binghamton areas, officially opened for business in mid-February.

Offering high-end furniture at a discount price, Save More owner Leonard Hilldale said his business has grown steadily thanks to his practice of offering customers a bargain they can't refuse.

Mike's Barber Shop

Many downtown residents were happy to see the red, white and blue barber pole on American Avenue – a long-time fixture outside of Mario's Barber Shop – spinning once again when Master Barber Mike Titus opened Mike's Barber Shop.

A traditional barber shop in every sense, Mike's Barber Shop offers men's facials, haircuts and old-fashioned straight razor shaves, according to Titus, who added Master Barber Danielle Monro to his staff midway through 2010.

While business started a little slow at first, Titus said things have begun to pick up in recent months.

"Customers are happy to see an old-time barber shop, a place where they can get a decent cut, at a decent price, and a shave if they want," said Titus. "So far it's been great. It's been a good time and I'd like to thank all the customers for their patronage."

Denny's

Following months of renovations, reconstruction and remodeling, Denny's Restaurant replaced Studabaker's

Classic Grill and Pub in the Howard Johnson Hotel, 75 North Broad Street, officially opening for business on July 26.

Offering up its world-famous Grand Slam, Moons Over my Hammy and so much more, the local Denny's Restaurant has become a community favorite over the past seven months.

Thymely Treasures

Thymely Treasures owner Susan Wood had dreamed of opening her own gift shop for most of her adult life – in July her dream finally came true.

Featuring an "eclectic collection of gifts and home decor," Thymely Treasures, located on the corners of South Broad and East Main Streets, offers a "wide variety of home decor and gift items" appealing to people with a variety of tastes, according to Wood.

"I've been in business now for over six months and it's going really well," she added. "The fact that people are shopping locally and have embraced my business is greatly appreciated."

After half a year in business, Wood said her goals remain the same – providing a variety of choices and bringing in quality merchandise offered at an affordable price.

Trotta's Apizzeria

In October, Trotta's

Apizzeria and Restaurant officially opened for business, and owner Henry Koelle said people are raving about the food.

Inspired by his mother's maiden name and in tribute to his family's Italian origins, Trotta's offers up top-quality pizza, wings, subs, Italian cuisine and more, according to Koelle.

"Some people are saying it's the best pizza they've ever tasted and they love that we deliver for free," said Koelle. "People keep calling us back to tell us how much they loved the food and customers are enjoying the friendly atmosphere."

Trotta's clientele has steadily grown in size, added Koelle, mostly through word-of-mouth, he believed.

Lilly Bean

Lilly Bean owner Sara Behrmann said business has been consistent since she first opened the second-hand children's clothing store on November 1.

"The customers are great and we've had an excellent turnout so far," stated Behrmann. "We're really happy and it's been an awesome experience. It's been everything we were looking for and more."

Behrmann said she opened the shop as an avenue to provide low-income or struggling parents with a place where they could purchase affordable clothing for their children and so far, it's been a

CONTINUED ON PAGE 51

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New Business Roundup



Tops Friendly Markets Produce Manager Tony Biviano stocks up some fresh vegetables in the fully renovated grocery store. The downtown location held its grand-reopening in early November after acquiring the former P&C from bankrupt Penn Traffic in late January 2010.

Downtown Norwich sees a lot of activity –

CONTINUED FROM PAGE 50

success. “What originally started as a hobby has become so much more,” commented Behrmann. “We’re looking forward to expanding in 2011, adding more racks, bringing in more clothes and, hopefully, doing even more business.”

Tops Friendly Markets

In addition to the many small businesses which opened in 2010, Tops Friend-

ly Markets made its return to downtown Norwich with a grand opening ceremony, held November 4, in a completely remodeled store, with a promise of “continued commitment to excellence and the community,” according to Tops President and CEO Frank Curci.

Byrne Dairy

Just across the street from the Tops plaza, the Byrne Dairy Convenience Store has provided city residents with a quick and easy stop for its bottled milk and orange juice, ice cream, coffee and every-

thing in between for decades. In early December, city officials announced the purchase of four parcels of land by Sonbyrne Sales, Inc., parent company for Byrne Dairy, for construction of a brand new store on the corner of East Main and Silver Streets.

