



sfcu Norwich Branch Manager Wanda Pastore and sfcu President and CEO James Doig pose inside the sfcu Norwich branch.

# Progress Chenango

03

Published by The Evening Sun 2017

## Living Assured with Preferred Mutual

By MICHAELA WATTS  
Sun Staff Writer

The Preferred Mutual Insurance Company located in small village known as New Berlin, NY continues to make strides as being one of the top competitors in the insurance business.

With a strong final year of 2016, "The company has seen a of 5 % growth in revenue, direct premium at \$311 million and the company has seen a surplus of \$230 million" said Brian Lopata, Senior Vice President of Profit Center Operations and Customer Relations. This year alone has allowed Preferred Mutual to enhance on their on already existing products, such as NY home owners insurance auto and commercial. This also boarded the coverages and while maintaining our competitive and affordable prices. New marketing in advertisement has allowed Preferred Mutual to be seen across the country. "As a company we've been very successful to continued to make further investments in technology, policies, talent and people," said Lopata.

In addition, Preferred Mutual received the Best Practices Company of the Year Award from the Independent Insurance Agents and Brokers of America (IIABA) for New Producer Support Program and the Innovation Award from National Association of Mutual Insurance Companies for Claims.

"These awards only show a fraction of how our company differs from any other insurance agency across the nation. Yes we sell insurance, but we also sell a promise to our customers and agents. We live up to our tag line, which is "live assured," said Lopata. For decades Preferred



Submitted Photo

This drone image shows Preferred Mutual employees standing to form the company logo checkmark.

CONTINUED ON PAGE 15

### 'In Your Own Words'

#### Senator Fred Akshar

If I could use one word to describe my new job as state senator for the 52nd District, it's Listening.

From the start, my goal has been to be as open and accessible as possible to the people I represent, and my first year was marked by traveling and listening. We started out by holding our signature "Pop-Up Office Hours" events throughout the district, including four across Chenango County. My team and I did our best to meet, visit and listen to as

many folks as physically possible, not only through face-to-face meetings, but through emails, letters, social media and various community voice surveys. The only way we can be successful as a community is if our elected officials take the time to listen, and I'm pro

My other priority at my new job has been combating the heroin epidemic that our community and state has been fighting for years. We took a multifaceted approach in my first year, and I

think we made substantial progress in treatment and prevention.

Legislatively, we tore down barriers to inpatient treatment, streamlined wraparound support services for patients after treatment and secured \$10 million to expand treatment capacity and availability throughout New York State. We also put a limit on the amount of opioids doctors could prescribe patients for first time

CONTINUED ON PAGE 14

*"One size doesn't fit all in fighting this heroin scourge. We need a multi-faceted approach and we need everyone putting their differences aside and working together on this."*

**FRED AKSHAR**  
SENATOR

# Senator Fred Akshar: In Your Own Words –

CONTINUED FROM PAGE 13

use to 7 days and expanded education for prescribers and for consumers to get them both actively involved in preventing addiction.

We also held Shed the Meds events to collect unused prescription drugs across the 52nd District, including one in Greene NY. In total, we got over 500 lbs of prescription medication off the streets and out of the wrong hands. Law enforcement officials estimated that the street value of these drugs was almost \$200,000.

We continued the work of the YES Safe Choices program across the 52nd District to provide peer leadership training and substance abuse prevention for students in over a dozen school districts.

In my mind, the most successful part of our outreach efforts was partnering with YES and the Afton and Bainbridge-Guilford school districts for Heroin Awareness Night in March of last year. Over 500 students, parents, teachers and other members of our community came together all to put our kids' health, safety and success first. I was truly moved by the event and I plan on helping plan the next one in 2017.

We've made great progress with the heroin issue, but we'll continue to monitor the reforms we passed, make sure the funding gets where it needs to be and look for ways we can do better going forward. One size doesn't fit all

in fighting this heroin scourge. We need a multifaceted approach and we need everyone putting their differences aside and working together on this.

### Looking to the Future: Improving the Business Climate in NY

Throughout my travels, especially in Chenango County, I've continued to hear one thing from business owners and residents alike: Despite what you see in well-produced, taxpayer-funded commercials, New York is not open for business.

