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HENDERSON
HARBOR
AREA CHAMBER OF COMMERCE
THE ♥ OF THE GOLDEN CRESCENT
www.hendersonharborny.com

Volume 3

The Golden Crescent

Feb.
2011

Newsletter of the Henderson-Henderson Harbor Area Chamber of Commerce

FIRST ANNUAL KIDS' "PERCH FEST" TO BENEFIT NORTH COUNTRY CHILDREN'S CLINIC BECOME A SPONSOR/VOLUNTEER

Join us Friday night, Feb. 25th at Bill Saiff's Westview Lodge and help kick off this fantastic event for kids! The fun starts with a perch dinner beginning at 6pm. We'll have a Silent Auction, Raffles, Drawings, Door prizes and music. You can also sign up for the derby which starts at 7am on Sat.—\$3 entry fee. Coffee, donuts and sandwiches will be available at Westview Lodge Sat. morning. At 11:30 Westview will offer a luncheon buffet. Final weigh-ins will take place at 3 o'clock and the Awards Ceremony will begin at 4. Again, there will be fun for everyone with prizes, drawings, raffles and a silent auction. New prizes and raffle items are being added each day. So far the list includes a set of children's books from Borders valued at \$100, a guided ice fishing trip for 2 youths and 1 adult chaperone valued at \$375 from Hard Water Guides, 2 \$50 certificates from Westview Lodge, a framed turkey vulture print, goody bags for participants containing lures, bobbers and other related items. Additional sponsors and volunteers are needed. For more information about participating, please contact Karl Williams at 315-938-5568, 315-408-6043 or thechamberpresident@gmail.com.

Perch Fest
1st Annual KIDS' Ice Fishing Derby!
Register at
Bill Saiff's Westview Lodge
24 & Under - \$3 Entry Fee
3 Places in each Division
(Boys & Girls) plus
Prizes for Biggest
& Smallest Fish Overall
Closed Boundaries
Prize values limited to
ticket sales and donations
Henderson Harbor - 7 am, Sat., February 26, 2011
In the ♥ of the Golden Crescent
Proceeds benefit the
North Country Childrens' Clinic
Prizes, Drawings, 50/50 Raffle
presented by Bill Saiff Outdoors, Bill Saiff's Westview Lodge and The Henderson-Henderson Harbor Area Chamber of Commerce
315-938-5568, www.hendersonharborny.com



3rd Annual "Hard Water Challenge"

Ice Fishing Derby

February 19th & 20th 2011

Great Music all week:

Thursday - Froggy 97 Remote

The F.F.O.G. Band 7-10pm.

Friday - Benjamin Paul Plante 8-11pm.

Sat - 4th Monkey Band 9-11am.



PIKE, PERCH AND PICKEREL
DIVISIONS

Register at Bill Saiff's Westview Lodge 315-938-5285

KIDS DIVISION 12 AND UNDER



2010 Board of Directors

President

Karl Williams

K-Two Enterprises

Vice President

Marty Burdick

Burdick Enterprises

Treasurer

Gary Sluzar

GEO Real Estate Services

Secretary

Nancy Moore

Moore's Garage

Chuck Gouin

The Willows on the Lake

Peter Price

Henderson Storage

Daniel Clark

Heather Gorse

VALENTINE'S DAY WEEKEND IS SPECIAL AT BILL SAIFF'S WESTVIEW LODGE

On Saturday and Sunday, February 12th & 13th, Bill Saiff's Westview Lodge will be offering Valentine's Day specials of at least four selections including Surf & Turf, Haddock Supreme and Prime Rib in addition to their regular menu. On Saturday evening, dine at the Westview and enjoy the music of Barry Smith and "Moving Chairs." For more information, contact the restaurant at 315-938-5285.

CHAMBER SECURES PROFESSIONAL ACCOUNTANT AS BUSINESS GROWS TOO BIG FOR VOLUNTEERS

As reported in the December, 2010 special edition of the newsletter, the role of HHACC Treasurer has become a full time and complex job when handled by a novice volunteer. To alleviate this condition, the Board of Directors approved a measure to secure the services of a professional firm to fill this critically important role. The HHACC Chamber of Commerce is pleased to announce that Furgison & Co of Pulaski has been hired to act as our Accountants and Bookkeepers.