Sonbyrne Sales Vice President of Store Development Christian Brunelle reported that the approximately \$2 million project – which includes a 24-hour laundromat and self-service gas station – will begin next month and wrap-up sometime in May.

Success Stories

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464 Chestnut Street, Oneonta - 1-877-929-1919.

Save-A-Lot

A big thank you from your friends and neighbors that work at Save-A-Lot here in Norwich. After many, many hours spent bringing the store up to conditions acceptable for our re-grand opening in October 2009 the reward of your returning to our customer base was great. We have had the doors open for one year and going strong with your support. We average 20 to 25 employees all from the local area. We are what is called Limited Assortment Retail Grocery Store with the flair of accommodating customer’s needs with A1 products. The fresh meat, fresh produce and grocery departments work hard to fill the customers’ requests. We, the employees, want to welcome all new people in town to check us out and to our long standing customers we appreciate your continued support. There also is great excitement for upcoming 2011 because of new

and improved item for you the customer to choose from to get more “boxes or bags for your bucks.”

THE SAVE-A-LOT TEAM:
Store Manager Shawn Witherow
Office/Front End Coordinator Christy Hoag-Brown
Meat Manager Kathy Wright
Produce Manager Linda Larry
A-1 Team Players, Steven Hazzard, Heather Hall, Emma Collins, Nate Collins, Mark Hicks, Noah Johnson, Debra Thompson, Melissa Williams, Ann Wood, Lyndsay Provo, Maegan Hitt, Michele Smith, Erica Livingston, Brian Doeberl, Jason Flanagan, Arron Fisher, Jesse Jensen, Jonathan Stockton, Patricia Leahy, Aaron Hayes.
Eric Bowers “The Old Meat Cutter”

Skillin’s Jewelers

For Skillin’s Jewelers 2010 turned out to be a very successful year. Pandora bracelets and beads continued to be very popular and Skillin’s now carries the Pandora jewelry line with rings, pendants, and earrings, with some that allow the customer to design the look that will suit their own taste and style. A very affordable way to give a quality gift of jewelry or to treat yourself!

Skillin’s continues to carry a large selection of diamond engagement rings in stock. The staff also enjoys working with a couple to custom design a ring that is unique to them. Professional sketches and estimates are always done at no charge.

Hal Skillin attended two national jewelry shows, one in Dallas and one in Washington D.C. This February he will be in Colorado Springs to see what’s new and exciting in the jewelry world. He will also attend seminars with over 800 independent jewelers from across the USA.

2011 will mark 90 years in business for this 3 generation family business. This is quite an accomplishment! They are very grateful to all their loyal customers over the last nine decades. They look forward to continue to carry the latest trends in quality jewelry fashions at affordable prices.

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In Their Own Words

Always ready to protect and serve

By **JOSEPH ANGELINO**
City Police Chief

The Norwich Police Department has been in existence for over 110 years. Since April 1, 1900 there has never been a moment that a Norwich officer has not been on duty. For the Norwich community, we provide quality of life, service and peace of mind.

A police officer's job is not completely about enforcing the letter of the law; it's actually quite the opposite. We are there, everyday, ready to do the things people know need to be done, but few would choose to do themselves. Norwich Police officers perform countless tasks that are outside the scope of law enforcement. Some of these outside duties are by design, others tasks are by default because there is no designated agency responsible for every situation except the police department. When the Norwich police receive any type of call, we either

take appropriate action or find an agency that will rectify the situation.

Everyone is probably aware of our traditional duties of patrol, traffic enforcement, accident investigation and arresting those who break laws. But there is so much more we do on a daily basis, such things as: animal calls, checking the welfare of the elderly and sick, assisting with people locked out of homes and cars, the list is nearly endless. The majority of our activity is in some way related to delivering services that the community has come to expect.

Norwich is the home to many public events, festivals, parades and shows. All of these require some police assistance, which we gladly provide to ensure each event runs smoothly and safely.

In the past few years a buzz-word in the police profession has been 'community policing.' The community policing approach is based on officers becoming involved in the community and seeking solutions to problems instead of responding to the same



Joseph Angelino

problem over and over. Community policing is not new to the Norwich Police; this is something we have done long before it was popular and we will continue. Providing all of this service to the community and to visitors is quite easy for our agency because we live by the mantra to 'treat everyone the way we would expect to be treated in a similar situation.'