Whether it's high taxes, high workers compensation costs or onerous regulations, New York continuously ranks near the bottom of the list of states ranked by business climate. That's unacceptable and we need to do better, especially in the Southern Tier.

The Southern Tier region has had to stand by as the state invests hundreds of millions in New York City, Long Island and along the thruway corridor in places like Buffalo, Rochester, Syracuse and Albany.

This past week, I had the opportunity to personally speak both publicly and privately to the Governor about economic development. I respectfully offered that while his State of the State and Budget Proposal tells of a growing economy and an increase in population and jobs around the state, a trip to our community shows the opposite.



Ashley Babbitt Photo

### Senator Akshar at an event regarding the SAFE Act.

The Governor told me that he understood that our community was hurting, and that the state hadn't done enough to help us recovery. He pledged that he and his team would be working hard to help us. His words were encouraging, and I hope we can work together to bring much-needed change to our economy.

To find solutions to improve our business climate,

I went back to government's best available but often neglected tool: listening.

I assembled a Business Advisory Council made up of 15 local business owners from across the 52nd District and from a variety of disciplines like agriculture, manufacturing, retail, hospitality, energy and engineering. We strove to identify as many ways to improve the business climate in New York as possible. One underlying issue seemed to come up for everyone, no matter their chosen profession: Workers' Compensation Reform.

New York currently ranks one of the highest in workers' compensation costs for business. It's simply cheaper to do business in other states because of it, so we set about finding ways to improve it. We reached out to every major statewide business organization for help, but we also reached out to labor unions, because I truly believe that we can only make major progress on issues like this if we allow all stakeholders a seat at the

table.

We've identified a few ways to do this, but our goal is simple: We must reduce the workers' compensation costs across the board without harming the injured worker. I'm confident that if business groups, labor, the Senate, Assembly and Executive all work together, we'll be successful in achieving this goal.

### Growing Our Agri-Future

This year I was proud to bring agricultural education back into the classroom in the 52nd District with our new Growing Our Agri-Future program. Partnering with BOCES and Cornell Cooperative Extension, we launched a pilot program into four school districts to educate kids on in importance of agriculture, where their food comes from and the career opportunities associated with the ag industry.

Agriculture is a \$38 billion-dollar industry in New York, but the average age of a farmer is 55 years old. I

respectfully offer that we need to teach our kids that not every career choice needs to be in high-tech manufacturing and that many of the jobs of the future are directly connected to agriculture. It's the first step in sustaining and growing the future of food production in our region and across our state.

Once our pilot program finishes, we'll evaluate it and hopefully expand it to include not only Chenango County, but eventually the entire state.

One year at my new job down, and I'm more excited and more energized than ever before to get to work for the people I represent and help improve the lives of families in our communities today and lay the foundation for a thriving community in the years to come.

My door is always open, and I ask that you please stay in touch. It's the only way I can properly serve you.



**WE'RE OPEN AT 10 AM!**

OPEN DAILY  
North Main St.,  
Sherburne  
607-674-4397

Awesome Burgers, Chicken Sandwiches, Salads, Spiedies, Fries & The Best Ice Cream Around... and So Much More!

Do Something Special For Your Valentine This Year. Order Your Sweetheart a Gilligan's Heart-Shaped ICE CREAM CAKE! Only \$19.99

We Can Personalize a message to your valentine on your cake.

## Kroeger Insurance

For All Your Insurance Needs  
22 South Broad Street  
Norwich, NY 13815

Jackie Archambo

607-334-2241

kroegerinsurance@yahoo.com



## Success Story

### Hospice of Chenango County

If you had six months to live, you'd want to spend that time with the people you love, doing the activities you enjoy, in the places where you're most comfortable. That's exactly what Hospice & Palliative Care of Chenango County has been providing for their community for the past 25 years.

Starting as a completely volunteer lead organization, Hospice is now fully staffed with highly skilled end of life specialists. In the past 25 years, Hospice has established themselves as the experts in end of life care by providing patient care in homes and nursing homes around the community, developing life improving programs, and keeping their doors open to anyone in need of grief services. They have also been able to maintain their original vision of providing compassionate care that emphasizes quality of life over length of life. Whether you have a terminal illness and need palliative care, seek home-care, or counseling to deal with death and dying, Hospice of Chenango County is there for you.