In the past two years the chamber has grown significantly and manages many revenue streams as well as multiple expense channels. The chamber tracks as many "in-kind" services as is practical in order to learn how much in volunteer time and sponsor donations are required to make events work properly. Last year the cash, goods and services for the Waterfront Festival alone totaled over \$225,000 in value. With 205 Salmon Spectacular participants entering a first time tournament to receive over \$43,000 in prizes as well as fifteen other new events, tracking the data became critical but hard to manage.

Robert Ashodian, our past Treasurer, did an outstanding job of establishing our bookkeeping system using QuickBooks. Inputting all the chamber's financial and "in-kind" data allows us to manage the organization as a business with the ability to pull reports and make future plans based on hard facts.

With a pledge from one Board member to pay for the start-up costs to shift to a professional, the fees to the chamber will be minimal but the impact substantial.

A MESSAGE FROM YOUR PRESIDENT STATE OF THE CHAMBER

The first U.S. president to give a State of the Union Address was John Adams on November 11, 1797. The place was the Congress Hall of Philadelphia, Pennsylvania. Sickness was spreading throughout the city. President Adams considered moving the event to another city but for financial reasons, he stayed in town, never considering that he should forego his address.



Issues addressed by the president included French aggression, colonial competition between the French and the British, and national debt.

Apparently our newly formed, struggling democracy survived to set a shining example for all democratic systems.

Democracies require frequent substantial reports from leaders so that the members can be properly informed as they conduct their own business. Open reporting also prevents members of the group from constructing their own versions of the "truth." Absent the facts on a regular basis, suspicion grows and fears of secrecy creep into the organization.

Each year the Chamber President or one of its Board members gives the Henderson Town Board a report. We may be the only group to be so open but that is the model we have chosen.

As a duly organized and recognized 501c non-profit organization, our Chamber has, for the past few years, received funding from the State of New York and the Town of Henderson for the purpose of promoting our area and our businesses.

Following is a letter from the Henderson-Henderson Harbor Area Chamber of Commerce to the Town of Henderson government for 2011. We hope that we too survive and prosper to set a shining example to all new Chambers of Commerce here and in other towns throughout the country.

Dear Henderson Town Board,

In the past, you have supported our business community with funding to the Henderson-Henderson Harbor Area Chamber of Commerce that the Chamber has then used to help local businesses attract and retain customers through an aggressive marketing and advertising plan.

Much of the funding received from the town has been spent with Time Warner Cable and the 1000 Islands Tourism Council. For example, in 2009 and 2010, a contract with Time Warner for \$4,500 was prepared and approved which covered the base price for our members and provided them with the opportunity to advertise on YNN and many other

(cont'd on P. 6)

2011 Membership Invoices to be Out by February 15

The shift to our new Accounting firm will speed the process of sending out invoices this year. Each member that provided substantial cash, goods and or services for the Waterfront Festival is to be given a free membership for between one and three years. This fulfills our agreement with our business partners.

CHAMBER BILLBOARDS FILL UP WITH BUSINESS ADVERTISING

Under the leadership of Marty Burdick and Chuck Gouin, the billboards on each end of town are now almost at full capacity. Businesses currently taking part of the advertising opportunity are The Willows on the Lake, Coopers Landing, Bill Saiff's Westview Lodge, and Pennock's Ice Cream. There may be one spot left on the north side of town.

The details on the billboard advertising program will be again covered in this issue of the Golden Crescent. Signs are created by Sure Signs and the Chamber bills a nominal amount for the rental of the sign. Sign spots are sold on a "first come, first served" basis. If you would like your business advertised in this way, please contact Chuck Gouin at 315-938-5977.

