

## **JANUARY NEWSLETTER - 2015**

### **PRESIDENT'S MESSAGE**

Hard to believe 2014 is already behind us and we're halfway through the "teens" decade. Which reminds me, did we ever come up with a name for the 00-09 decade? Regardless, we enter 2015 at the Genesee County Chamber of Commerce with a sense of optimism and excitement. With the local economy continuing to improve there are a lot of good things going on at your Chamber to look forward to in the upcoming year.

First and foremost to look forward to in 2015 is the Chamber's 2<sup>nd</sup> Annual Home Show March 27-29. Our first attempt at running a Home Show was an overwhelming success in 2014 and this year's show promises to be even bigger and better. The chamber's other signature events – the Awards Night on February 28, the Celebrate Ag Dinner on March 21, the Golf Tournament on July 29 and the Decision Makers' Ag Tour in September – will continue to be the highlights of the local business calendar.

One area we are looking to improve upon is in offering more small business workshops for our membership. The Glenn Shepard seminar last year showed us the demand for more business education and with that in mind we have scheduled a series of workshops in conjunction with the Small Business Administration. Details of these workshops can be found elsewhere in this month's newsletter.

Chamber publications will continue to be a big part of promoting businesses in Genesee County in 2015. The ever-popular Business Directory, the Travel Guide and a new updated county map will be among the tools we use to get the word out about what a great county we live and work in.

On the tourism side, we will continue to expand our local matching funds programs by collaborating with other Tourism Promotion Agencies so that we can get more "bang for our bucks" in promoting local tourism. Following on the success of our golf hotel packages, we will be offering a charter/fly fishing hotel package in conjunction with Orleans County fishing and Genesee County hotels in 2015. We have already had inquiries on these new packages and we expect to stimulate both the fishing industry in Orleans County and the hotel industry in Genesee County with this collaboration.

There has never been a better time to be a member of the Genesee County Chamber of Commerce. I look forward to working with all of you in 2015 as we continue to grow business in Genesee County!

Happy New Year,

Tom Turnbull  
Chamber President