Hospice holds numerous fundraisers in an attempt to close the gap between the actual cost of care and what insurance companies cover in order to provide their patients with the best care possible. The most gratifying of all events have been organized by families of patients cared for in Hospice. The Mary Jane Prindle golf tournament has been hosted at various golf courses all over Chenango County for the past 11 years, and the Dan Elwood Memorial 5k has been held at the Bainbridge General Clinton Park for the past 9 years. Together these families have raised a substantial amount of money to go toward helping other families in Hospice care.

Everything Hospice has accomplished in the last quarter century would not have been imaginable without the astonishing support from the Chenango County residents. Hospice is so grateful to be part of such a caring community. Over the past 25 years, support from the community is what has allowed Hospice to grow and prosper; from their capital campaign in 1995, that allowed them to purchase the property at 21 Hayes St; to annual memorial and general support donations, that in 2015 will total over \$59,000. Support from the community helps them maintain the provision of quality care despite the decreasing insurance reimbursement. They are so grateful and indebted to you, their community!

As Hospice finishes up celebrating their 25 years in Chenango County, they would like to take this opportunity to celebrate you, their supporters. Your loyal support is what helps to ensure they will be here for 25 more years. They couldn't do it without you! Thank you so very much!

# Live Assured –



Submitted Photo

Preferred Mutual's booth at Relay For Life.



Submitted Photo

Above is a photo from the Phone-a-thon.

CONTINUED FROM PAGE 13

Mutual has been providing locals and nation wide members with products ranging from property, vehicle, business and other specialty. While maintaining more than 270 people and operates in association with over 450 independent agents located in New York, New Jersey, Massachusetts, and New Hampshire.

These positions are mainly in underwriting, claims, customer service and technology. "Recruiting new talent is important to Preferred Mutual", said Lopata.

Preferred Mutual took an active role in the community in 2016. "Being able to contribute back into our community is very important to us," said Lopata. Preferred donat-

ed approximately \$12,000 to various local events and organizations. The company launched a New Career Opportunity Program with Unadilla Valley High School Students that teaches the students about careers in the insurance industry as well as those available right here in Chenango County. The company also partnered with the Norwich YMCA to fund a program that provides free swim lessons to first graders within the county. Also a Fire Sate Program was demonstrated to more than 1,200 elementary students.

The company also takes part in the county's annual Relay for Life event and the employee's also donated their time through the adapt a Highway Program. Preferred Mutual sponsored with

American Red Cross' Home Fire Preparedness campaign that provides residents in the southern tier reign with free smoke detector installation with the help of Preferred employees. The company raised for then \$19,000 for the Chenango County's United Way and also award four local high school students with scholarships.

Looking ahead at 2017 Preferred Mutual has plans to maintain their community involvement. Lopata mentioned that "the company is looking to expand on their finical growth, reinvest back into the company and also would to strengthen the relationships with its independent agency partners."

## DEER PATH RESTAURANT AND LOUNGE

Route 8 North, New Berlin • 607-847-9976

Good Food • Good Time • Good Choice

Enjoy Lunch & Dinner in our Dining Room

Open: Thursday - Saturday 11 am - 9 pm

Thursday	Friday	Saturday	Sunday
Clams! Clams! Clams!	FISH FRY FRIDAY Haddock & Other Specials	Steaks & Seafood Specials	Lunch & Dinner Specials

Now Booking Wedding Receptions, Birthday Parties, and Corporate Events



## Success Story The Eaton Center

The Eaton Center, located on Eaton Ave in Norwich, NY has seen a substantial growth in occupancy within the last 10 years, making it a strong economic and community center for Chenango County. Successfully guided by Randal Hadeed, CEO of Who's We? LLC, and managed by John Nelsen and his capable staff, The Eaton Center houses upwards of 40 tenants who employ over 350 people that work on-site, the vast majority of which are local to Chenango County. The diversity of offices and considerable workforce easily facilitates the operation and maintenance of multiple resources that fit together seamlessly in one building. These resources are cmcial to our community; on any given day, The Eaton Center hosts anywhere from three to four hundred visitors.