Norwich officers receive hundreds of hours of off-site and in-service training to remain up to date and professional. We are prepared for any situation, while at the same time hoping they won't happen. In our efforts to provide quality service in the

most cost effective manner we are constantly evaluating our methods, procedures and techniques.

The Norwich Police have been fortunate to have been recipient of grant funding from various sources. One federal grant, exceeding two-hundred thousand dollars, allowed us to establish a full-time detective dedicated to the investigation illegal substance crimes. Another recent grant at the state level for \$30,000 was dedicated to laser scanning of fingerprints with a direct link to Albany, New York. An additional corporate grant, coupled with a private donation allowed the police department to establish a first class, nationally accredited canine unit.

In the year ahead we are well aware of the financial challenges faced by our community. Be assured the staff and officers are making plans to adapt to the situation while still providing uninterrupted service to the community. We strive to exceed the expectations of those we serve, while remaining mindful of the cost to the community.

At a time when the population in the entire northeast United States is declining, the business of the police department is showing trends of increased calls for service and criminal case arrests. Many of the criminal cases are becoming more complex and violent in nature. While still responding to the typical disorderly conduct complaints, it is becoming more common for officers to take on in-depth Internet larceny and predatory crimes. These 'computer crimes' have blurred jurisdiction lines and have many issues of identifying persons responsible. Other reasons for the increase in reports of crime and arrest are because of more awareness to domestic violence and family crimes coupled with the mandatory arrest in such cases. Additionally, we now have a full generation of citizens who have been educated to use the 9-1-1 telephone number to report incidents immediately.

Because there are so few police officers in this region, citizens have come to expect mutual cooperation between

agencies. This is not the case in many areas of this state or the country. In Chenango County it is common for officers and detectives from many agencies to meet regularly and work together, seamlessly on many investigations. Another factor assisting the Norwich Police officer in their daily duty is the strong support we receive from the Mayor and Common Council. This body of local government is ever watchful over the department and our budget but never interferes with our sworn duties.

I would be remiss if I did not publicly commend the men and women of the Norwich Police who daily come to work, not knowing what the day will bring or if they will go home safely at the end of their tour. They all have the best interest of their community at the forefront in all things they do. The police officer's work ethic and professionalism would be the envy of any employer and they certainly make the job of Chief of Police of Norwich a job much easier than it has to be.

Success Stories

Chenango County Historical Society

The Chenango County Historical Society moved forward at a rapid pace in 2010, under the leadership of new Director Alan Estus. CCHS volunteers continue to be the Museum's lifeblood. The Bull Thistle Gift Shop is bursting with new items and publications, the Paperback Book Exchange is revitalized, and the Spring and Fall Antiques Shows were popular and successful fundraisers, all made possible through volunteer efforts.

A highlight of the year was the opening of a new permanent exhibit dedicated to the history of the Norwich Pharmaceutical Company. A grant from Museumwise allowed CCHS to bring in Peter Klosky, Director of Exhibitions for Binghamton's Roberson Center, to design and install the exhibit. With the input of many retired Pharmaceutical Company employees, Mr. Klosky created a striking exhibit, setting a new standard for CCHS exhibits in the future. A team of volunteers completed the move, packing up the exhibit formerly in the Eaton Center.

A second major project in 2010 was the repair and renovation of Preston School #3, the one room school on the Museum grounds. A grant from the Community Foundation for South Central NY paid for materials. Volunteer carpenters John Graves and Chris Given, led by Bruce Webster, replaced the sagging floorboards, fixed a rotted joist and doorsill, and made other necessary repairs. CCHS Curator Diane Hamblin added new exhibit panels on rural schools and a history Preston School #3. In October several visitors who had themselves attended one room schools in the county came for the rededication.

Visitors to the CCHS Museum during the spring and summer enjoyed an exhibit featuring the works of George Eastman Cook, a noted artist in the early 20th century who called Chenango County home. The exhibit also presented the history of the Cook family, including the family estate, Thornbrook Hall. With the help of Chris and Missy Hayes, the exhibit also featured architectural drawings of the Cook Building, now home to Hayes Office Products.