H-HHACC, Town of Henderson & Local Calendar of Events—2011

February

- 12 & 13 —Celebrate Valentine's Day at Bill Saiff's Westview Lodge. (See article on p.2)
At least 4 specialty selections in addition to regular menu; music by Barry Smith & *Moving Chairs* Sat. night
- 13—Ladies Auxiliary Breakfast at the Community Building. 8—11 am—\$5.00 per person
- 13—Early Valentine's Day Dinner at Rydolph's 4—8 pm Special menu includes Fish Fry, Chicken Parmesan, Bacon-wrapped Pork Loin. All dinners \$15 including tax & tip. Reservations at 938-5204 in the afternoon or evening
- 16—Greater Watertown North Country Chamber of Commerce "Business After Hours"
Jefferson Concrete 5 to 7 pm
- 19 & 20—Third Annual "Hard Water Challenge" Ice Fishing Derby (see article P. 1)
- 23—Italian Night at Rydolph's with guest chef Chris DeAngelo. For more info call 938-5204.
- 26—First Annual "Perch Fest" - ice fishing derby for Kids 14 & Under. (see article P. 1) \$3 reg. fee.
Many prizes & awards. *Proceeds benefit the North Country Children's Clinic*

March

- 2—Noon—Homemade Soup & Sandwich Day at Henderson Community Building—FREE For Seniors
- 3— Greater Watertown North Country Chamber of Commerce presents the
2011 Job & Career Expo at the Dulles State Office Building—10 am to 4:30 pm
- 16—Greater Watertown North Country Chamber of Commerce "Business After Hours"
Watertown Eye Center—Center for Sight 5 to 7 pm
- 26—Henderson Harbor Performing Arts Assoc. Trash & Treasure and Crafts Indoor Sale at
Henderson Community Bldg. (TENTATIVE). Contact Eunice Wescott

SAVE THE DATE(S)!!

The 2011 Henderson Harbor Salmon Spectacular will be held July 22 through 24.

The contest is likely to include brown trout, lake trout and black bass in addition to salmon.

The goal is to exceed \$50,000 in prizes.

If you are planning an event that you would like to have included in the calendar, please contact

Karolyn Williams at 315-938-5670 or kwilli65@twcny.rr.com

Charles (Chuck) Gouin Takes Spot on HHHACC Board

Chuck Gouin, owner and operator (along with his wife, Suzanne) of the Willows on the Lake Campground, RV Park and Resort has decided to bring his talent to the Board of Directors.

Mr. Gouin has headed up the HHHACC's Marketing Committee for the past two years, leading the television ad program and annual brochure advertising for many of our business members in the area.

Mr. Gouin is a retired professional firefighter.

Chamber Board Recognizes Great Work of Henderson Garden Club

Patty Walker, President of the Garden Club, attended the last HHACC Board meeting along with several other members to present their request for funding to the Board.

Chamber President Karl Williams informed the group on behalf of the Board, that the Garden Club had accomplished an outstanding job beautifying our town. Mr. Williams went on to state that many positive comments had been received from both residents and summer vacationers regarding the enhancement of our two billboard signs, the flower pots at the information center and at the boat launch by the flowers and other plantings.

Mr. Williams informed the group that an anonymous donor has agreed to pay for the flowers to be selected and picked up at Rhodes Greenhouses this spring. The Board of Directors then approved a measure that provides the Garden Club with an additional \$250.00 to assist with their other expenses such as gardening tools and supplies.

We Will Miss Him

By Karl Williams

Dick Brown showed up with his brother and other family members at one of our Waterfront Festival planning meetings last summer and said, "We are going to throw some sand in your gears. We would like the Chamber to include an antique tractor show and judging as part of your Festival."

The Board actually loved Dick's idea and here are a few pictures to illustrate what a great event it turned out to be.

Dick Brown made a big difference to everyone he met. I know I speak for many people when I say I will miss him very much.



Dick Brown gave his antiques tractors a lot of TLC and enjoyed showing them for the pleasure of other tractor lovers. Dick is pictured at left on a Case—one of several models that he brought to the Waterfront Festival Tractor Show. Also pictured above, Dick needed a lot of help with the many trophies he took home when the judging was completed.



Letter to Town Board (cont'd from P. 3)

Time Warner cable channels at a cost to them of \$400 for up to 300 ads, depending on their choices.