Hadeed's diverse executive management experience, and Nelsen's hands on approach has launched The Eaton Center to the top of its market, making it one of the most desirable addresses in Chenango County. Hadeed uses a solid combination of strategic, tactical and hands-on management skills including his natural ability to build and lead top-performing teams to redefine the luxury office experience. Hadeed and Nelsen have successfully positioned all departments not as functions, but as enablers for the creation of new business and the improvement of operational performance.

The Eaton Center attributes their success to their dedicated staff and to long standing tenants such as The Acupuncture Clinic, At Home Care, Chenango Health Network, Chenango Memorial Hospital, James Cushman, ESQ, DCMO BOCES, Joseph Gunther, CFP, Fred Kruse, Dr.James Lentini, Liberty Resources, Serendipity Cafe, Staffworks, and Tri Bro.

In 2013, United Health Services and SECO Physical and Occupational Therapy combined to form UHS Therapies in Norwich and moved their outpatient site to specificaly designed and constructed office suites located in The Eaton Center. Subsequently, in 2014, the Chenango County Court Systems, District Attorney, Public Defenders and Probation Department offices relocated to newly remodeled offices in The Eaton Center.

The Eaton Center staff works tirelessly to make important offices accessible to the people of the region, and their continued growth will see The Eaton Center continue to be an even more powerful economic hub for the community.

The staff at The Eaton Center are always friendly and accommodating. Whether we need something minor taken care of or need their help with a major project, we know we can count on them. They have always gone above and beyond to take great care of us and our needs.

Tina Baker, Chenango Health Network

We at The Gunther Group consider The Eaton Center to be partners in our success. Over the last 14 years our business has grown and The Eaton Center has accommodated our growing needs. The office we have is a perfect fit for us. The Eaton Center staff has always been supportive and friendly. We look forward to being part of The Eaton Center for years to come. Congratulations & Thank you to The Eaton Center & its staff on their success.

Sincerely, Joseph A. Gunther, CFP®

## Progress Continues To Be Made Here...



### Customers Come First...

For over 70 years we have provided our customers with excellent service and superior products. Although we have grown with the times, we have not forgotten we are in the business of keeping people warm.

We still believe the customer comes first. That's how we do business at Reese- Marshall Co. Inc.

### Quality Products...

Reese-Marshall Co. Inc. carries a full line of quality fuels including; No. 2 Fuel Oil, Diesel, Kerosene, Gasoline and Propane Gas

Our Burner Service Department is fully equipped to handle any repair or installation. Thinking of a new heating system? Don't hesitate to call for a free written estimate, or stop by and visit our office located on County Road 32 in Norwich.

### Our Pledge...

Our customers will always be our first priority. After all, we are here to serve you. We Pledge to constantly reaffirm this with our actions, which we have built our reputation on.

### We Offer...

- Free estimates for all installations.
- 24-hour emergency service, 365 days a year.
- First rate burner service technicians.
- A variety of budget and burner service plans.
- Automatic delivery with a guarantee.
- People who care about providing quality service.

### Our Area of Service...

Reese-Marshall Co. Inc.'s office and storage facility is located on County Road 32, in Norwich. Our service area extends to Norwich and the following areas:

- Oxford - McDonough - Guilford - Preston
- South Edmeston - West Edmeston - Pittsfield
- Mt. Upton - Gilbertsville - Morris
- Sherburne - North Norwich - Earlville - Columbus - Smyrna
- South New Berlin - New Berlin - Edmeston
- Otselic - South Otselic - Pitcher - Plymouth
- Sidney - Bainbridge

## Safe Quality Heating Systems



### REESE-MARSHALL OIL COMPANY

We make warm friends. Est. 1942

6254 County Road 32, Norwich, N.Y. 13815

PHONE: (607) 334-3633

Nights, Sundays & Holidays (607) 334-7970

www.reesemarshall.com • email: info@reesemarshall.com



WE MAKE WARM HOMES AND WARM FRIENDS...

# Revamped SFCU software provides members with convenient, secure banking

BY GRADY THOMPSON  
Sun Staff Writer

Sidney Federal Credit Union (SFCU) and its branches in Norwich, Bainbridge, and Greene saw an eventful year in 2016 as they push to provide their members with continually convenient banking services while still maintaining maximal security.