Attendance at programs was also up at CCHS this year. Programs included exhibit openings, a guessing game with vintage household items, and personal recollections of Germany in World War II and its aftermath. A special event in July, organized by CCHS Board member Jim Flanagan, welcomed Civil War re-enactors of the 61st New York Infantry. The 61st had many men from Sherburne including Isaac Plumb, Jr. who died in battle. As part of the same weekend event, several items in the CCHS collection from the Isaac Plumb family were loaned for display during Sherburne Heritage Days.

CCHS broke ground in early fall for its new James S. Flanagan Research Center, slated to open in 2011. The year ended with the annual Holiday Open House, a festive celebration that filled the Museum with beautifully decorated trees. That day CCHS also dedicated a new outdoor display on the O&W's Lyon Brook Bridge, a step in the planned expansion of exhibits throughout the CCHS property. With our members and volunteers, CCHS continues to grow and build an environment "Where History Lives."

Chenango Memorial Hospital

At their recent year-end meeting, board members of UHS Chenango Memorial Hospital's Auxiliary reviewed the activities, projects and fundraising activities they orchestrated throughout the year to support the hospital. It is clear that the members and volunteers of this organization are strong supporters of the programs and services the hospital provides, the hospital's patients, the residents who live in the hospital's nursing home and the employees who work for Chenango Memorial.

In December alone, the Auxiliary provided poinsettias which were delivered to the hospital's nursing home residents and patients by teens dressed as holiday elves, brightening the day for patients, residents, volunteers, and staff members. Volunteers also made holiday tray favors for the nursing home residents and decorated the hospital in holiday splendor.

In January of 2010, the Auxiliary presented a check for \$50,000 to the hospital, which is the highest amount in a decade. This represents proceeds from the Auxiliary's and volunteers' activities throughout the preceding year. The donation is being used toward the purchase of a central fetal

New Media Retailer

Everywhere you look these days, someone is talking about social networking – whether it be Facebook, Twitter, blogs or other websites, people are making connections through the Internet more than ever before.

Businesses, too, are looking to cash in on their social equity, harnessing the power of online networking to raise awareness about their products or services, and establish and enhance their brand image.

Sure, anyone can set up their own Facebook page, or start Twittering within minutes. But without a clear plan in mind, a lot of what companies do online can be just so much extraneous noise and wasted effort. How do businesses, large and small, properly take advantage of all that social media has to offer them? How do they maximize their potential online without distracting themselves from their core business?

That's where a new, Norwich-based company comes in. SoCom Media provides marketing and technology services to the local and national retail markets, specializing in customized social media strategies.

The brainchild of owner and President Jeanne Brightman, whose experience in marketing goes back over 25 years with Norwich's Snyder Communications, SoCom Media recognizes that opportunities for growth in print-related industries have become increasingly dependent on the needs and opportunities presented by advancing technology.

"SoCom Media offers a completely branded solution for retailers' online presence," Brightman said. The new company formed in July of 2009, and has since been adding staff, developing software solutions and marketing itself to potential customers, and has completed not only a success-

ful Beta test in 2010, but is actively on-boarding many clients in a multitude of product categories, such as hardware, home center, nursery, agricultural, lawn & garden and pet industries. "The response has been overwhelming", Brightman said, and the company is working to bring a total of 200 retailers on board.

While SoCom Media, which also does business as New Media Retailer, will initially target handling the online presences of existing Circulars Unlimited customers, Brightman sees a much larger scope for the company down the road. "Eventually we'll be able to provide these services for local retailers," Brightman said, giving examples of how local merchants would contract with the company to manage their online operations, marketing and branding.

"A lot of smaller retailers experiment in building an online presence, and have some successes," Brightman said, "but we'll be able to bundle an entire package for them – to give them a professional website and all the elements they need for e-mail marketing, building fan bases and followers, really building relationships with their customers online." At the National Retail Federation show held January 9-12, 2011 in New York City, amongst the biggest topics of interest at the show was the continued growth of social media technology.

SoCom's plan is to manage a customer's online presence from start to finish – building and hosting websites, developing e-mail and direct mail marketing plans, writing and publishing blogs, expanding their social networking reach – and giving them the analytical software to track the success of all that.

