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

Volume 2 **The Golden Crescent** Issue 1

Newsletter of the Henderson Harbor Area Chamber of Commerce

**GET READY FOR 2010 IN THE HARBOR!**

*Henderson Harbor Waterfront Festival*

MILITARY DAY JUL 31  
 Classic Car Show, Arts on the Lake, Music, Block Dance,  
 ART ON THE LAKE JUL 31-AUG 1  
 3-DAY SALMON SPECTACULAR DERBY JUL 23 - 25  
 BIKENIGHT JUL 28  
 Military Day, Christmas in July, Competitive Wing Night & more...  
 Classic Car Show JUL 29

**Biggest Outdoor Multi-Festival in Upstate NY**  
 July 23<sup>rd</sup> - Aug 1<sup>st</sup> - Henderson Harbor, NY  
 Watch for details to appear on our website ...

**Inside this issue:**

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**Special points of interest:**

- What are unintended consequences? (p. 5)
- Where do board members go when they leave the HHACC? (p. 5)
- New businesses, new Chamber members (p. 8)
- Good food available in Henderson Harbor—year round! (p.10)

Summer 2010 is just around the corner and the Henderson Harbor Area Chamber of Commerce is already working to bring you the *Biggest Event in the Golden Crescent Ever!* The *Henderson Harbor Waterfront Festival* will feature a *3-day Salmon Spectacular fishing Derby*, *Art on the Lake*, *Military Day*, *Bike Night*, a *Classic Car Show*, *Christmas in July*, *Battle of the Bands*, a *Competitive Wing Night*, *Community Picnic*, *Block Dance* and much more. Be sure to be in town for this amazing, outrageous, fun & fabulous 10-day event. Mark your calendars now and reserve the date. See you in the Harbor!

**A New Year, A New Look** by Karolyn Williams

In this, the first newsletter of 2010, our president addresses the issue of hanging onto old habits and resisting change. As I read the articles he shares by author Cindy Ventrice, certain words and phrases such as “outdated habits and routines can keep us from making significant innovations” seemed to leap off the page as though they were intended just for me. It made me realize that I had been holding onto an old, comfortable but outdated way of producing (Continued on P. 6)



## **2010 Board of Directors**

President

**Karl Williams**

K-Two Enterprises

Vice President

**Suzanne Guoin**

The Willows on the Lake

Treasurer

**Robert Ashodian**

Henderson

Consulting Services

Secretary

**Nancy Moore**

Moore's Garage

**Peter Price**

Henderson Storage

**Gary Sluzar**

GEO Real Estate Services

**Robert Aliasso**

Stebbins Engineering

**Edward DeMattia**

**Daniel Clark**

## **HHACC 2009 ANNUAL MEETING AND FALL DINNER**

The Chamber's annual meeting held on October 28<sup>th</sup> at the Henderson Community Center included a fine and well-attended dinner with a fall atmosphere and catered by several local restaurants. The idea of a "taste of Henderson" format was an opportunity for several chamber members to provide a sample of their cooking skills. Participating restaurants included Bill Saiff's West View Lodge, Rydolph's, Cooper's Landing Family Restaurant and Ryan's Lookout. The food was excellent and it provided a great opportunity for chamber members

to see the results of local businesses working together. The chamber's business meeting was held prior to the dinner. It's been a very good year for the chamber. Under President Karl Williams' leadership, chamber membership has increased by 90% and currently includes more than seventy (70) diversified businesses from Henderson and other nearby communities.

There was a dramatic increase in marketing and advertising efforts under the leadership of The Willows Campground owner Chuck Guoin. (See Ann. Meeting, P. 3)

## **Economic Development Committee Surpasses Expectations**

The HHACC Economic Development Committee (EDC) was established in the winter of 2009 with the cooperation of then town supervisor Clyde Moore. Robert Ashodian was elected Chairman. Other founding committee members are Pete Price, Bill Saiff, III and Karl Williams

Initially the committee looked into local infrastructure needs of the community like sewer and water systems. As the industrialization of our economic resource, Lake Ontario, began to become apparent the group studied and argued on our behalf.

Recently, another member of the Chamber Board, Robert Aliasso (also President of the Henderson Taxpayers Association) joined the EDC and accepted the role of point person to all newly formed groups whose mutual goal is the protection of our citizens on and near the Lake.

Messrs. Ashodian, Aliasso, Price and Williams facilitated a planning session for all groups recently at the community center. The outgrowth of that planning session was the creation of a coalition called the "Coalition for the Preservation of the Golden Crescent and the Thousand Island Region". The coalition now supports groups from Hammond through Clayton, Cape Vincent, Lyme, Chaumont, Richland to Pulaski.