In order to do so, SFCU President and CEO James A. Doig says that the credit union has finished a complete core conversion of their banking operating system and also upgraded to next generation home and mobile banking in an effort to improve efficiency and simplicity for all.

"It's the first system update we've done in 23 years," said Doig. "We converted our core banking operating system in 2015, and so in 2016 we've just been getting used to the new system and its efficiency."

After carefully evaluating a number of banking operating systems, SFCU ultimately settled on technology by Corelation, Inc., and since its implementation, Doig says that results have been favor-



Grady Thompson Photo

Above is the exterior of the SFCU Norwich branch.

able for everybody involved. "From our perspective, it's easier to book a loan than it used to be, and it's easier to train tellers to name a few ways it has impacted us," said

Doig. "From our members' perspective, we are able to serve them a little quicker and in a more convenient, functional way."

The system update was

implemented at each of SFCU's nine locations throughout Chenango, Delaware, and Otsego counties, and Norwich Branch Manager Wanda Pastore says that she is satisfied with its results.

"Our system upgrade has been the most rewarding and also the most challenging aspect of the last year," said Pastore. "People generally don't like change, but it was a

necessary change for us to be able to grow."

In addition to Corelation, Inc., SFCU has partnered with Alkami Technology to upgrade their home and mobile banking services.

10 years ago, Doig says that an estimated three-quarters of SFCU's business had taken place face-to-face. But today as world continues to become more digitalized, the opposite has become true,

with three-quarters of their business taking place via home or mobile banking and only a quarter in person.

"Members usually want to see people face-to-face if they have a problem or a question, but they also want the convenience of being able to do things from their computer, or in this day in age, on their

CONTINUED ON PAGE 17

## Welcome To



**Italian & American Lunch  
And Dinner Specials Daily**  
*A Taste of Italy...But in America*  
**PIZZERIA & RESTAURANT**



### For The Best In Italian Food.

- Pizza • Subs • Calzones • Pepperoni Rolls
- Antipastos • Specialty Pizza • Beer & Wine

### Dinners

Choose from the Best Selection of Italian Dinners, cooked the old-fashioned way.

32 South Broad St., Norwich • 334-6278 • Open 7 Days a Week



1 Main St., Oxford, NY  
607-843-5255

Monday- Saturday 11 am to close;  
Sunday noon to close

Check us out on Facebook or our  
New Website [www.thestadium.biz](http://www.thestadium.biz)

Serving Lunch, Dinner  
& Late Night



Stop In Today and  
Enjoy a Delicious Meal!

Wednesday  
Special  
**\$3 CAN NIGHT**

All Canned Beer - All Day  
All For ONLY \$3.00 Each!  
7 Varieties Available!

Thursday  
Special  
WING  
NIGHT  
**\$7 doz.**

4 PM to 10 PM  
EAT IN ONLY

Lunch Club  
Buy 5 Lunches  
Get 6th  
**FREE!**

Stop in for details  
and sign up!

**GIFT CARDS AVAILABLE!**  
Good Anytime. Good at all locations.



## Success Story

### Metamorphosis Acupuncture

It's been a little over a year since I brought acupuncture to Norwich!!!

In 2012, I embarked on a second career journey and completed a three-year masters degree program in acupuncture at the Finger Lakes School of Acupuncture and Oriental Medicine and an internship in the province of Huang Zhou, China. My goal was to bring a holistic alternative to health care to the Norwich community, which has been my home for the past 23 years. Originally I was working out of two locations Syracuse and Norwich, because I was not sure if Norwich would embrace acupuncture. I'm happy to report that as of January 2017 I will be practicing only in Norwich, as my practice here is flourishing.

Traditional Chinese Medicine has been around for over three thousand years.

It provides a holistic way to improve your health, as it addresses not only your symptoms but also the root cause of disease. Through this approach patients notice an improvement in many areas of their health, from decrease pain to improved digestion, better sleep, more energy, a general sense of wellbeing and relaxation.

Acupuncture is only one of the five main components comprised within Chinese medicine. The other components are diet and lifestyle, herbal medicine, a specialized type of massage called Tui Na and Qi Gong a type of exercise that cultivates the vital energy of the body.