"Jeanne was exploring a new business model and working on a new concept for a marketing

project, patient care and comfort projects, outreach, scholarships and employee appreciation. They provide swaddle blankets and DVDs about how to comfort your baby to families of all babies born at Chenango Memorial, and they provide thoughtful, special things for the hospital's nursing home patients including centerpieces for their monthly tea parties and birthday cards for all of the home's residents.

Volunteers – teens and adults from throughout the community – donated over 18,000 hours to the hospital in 2010. Home sewers donated over 1,000 home made items to distribute to patients including blankets, hats, mittens, baby sweaters, fleece baby wraps, booties, bibs, cough pillows, slippers, stuffed animals, and dolls. Other community volunteers made baby bunting stockings for babies born at the holidays, fashioned seasonal tray favors and contributed children's activity bags.

Auxiliary members and volunteers are truly dedicated to helping our hospital help our community. For information about joining the Auxiliary or volunteering, contact Julie Clarke, Director of Volunteer Services, at 337-4151.

agency when this idea was born," said Vice President of Operations Joseph Root. Brightman credits Craig Ballinger, Vice President of Research and Development, for his help in the very early stages of building the business model. "The idea expanded and became focused on software development as well," Root said, explaining how SoCom's staff is currently producing a software package that automates, organizes and structures content specifically tailored to a business' online needs, producing websites and updating social media outlets dynamically. "This is where you've got to be in today's marketplace," Root said.

The new company, headquartered at 29 Lackawanna Ave. in Norwich, has brought together an elite team of IT, software development, graphic design and marketing professionals dedicated to meeting the new media needs of retailers across the country. In addition to Brightman and Root, SoCom Media/New Media Retailer features the talents of Vice President of Research and Development Craig Ballinger,

Corporate Relations Manager, Deric Frost, Software Developer, Michael Kelly, Sales Manager and NMR specialist, Pamela Laughlin, and NMR specialist, Kiel Lampe. Brightman said the company is looking to add two more NMR specialists, production, writers, and graphic designers in the coming year.

"I want to personally thank the team for putting this all together and making this become a reality," Brightman said. "A lot of work goes into creating something as comprehensive as this. It's going to be an exciting year."

For more information, see www.SoComMedia.com and www.NewMediaRetailer.com.

"One isn't necessarily born with courage, but one is born with potential. Without courage, we cannot practice any other virtue with consistency. We can't be kind, true, merciful, generous, or honest."

MAYA ANGELOU

In Their Own Words

Does chocolate milk come from brown cows?

BY TERRY IVES

Chenango County Dairy Promotion

As a dairy farmer, I serve on many committees and boards (including NY Promotion Advisory Board, American Dairy Association and Dairy Council, Inc., etc) to help direct promotion efforts in NY state and nationally. One of my favorite jobs is serving on the Chenango County Dairy Princess Committee, which I've done for 14 years.



Terry Ives

In order to reach consumers at the local level, Dairy Princess Megan Brandt and her Dairy Court take part in a number of activities, including visiting local classrooms to explain the benefits of consuming dairy foods. (Hint: not only is dairy delicious, it's a nutrient-rich food, packed with essentials like calcium, protein, vitamins A & D and more!) The young ladies also talk about life on a dairy farm, and answer questions about how farmers care for their animals, what cows eat, and the ever-popular "Does chocolate milk come from brown cows?"

Childhood obesity has become a crisis for America's youth, many of whom are overweight and undernourished. Dairy producer are leaders in the effort to address this troubling trend and ensure kids have access to the nutritious foods they need, such as dairy. That's why farmers have partnered with the National Football League

to create Fuel Up to Play 60, a pro-active response to the growing obesity epidemic and declining physical fitness of America's youth. The program is designed to help reverse the trend toward increased weight and sedentary lifestyles among America's children.

The program empowers students to make changes at school that will help them "fuel up" with critical nutrient-rich foods missing from their diets - like low-fat and fat-free dairy foods, fruits, vegetables and whole grains, and "get active and play" for 60 minutes daily. Some of the things being introduced to schools are the "New Look of School Milk" which updates milk packaging from cartons to kid-appealing plastic containers, and the "Breakfast in the Classroom" program which delivers breakfast to students at their desk in their homeroom class. On the fitness side, schools are encouraged to start noon walking clubs and after-school sports

and dance clubs.