Economic Development Committee members Pete Price, Bill Saiff III and Bob Ashodian shown with former Supervisor Clyde Moore.

The group is now recognized by the Jefferson County Legislature as a professionally run resource.

Mr. Ashodian also writes for the Jefferson County Journal and acts as Treasurer for the Coalition.

Our thanks to Supervisor Moore for having the vision and courage to use the business community for the promotion and protection of Henderson and Henderson Harbor.

*When the people fear their government here is tyranny; when the government fears the people there is liberty.*

**Thomas Jefferson**

## HHACC MEMBERS CITED FOR SERVICE

Charles Gouin (The Willows on The Lake), Karolyn Williams (K-Two Enterprises) and Robert Ashodian (Henderson Consulting) were each recipients of the first annual "Golden Crescent Award" presented at the annual meeting and dinner held on October 28<sup>th</sup> at the Henderson Community Center.



Chuck Gouin, along with his wife Suzanne, owns and operates "The Willows on the Lake" Campground and RV Park. He was one of three Chamber members who received the first annual "Golden Crescent" award.

In his commendations, Senator Darrel Aubertine congratulated the three as outstanding members for their dedication, commitment and exemplary service to the community.

Mike Mortimer, Community Liaison for Senator Aubertine, made the presentations on behalf of the Senator. As the Chamber's Marketing Director, Mr. Gouin created a professional website that received over 600,000 hits, instituted branding on all form of advertisements and managed the Time Warner Media advertising campaign. Mrs. Williams created, edits and publishes

the "Golden Crescent" newsletter which is distributed throughout the community. Mr. Ashodian, as leader of the Economic Development Committee, has assembled a team to bring the community's business concerns and interests to the attention of government officials at every level, from local to state and federal. He also led the Chamber's first Candidate Forum, allowing citizens to learn first-hand about the positions of those seeking office on matters concerning the economic development of the community.

Be at war with your vices, at peace with your neighbors, and let every new year find you a better man.

*Benjamin Franklin*

## New Board Members Elected

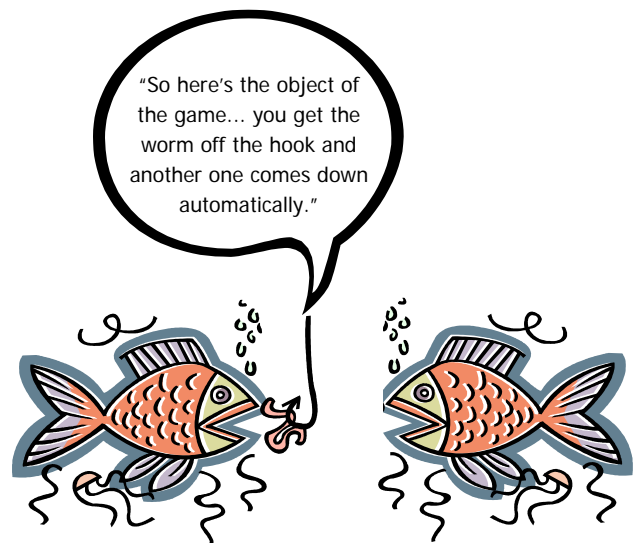
For the first time the Henderson Harbor Area Chamber of Commerce Board of Directors includes a very young new member, Daniel Clark. Daniel, the son of Martin Clark and Deborah Vink of Henderson Harbor, is a sophomore at Belleville-Henderson Central School. In his introduction of Daniel to the membership, President Karl Williams said, "Young people are a key ingredient to the success of this community. The Chamber, in its goal to be an all inclusive organization, is proud to have young Daniel aboard."

In December Ed Demattia of Chaumont, one of the Chamber's newest business members, was unanimously elected to the Board of Directors. Mr. Demattia will replace outgoing member Barbara Rendell for the 3 year seat.

Mr. DeMattia holds a degree in Humanities from Jefferson Community College and is a skilled writer.

He attended the recent Grant Seminar hosted by U.S. Senator Kirsten Gillibrand at J.C.C. Ed is in the process of establishing a new consulting business focused on grant writing for local municipalities and non-profit organizations. He has already started the process of seeking a grant to measure water quality in and around Galloo and other islands.

(See DeMattia P.6)



## Annual Meeting (from P. 1)

The chamber created an active web site with links to local businesses, put on an aggressive advertising program for its members through Time Warner and has promoted local businesses through other advertising media. The chamber's newsletter "The Golden Crescent" is informative and provides many opportunities for local businesses to advertise and promote themselves.