In 1996 the World Health Organization published a report on the clinical practice of acupuncture, attesting to its safety and to the wide range of diseases and conditions that can be effectively treated. Some of these conditions include: allergies, sinus congestion, asthma, digestive issues such as constipation, IBS, acute pain due to muscle spasms or strains and chronic pain due to arthritis or overuse of shoulders, neck, knees and back. Acupuncture is also effective in the treatment of depression, anxiety, migraine headaches, PMS, menopause, Bell palsy, Herpes Zoster (shingles), insomnia, stress control, pain due to TMJ, plantar fasciitis and sciatica.

What to expect:

The initial appointment at Metamorphosis Acupuncture generally takes 1.5 hours with follow up appointments taking 1 hour. On your first appointment, you can expect to spend time discussing your health concerns and you will have the opportunity to ask questions you may have about Chinese medicine. An extensive intake will be performed to gather information that will allow me to design a treatment plan to meet your specific needs. Body, scalp or auricular acupuncture points may be used during the treatment and if necessary other modalities such as moxibustion, Tui Na or cupping will be used to make the treatment more effective.

Every procedure will be explained prior to treatment and I will discuss your prognosis and expected outcome. In general, chronic conditions and elderly patients have a slower response to treatment than younger patients and they will therefore require more sessions.

Most patients find the needles relatively painless and feel quite relaxed during and after treatments.

Give yourself the gift of acupuncture and change the way you feel!!!

# Sidney Federal Credit Union –



Grady Thompson Photo

**Sidney Federal Credit Union Norwich Branch Manager Wanda Pastore (L) and SFCU President and CEO James Doig (R) pose inside the SFCU Norwich branch.**

CONTINUED FROM PAGE 16

phones,” said Doig. Since upgrading their home and mobile banking services, Doig says that there were a few headaches at first, but since then the feedback they’ve gotten from their members has been great.

“With our new online banking, you can apply for loans and open accounts from the comfort of your own home,” said Pastore. “It’s also allowed us to become more green and really reduce our paper output. It’s been a huge reduction at [the Norwich branch] alone.”

Notwithstanding the strides SFCU has made in the last couple years, they have no plans to settle in 2017. Doig says around February and March they will unveil Remote Deposit Capture (RDC) and a transition from Visa debit and credit cards to Mastercards with EMB chips.

“A 2017 initiative we’re working on is Remote Deposit Capture, where you can take a picture of a check with your phone and deposit

it remotely,” said Doig. “We hope to have that out in the next month or two. We want things to be really simple and straightforward for our members.”

As for the conversion to Mastercards with EMB chips, Doig says that EMB chip cards provide a much higher level of security for everybody involved, including SFCU members, merchants and places-of-purchase, and certainly for the credit union itself. Doig estimated that SFCU members will receive their EMB chip Mastercards within the first quarter of 2017.

Internally, SFCU is currently formulating the most effective way to expand beyond Chenango, Delaware, and Otsego counties since they were given the approval to do so from their regulator two years ago.

“Up until two years ago, we were chartered to do work with anyone who lives in Chenango, Delaware, or Otsego counties. Two years ago, we received approval from our regulator for us to

do business on an expanded basis, including in Madison, Oneida, Herkimer, and Sullivan counties, as well as Wayne County in Pennsylvania,” said Doig. “And so now we are asking ourselves: how we can find the best way to take advantage of the new area that we can do business and hopefully attract new members?”

Doig went on to point out that moving forward, a prime focus of SFCU at all of their branches continues to be finding ways to give back to their members any way that they can.

“These are our members—not customers,” said Doig. “We are owned by our members. We don’t have stakeholders, like a commercial bank, to pay up to. Yes, we have to make a little money, but our main effort at Sidney Federal is trying to do as much as we can and give as much back to our members as possible.”

## Faced with change or new to Medicare? Make the change to UnitedHealthcare®.

Now is the time to be sure your current Medicare plan is still a good fit for you.

If your health needs have changed, or your current plan doesn’t offer the benefits you’re looking for, it may be time to switch to a UnitedHealthcare® Medicare Advantage plan.

Attend a UnitedHealthcare Medicare plan meeting to learn how to make the most of your Medicare, or call for a private consultation to discuss your needs one on one.

You may qualify for a Special Enrollment Period.