A second bright spot for dairy is to "Fuel Up with Chocolate Milk." Local Dairy Farmers are proud to sponsor the New York State Public High School Athletic Association, who has named chocolate milk the official beverage of its student-athletes and its championships. Research has shown chocolate milk has excellent qualities to replenish the body after a strenuous workout. Chocolate milk's combination of carbohydrates and high-quality protein first made researchers take notice of a potential exercise benefit. The combination of carbs and protein already in chocolate milk matched the ratio found to be most beneficial for recovery. In fact, studies suggest that chocolate milk has the right mix of carbs and protein to help refuel exhausted muscles, and the protein in milk helps build lean muscle. This new research adds to a growing body of evidence suggesting milk can be just as effective as some commercial sports drinks in helping athletes refuel and recover. Milk also provides fluids for rehydration and electrolytes, including potassium, calcium and magnesium lost in sweat, that both recreational exercisers and elite athletes need to replace after strenuous activity. Plus, chocolate milk is naturally nutrient-rich with the advantage of additional nutrients not found in most traditional sports drinks. Penny-for-penny, no other post-exercise drink contains the full range of vitamins and minerals found in chocolate milk.



Dairy has made other great strides in research. Cornell University and their Dairy Research Lab have developed ways to extract by filtration, proteins and other nutrients from whey which is a byproduct from the cheese making process. The proteins are used to add additional nutrition to drinks and other products. These proteins are also used in the pharmaceutical industry as a base for other products. There is also the development of new processes in cheese making to create cheeses that cover a pizza better and more uniformly.

For today's consumer, it's not enough for foods to taste good and be nutritious - it also must be produced in a socially conscious way that leaves minimal impact on the environment. Recycling comes naturally to dairy farmers. Cow manure is used as an organic fertilizer for cropland and for compost, which is used by local nurseries and by neighbors for

their gardens. This greatly reduces the use of commercial fertilizers, which are often made from fossil fuels. The water used on farms is recycled several times a day to wash barn alleys and irrigate the fields. And, applying recycled manure to the crops helps increase the water-holding capacity of the soil, which reduces the need for irrigation in the first place. Clean air is important to everyone, including farm families. Farmers protect air quality by keeping barns clean and using special manure storage facilities that help control odors.

Research and development has inspired new practices and innovative technologies to improve manure and odor management. For example, dairy nutritionists can formulate diets for cows that reduce the odor of manure. Other technologies such as air filtration systems in barns, odor-reducing additives for manure storage facilities and even

methane digesters, which use manure to produce electricity, are being incorporated in many dairy operations.

Dairies turn cow manure into the nation's most sought-after commodity - energy - while reducing odor along the way.

Dairy cows need to drink plenty of clean water to stay healthy and produce quality milk, so farmers take water protection and conservation practices seriously.

The proper recycling of cow manure plays a central role in protecting nearby lakes, rivers and streams. Farmers store manure and spread it on their crop fields according to a Nutrient Management Plan that takes into account the types of soil found on the farm, the terrain of the fields and the amount of nutrients needed by the crops. Other water protection measures include building fences along streams and planting trees along rivers.

PROGRESS CHENANGO

Progress Pursuit - Anything but Trivial

Read through today's Progress Chenango sections to find the answers to these quiz questions:

- How many terms has Chenango County Board of Supervisors Chairman Richard Decker completed?
- New business at Norwich Pharmaceuticals is expected to grow by how much in 2011?
- Production in the lumber industry is measured in "MBF." What does that stand for?
- According to the Norwich Merchants Association, for every \$100 spent in a locally owned store, how much money returns to the community through taxes, payroll and other expenditures?

Keep track of the answers to the quiz questions daily and fill in the entry form found in the Friday, January 28th issue of The Evening Sun. Get the form to us by Tuesday, February 1st and be entered to win...

A one year's supply of Chobani yogurt.