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## HHACC, Town of Henderson & Local Calendar of Events 2010

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### January

27—HHACC Monthly Meeting—7 pm

Community Center, Henderson

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### February

4 – GWNCC – Business After Hours 5-7 pm

Northside Improvement League

Mill Street, Watertown

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### March

4 – GWNCC Job Fair

Dulles State Office Building (more details to follow)

17 – GWNCC – Business After Hours 5-7 pm

USO, Ft. Drum

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### April

9 – GWNCC – Business After Hours 5-7 pm

Northern New York Builders Exchange

SAVE THE DATE(S)!! - ***Henderson Harbor Waterfront Festival***—July 23rd thru August 1st, 2010!!

**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](mailto:kwilli65@twcny.rr.com).**

#### Ongoing Meetings

Court – Every Monday except holidays

Henderson Fish & Game Club—2nd Tuesday @ Club

Planning Board – 1<sup>st</sup> Tuesday (except Nov—Election Day)

HHPAC—2nd Wednesday, 5:30—6:30 PM

HHACC—Last Wednesday, 7PM Community Bldg.

Henderson Historical Society – 3<sup>rd</sup> Monday at 1pm

Henderson Garden Club – Second Tues, 9:30AM

Henderson Town Board—1st Thursday

# Unintended Consequences By Robert Ashodian

If I had only known what would happen I never would have done it. Ever have those thoughts? Welcome to unintended consequences.

Outside developers are scrambling to develop this area's wind resources not because wind turbines are an efficient source of energy. They are not. Wind power generation is not being pursued because it is a cheap source of power. It is not. We are being led by a government imposed mantra that simply assumes wind energy is good everywhere. Wind farms might make sense in some places. We are not against the concept. But, destroying our environment in the process is wrong. Not considering the economic impact on

already existing, struggling businesses

is wrong. Not evaluating the long-term consequences for temporary short-term gain is wrong.

Without massive subsidies by the federal, state and local governments, these projects would never be undertaken. Too often governments at every level try to force non-economic, intrusive and unwanted solutions; to force an outcome that all too often has horrible, unintended consequences.

A few years ago there was a highly sub-



sidized push for corn based ethanol production; golden fields of corn converted into energy and visions of growing fuel. Our politicians did not want to look at the true cost – the total cost of resources needed to produce ethanol, nor did they want to consider the economic consequences the most elementary understanding of economics made crystal clear. The goal was the reduction in fossil fuel consumption, but it took a lot of fossil-based energy to produce a gallon of ethanol. The resulting fuel, produced at high cost was less efficient. The cost of corn skyrocketed and the cost of thousands of food products, based on corn derivatives skyrocketed. We subsidized burning food for fuel while millions went hungry around the world. Those were unintended, regrettable and preventable consequences..

Cont'd on p. 8)

# Growth and Transition—Board Member Barb Rendell By Karl R. Williams

Barb Rendell, one of our steadfast leaders, is moving on to the South Jefferson Chamber. Barb will be missed in our leadership group, not just for what she did, but also for what she caused not to happen.



During times of transition within any organization, feelings can be hurt and tempers can flare. Comments can be

made that should have remained unspoken.

We had our moments during Barb's tenure with our chamber. Often, when the opportunity presented itself, Barb would ask a pertinent question or offer a new thought on the subject being discussed. At times I made calls and sent e-mails to Barb, specifically seeking her insight on issues and problems facing the business community. She always kept her emotions in check and provided an alternative way to approach the subject or

solve the problem.

I have known Barb Rendell and her family since she was a little girl and have come to respect her knowledge and insights. She has represented Elliott Realty and her industry in a professional way at all times. I will miss her on our board very much, both personally and professionally.

\* \* \*

# When All You Have is Lemons, Make Lemonade

Pete Price leader of our sign committee saw our current signs at each end of town as an opportunity to tell everyone that passes through that we are a great place to live and have fun. Mr. Price, owner and operator of Henderson Storage and retired airline employee pulled together a team to revitalize our look. Pete added Gary Sluzar, GEO Real Estate Services, HHACC and SUNY Oswego Board member, and Karl Beck, Business Member, Sure Signs to a working committee.

The first sign of change was the advertising used by business member



Our signs as they appeared over the holidays (top) and on a recent snowy day (bottom)

the Henderson Boat Show LLC. To promote the concept of bringing auto traffic in from Route 3 they purchased and installed signs for their 2009 classic boat show. They were very pleased

with the results.