Eileen Fetzko Hoffman  
Licensed Sales Representative  
607-316-0255, TTY 711  
MyUHCagent.com/eileen.hoffman



A sales person will be present with information and applications. For accommodation of persons with special needs at sales meetings, call 607-316-0255, TTY 711. Plans are insured through UnitedHealthcare Insurance Company or one of its affiliated companies, a Medicare Advantage organization with a Medicare contract. Enrollment in the plan depends on the plan’s contract renewal with Medicare.  
SPRJ27925C  
Y0066\_160721\_094120 Accepted B368D64A

## Please Welcome to our Sales Team!

MITCHELL  
MACDUFF  
Retail Advertising Consultant



## THE EVENING SUN

29 Lackawanna Ave., Norwich • 337-3023 • FAX 336-7318  
e-mail: [mmacduff@evesun.com](mailto:mmacduff@evesun.com)

## Success Story

### Norwich Students Taking Aim at Big Tobacco

In 2014, the Cortland County Health Department was awarded a five-year grant from the New York State Department of Health to engage community stakeholders and youth to change policies and norms about tobacco in Cortland, Chenango and Tompkins Counties. The Tobacco Free Zone program, which includes a statewide youth action component called Reality Check, has partnered with Norwich High School to empower students to expose the truth about tobacco and the marketing practices of the tobacco industry.

Rhett Genung, an At-Risk Coordinator at Norwich High School, is working closely with Tobacco Free Zone Chenango Coordinator, Rose Walsh, to enhance the Reality Check infrastructure in Chenango County. The Norwich High School students involved with Reality Check are passionate about making a difference in their community. They continue to learn how tobacco companies target and market toward them and their peers. The students are developing skills and are poised to take action in meaningful ways to reduce the devastating impact of tobacco in their community.

In 2016, the City of Norwich adopted a policy to prohibit tobacco use in its parks. Norwich joins the Towns of Guilford and German, along with the Village of New Berlin to pass municipal policies protecting residents and visitors from exposure to harmful tobacco smoke. The Tobacco Free Zone program invites other Chenango County municipalities to the join the growing trend.

“Tobacco use remains the number one preventable cause of death and disease locally so this is extremely important work,” said Genung. “We are proud to be part of this effort to prevent youth smoking and create tobacco-free communities where Chenango County residents live, work and play.”

Students from Norwich High School are meeting with state elected officials to educate them on how the tobacco industry lures them into using their products through deceptive marketing tactics – much of it seen inside and outside of stores. “Tobacco companies cannot survive if kids don’t smoke,” said Walsh. “They know that stores are a vital channel to communicate with our young people. That’s why they spend more than 90% of their advertising budget in stores.” Many communities across New York State are looking at policies that restrict the number, location, and type of retailer that sell tobacco products.

For more information, contact Tobacco Free Zone staff: Rose Walsh (607) 758-5515 or [rwalsh@cortland-co.org](mailto:rwalsh@cortland-co.org); Jennifer Hamilton (607) 758-5501 or [jhamilton@cortland-co.org](mailto:jhamilton@cortland-co.org).



We’ll Take SOME of the Pressure Off of Your Big Day



Your restroom solutions specialists.