Mail or deliver your entry to 18-20 Mechanic Street, Norwich, NY 13815. Save time and money and enter online at www.evesun.com/contests



No purchase necessary. Making a purchase will not improve your chances of winning. Must be 18 years of age or older. Winner picked by random drawing of all correct and fully completed entry forms, or the person with the most correct answers. Illegible entries are void. Entries must be postmarked no later than Tuesday, February 1st. Employees of Snyder Communications (including family members or those living in the same household) are not eligible to enter the contest. By including your e-mail, you agree to receive special offers and/or promotional messages from the Pennysaver and/or its affiliates. Your e-mail will not be sold or distributed to any third party.

Many thanks to Agro Farma for their support of Progress Pursuit.

Success Stories

Made in Chenango

Awareness continues to grow concerning the importance of "small business" and individual entrepreneurs in thriving local economies, and Made In Chenango is a great example of both. A cooperative gift shop and gallery, Made In Chenango as a store provides customers with the convenience of downtown shopping at 20 South Broad Street in Norwich. Made In Chenango as an organization provides local artists and craftspeople an opportunity to connect with each other and with their appreciative public.

Always staffed by member artists, the store is open Tuesday through Friday 11am - 5pm, and Saturday 11am - 3pm. Not only can the customer browse a wonderful selection of art, but there is always opportunity to visit and ask questions of the local artist on duty. The store is filled with art of all kinds: traditional and beautiful elements of home décor, wearable items of fiber and jewelry, functional items for the kitchen, soaps and candles provide "art for your nose", CDs by local musicians for your listening enjoyment. There are even toys for kids of all ages - art for every person and purpose. Adding to our "tasteful" selection, Made In Chenango offers various foods produced locally - Kutik's

honey, Cook's maple, and Chenango Coffee Roasters coffees. Numerous books of local history and interest are also for sale, as well as 2-dimensional artistic renderings of local sites past and present. A recent addition to the selection includes the newly published coloring book of local architecture and its history by Deborah Whitman - this is not your average kids' coloring book!

Artists are invited to apply for membership at any time of year. Made In Chenango is always interested to add new media and styles to the high-quality selection available for sale, as well as new personalities to the group. Customers and artists alike are invited to get acquainted with the members and merchandise of Made In Chenango by browsing online 24/7 at www.madeinchenango.com. Made In Chenango is grateful to the downtown merchants who are working together toward the continued improvement of the downtown shopping experience in Norwich, and we are privileged to work with local associations toward that goal. In business for thirteen years and counting, Made In Chenango plans to be an integral part of this thriving community for years to come!

Chenango Speech and Hearing

Chenango Speech and Hearing Center, owned and operated by Dr. Linda Horovitz, has been part of Chenango County with services provided to surrounding counties for 18 years. Dr. Horovitz has her doctoral degree in Diagnostic Hearing Evaluation and Hearing Aids. She has 30 years of experience as an audiologist. Patients come from all surrounding counties and as far away as Pennsylvania. We also test children.

One of their goals is to make sure they have the most up-to-date diagnostic equipment available for hearing evaluations and hearing aids. "We have just purchased all new equipment so that we can better serve our patients, including children," Dr. Horovitz said. "We also have a soundproof booth, which is required by all hospitals and ear, nose and throat doctors for their audiologists to ensure a proper testing environment."

Dr. Horovitz works closely with all area physicians, including the new ear, nose and throat physicians in Norwich, Chenango

Memorial Hospital ENT Services, Dr. J. Paul Sweet, MD, and Jennifer Waldron, NP, for whom Dr. Horovitz provides all audiological testing.

Chenango Speech and Hearing has full-time hours Monday-Thursday and emergency coverage is available if needed by a patient. There are three full-time staff members in the office.

Chenango Speech and Hearing works with all insurance plans and are participating providers with most. If you have a question about your audiological insurance coverage, their office staff will address your questions. This is a new service they have added to help people better understand their health insurance benefits.

Dr. Horovitz states that her practice is continually growing, and anticipates that it will continue to grow and provide only the most professional care for individuals with hearing problems and hearing aid needs.

"Courage is going from failure to failure without losing enthusiasm."

WINSTON CHURCHILL



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Norwich Business Improvement District/Merchants Association

Keeping the heart of the city beating

By BRIAN GOLDEN
The Evening Sun

The City of Norwich Business Improvement District (BID) will start off the year leading up to its 30th anniversary in the biggest way possible – the long-anticipated remodeling and renovation of East and West Parks.