Additionally the Chamber pays the base price, approximately \$1,000, for group rates to advertise in the 1000 Islands magazine, which publishes and distributes over 100,000 copies. Remaining funds are used in print ads with sources like the Watertown Daily Times where again, we pick up the base cost and our members advertise at a reduced amount as a part of the base contract.

Our members who have taken advantage of these opportunities tell us repeatedly that the assistance of the Chamber in not only negotiating the best possible rates on their behalf but also providing substantial funding is what makes it possible for them to maximize their advertising dollars.

The Henderson-Henderson Harbor Area Chamber of Commerce recognizes how business in our area has fallen off over the past several years and we continue to strive for new and better ways to return it to the thriving community that it once was. In the words of our mission, the HHHACC "is dedicated to bringing new tourism and business to Henderson for the benefit of all who live here. We are actively seeking new ways to promote and attract people to our beautiful harbor and its events, businesses, and nearby parks."

The decision to host a Waterfront Festival in 2010 was made as a direct result of the goals we established for the Chamber. However, until the Chamber hosted the Waterfront Festival last year, we did not know how successful Sackets Harbor and other lakeshore towns had become in attracting and securing commerce that had been ours in the past.

We found during the Festival that consumer decisions on discretionary spending were also impacted by the negativity in the media surrounding Henderson over the past decade. The loss of two well-known lakeshore restaurants also meant that business went to other areas on the lake.

Sackets Harbor has many restaurants open in the summer and hosts outside vendors almost each summer week. Consumers are comfortable knowing this and will drive to Sackets or to Cape Vincent, Clayton, Alex Bay, and even Oswego, for their heavily promoted annual events.

We also discovered that we would face unexpected costs for the festival such as a \$5,500 bill for insurance required by the Town of Henderson. That left us owing suppliers for contracts that are still outstanding and which we do intend to pay in full this year.

In spite of these disappointing findings, the Festival brought in over \$225,000 in cash, goods and services for promotion, including prizes for anglers and military families. We brought in many hundreds of new customers and new vendors and we honored our military and families including Army Secretary McHugh.

Once again, for 2011, the Chamber has followed the established process and made a request of the town board for promotional support in the amount of \$6,000. It has come to our attention, however, that the board has decided not to make a lump sum award and instead, will require that the Chamber present a case-by-case plea to the board for funds.

We have decided as a Board of Directors that we do not intend to place ourselves in such a position. Our request is for funds to be used in the promotion of our businesses with advertising – not for past expenses. No business is able to make plans and commitments when the amount of money they will have to work with is unknown. Therefore, our original request as presented by Robert Aliasso will stand as our only request for funds from you going forward.

We understand that there are questions about the Chamber's solvency and how likely it is that we will pay off all creditors this year. The following information should answer those questions.

Since the Festival, we have received \$4,000 in loans and \$900 in corporate contributions with another \$900 from our 50/50 raffles. This amounts to \$5,800 collected before the end of the year.

We have several strong revenue streams. Our membership dues will bring in \$3000 to \$4,000. In addition, our billboard revenues should net another \$2,000. Corporate contributions should net us another \$1,000 for the year. Raffles should net another \$5,000 and several events we are hosting with our business members should bring in another \$8,000. This includes the Kids "Perch Fest" in February and the Salmon Spectacular planned for July of this year in conjunction with Bill Saiff Outdoors and Bill Saiff's Westview Lodge. We are also looking at other events to raise additional funds.


In conclusion, we are confident that we can pay off our outstanding debt including the two loans we are holding. Without funding from the Town of Henderson though, we will not be advertising on television, radio or in print media for the benefit of our general membership this year.

Respectfully Submitted.

HHACC Board of Directors

The 2011 Great Outdoor Family Expo will be held at the Watertown Family YMCA on Rand Drive, March 25th to the 27th. In order to participate, the Chamber will need volunteers to help set-up, tear-down and spend some time greeting, providing information and answering questions. If you can donate some time and participate in this well-attended event, please contact Karl Williams at 938-5670, 408-6043 or email at thechamberpresident@gmail.com



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