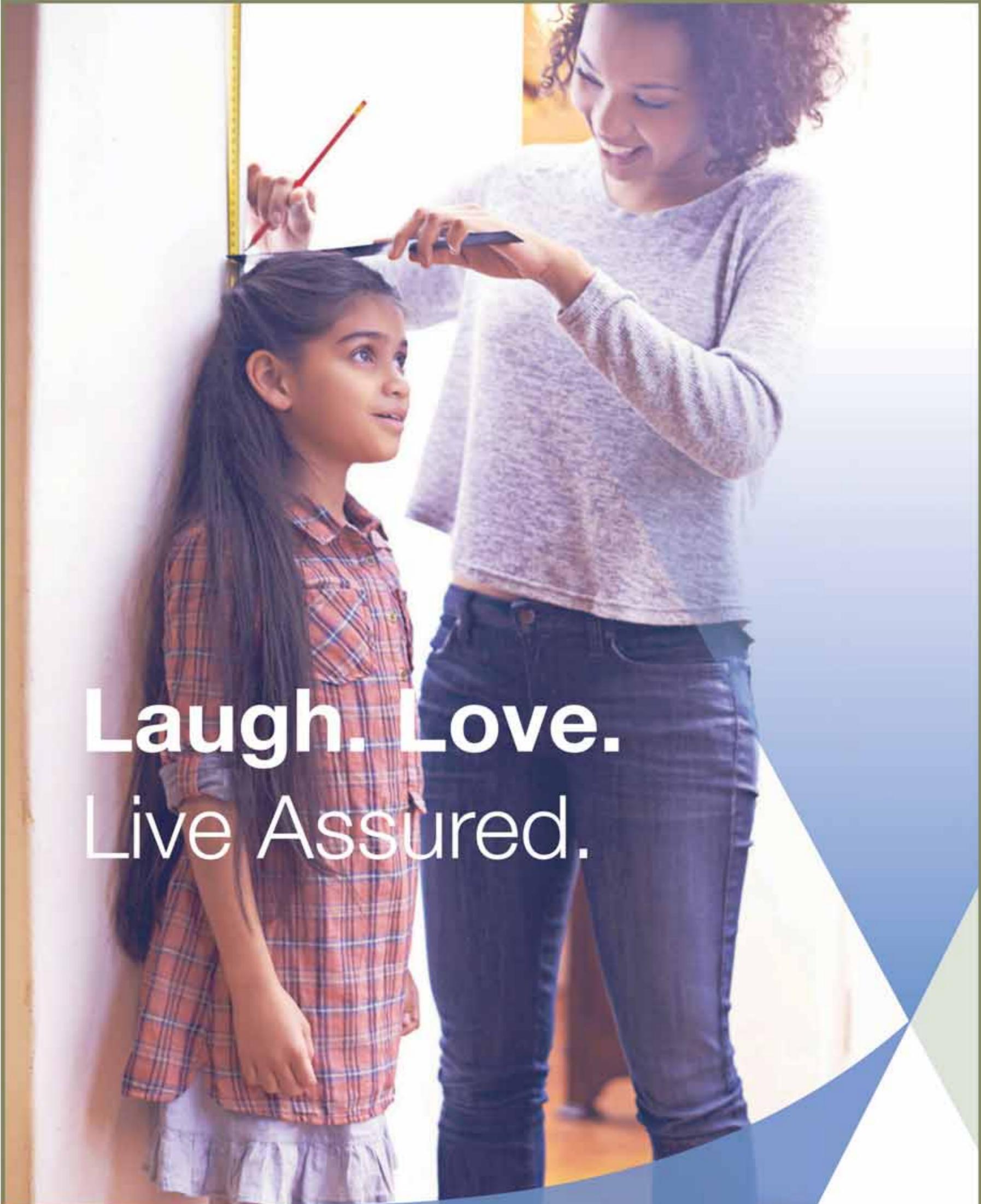


The Storage Center, LLC  
Self-Service  
Mini-Storage Facility  
607-336-7867

- 6108 Cty. Rd. 32, E. River Rd., Norwich, NY • (607) 336-7867
- 96 North Main Street, Bainbridge, NY • (607) 967-8080
- 42 Classic Street, Sherburne, NY • (607) 674-6969
- 1943 Co. Rte. 39, Sidney, NY (1/4 mile past the airport)
- 170 - 174 River St., Sidney, NY • (607) 563-1919
- 464 Chestnut Street, Oneonta, NY toll free • (877) 929-1919
- 89 & 93 Main St., Newark Valley, NY • (607) 642-8322
- 635 Stone St., Oneida, NY • (315) 363-1600

The Storage Center, LLC  
**Storage TO GO**  
MOBILE STORAGE  
**(607) 336-7867**  
[www.thestoragecenterllc.com](http://www.thestoragecenterllc.com)  
MOVING • REMODELING • STORING





# Laugh. Love. Live Assured.

There really is no place like your home. Where memories are made and the best times are shared. Where you feel safe and protected. We're Preferred Mutual, and this is our promise: to help you Laugh, Love and *Live Assured* — each and every day.

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



Scan our QR Code to visit our website and check out our product offerings, consumer tips and much more!

 **Preferred  
Mutual**  
*Live Assured™*

Preferred Mutual Insurance Company  
One Preferred Way, New Berlin, NY 13411