Due to unforeseen setbacks, the BID – in partnership with the Friends of the Park committee – was once again forced to delay the parks project in 2010. However, all the pieces are now in place and BID Executive Director Pegi LoPresti is extremely enthusiastic about moving forward.

“Our volunteers are ready to go, just as soon as the weather breaks,” said an excited LoPresti, who’s devoted countless hours, not to mention years, to the project. “We’re anticipating April as a probable time frame to begin the East and West Park revitalization program.”

LoPresti is also in the process of finalizing bid documents for components of the project which will not be handled by volunteers, primarily the construction of a permanent performance stage and renovations to the gazebo, both in East Park.

“We’re really excited to get these bids out there and we expect they’ll be returned sometime in mid-February, which will keep us on sched-



The annual Christmas tree lighting ceremony in West Side Park is just one of the many ways the Norwich Business Improvement District works to bring people into the heart of the city.

ule,” stated LoPresti. “We’ve been working toward this so long and I’m greatly anticipating the completion of this project in 2011.”

The Parks Project is expected to wrap-up in June, approximately three months after construction is slated to begin.

In addition, LoPresti said she was thrilled to see the BID’s 2010 Main Street Grant Program get underway. In September of 2010, the BID was awarded \$500,000 in grant money which will be utilized in extensive renovation projects to structures

located throughout the downtown district, she added.

“It’s always exciting to see these buildings go from a deteriorated state to one of revitalization,” said LoPresti. “I just love seeing that happen.”

The goal of the Main Street Grant Program is to eliminate health and safety issues while improving upon the appearance and condition of properties along East and West Main and North and South Broad Streets, all in an effort to generate a downtown environment which is better to live and do business in, stated

LoPresti.

“This ties directly into the mission statement of the BID,” she added. “When we found out just how competitive it was this year, and to be fully awarded the half-million dollars, was a big feather in the cap for the BID.”

She also expressed her eagerness to continue working side-by-side with the Norwich Merchants Association in 2011, assisting them with the many events it coordinates annually throughout the city.

“The goal of the Norwich Merchants Association is to

create a strong and vibrant shopping and dining environment for the Norwich community,” stated Norwich Merchants Association President Anna McLaughlin. “In addition, we promote and remind consumers of the large variety of products and services that are offered right here, locally, in Norwich.”

According to McLaughlin, the association recently became a member of the 350 Project, a national campaign informing community members how they can take an active role in saving the local economy by supporting independently owned businesses.

She added that, with every \$100 spent in locally owned independent stores, \$68 returns to the community through taxes, payroll and other expenditures. If spent in a national chain, only \$43 stays here. If spent online, nothing.

The Norwich Merchants Association also strives to enhance and support member businesses by sponsoring seasonal events – many of which are held in conjunction with the BID – such as its annual Easter Egg Hunt.

The well-attended event, held in East and West Parks, was revitalized in 2009 and has been improved upon ever since, said McLaughlin.

In the spring of 2011, the BID will hold its annual Main Street Sweep, just prior to the Classic Car and Motorcycle Cruise-In, which LoPresti said “really kicks off the summer season” for both the BID and the Norwich Merchants

Association.

The annual Sidewalk Sale Days is another free family event, held on the streets of downtown Norwich the last weekend of July, added McLaughlin, a showcase of all Norwich has to offer in goods, services and cultural opportunities. The weekend of activities includes a free movie, bounce houses and numerous children’s activities.

Summer 2011 will also see the return of the BID’s Lunchtime Live performance series, from noon to 1 p.m. on Wednesdays in July and August and hopefully, said LoPresti, held on East Park’s new stage.

The BID and Norwich Merchants Association will wrap-up 2011 with the 13th annual Pumpkin Fest – not to mention the family-friendly Boo Fest which accompanies the event – and holiday tree-lighting ceremony. This year, the BID is looking to replace the East and West Park holiday decorations with higher quality, LED lights.

As for 2010, LoPresti said she was extremely excited for the many new businesses which opened their doors in the downtown business district.

“It’s always great to see new retailers moving into the district,” she added.

For more information on the BID and the Norwich Merchants Association visit www.norwichbid.com and www.shopnorwichny.com respectively.

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