"Sure Signs will be the sole sign maker in order to keep a professional look for both the chamber and the advertiser," said Mr. Price. He went on to say, "With a single source sign maker we are able to design them to accommodate changing messages from year to year and season to season keeping the cost low with high quality for our members". The sign committee must approve all proposed signs for content and visual impact as well as

(See Signs p. 9)

## A Message from Your President Old Habits, New Ideas and Conflicts Create Success

Our organization has experienced a rebirth in the past year. Our membership is nearing 130, up from about 60 at the beginning of 2009.

Most of our new members are small businesses starting to reach out and grow or realizing they need help reaching their customers.

How did we achieve this and how do we retain our growth rate? We created a plan early last year by including all interested leaders and members. During the year, we followed the plan.

In our newsletter this month we have reprinted two articles from Cindy Ventrice a professional consultant ("That's the Way We've Always Done It!" can be found on p. 9 and "Conflict as an Opportunity" on p. 8). These articles articulate two issues we are facing as the nature of our chamber evolves.

Our past chamber focused on running a few fishing contests and one or two events that advantaged only a select few businesses. Our new direction is to promote and protect all business members while being a role model of business management.

I often hear from people comments like, "that is not the role of the chamber" or "we never did that before" or "I don't like what you are doing so I quit". While this is not representative of the majority of comments I receive, I believe it does require some discussion.

Before accepting the role of officer in the chamber, I did some research into what other chambers of commerce do. I checked out the U.S. Chamber and the Watertown Chamber because they work so well and provide a goal to reach. I was especially interested in the position they were taking on economic development because we had taken that

step. The following is from their stated plans:

Watertown:

**"The Chamber will be the "Voice of the Business Community" with regard to public policy issues. Operational Goals:**

- **Advocate locally and with state and federal legislators on behalf of businesses on identified public policy issues**



**Continue in the role of educator on public policy issues."**

U.S. Chamber; the first statement it makes is

about the organization:

**"As the voice of business, the Chamber's core purpose is to fight for free enterprise before Congress, the White House, regulatory agencies, the courts, the court of public opinion, and governments around the world."**

Comparing the direction of these two organization's statements with ours, it appears that we are together.

So what is the issue? Because we never did something in the past should we never take that action or should we examine why we prevent the move forward? Because we had our own definition, does that make it right?

If someone gets away with robbing a bank several times but upon eventually being apprehended should they be protected in the argument "well it must be legal since you did not arrest me before"? The sheriff would not buy that argument.

(Continued on p. 10)

## DeMattia Elected (from p. 3)

Water quality is to be measured before, during and after construction on the Islands. Results will be shared with the EPA and other interested organizations. This will allow us to be independent from those with an agenda to act only in their interests. With Ed's help we will become the public stewards of our own water quality.

Ed has also started a survey to help us understand the demographics, economics and business potential of ice fishing in the Golden Crescent region.

President Williams has held several discussions with town supervisor Ray Walker on the topic of grants for our town and has informed him of the addition of a Mr. DeMattia to the board. The chamber has offered to work with the town to find and secure grants to improve quality of life

The Chamber board had been conducting its own search for a Grant Writer and have now asked Ed to begin the search for State and Federal funds to assist our business community in Henderson and Henderson Harbor.

Mr. DeMattia can be reached at [eddemattia@tds.net](mailto:eddemattia@tds.net)

## New Year, New Look (from P. 1)

the newsletter that was actually making my job more difficult. So, although not an actual *New Year's Resolution*, I have decided to take the leap from old and familiar, step into the 21st century and start using a more common and well-known software program to produce the chamber's newsletter. I hope you like it and will forgive inevitable mistakes as I pick my way through this new landscape. Happy reading and Happy New Year everyone!

*Henderson Harbor Area Chamber of Commerce*

*Billboard Price Structure 2010*

*(All Prices are Per-Sign, Per-Week)*

Month	Full Cover (8' x 16')		3/4 Cover (12' x 8')		Half Cover (4' x 8')		Black-Out Dates Chamber & Community Events (TBD)
	Member	Non-Member	Member	Non-Member	Member	Non-Member	
JAN	\$25	\$50	\$18	\$36	\$10	\$20	
FEB	\$25	\$50	\$18	\$36	\$15	\$30	
MAR	\$25	\$50	\$18	\$36	\$15	\$30	
APR	\$25	\$50	\$18	\$36	\$15	\$30	
MAY	\$35	\$70	\$28	\$56	\$20	\$40	
JUN	\$45	\$90	\$38	\$76	\$25	\$50	
JUL	\$75	\$150	\$60	\$120	\$45	\$90	
AUG	\$50	\$100	\$40	\$80	\$30	\$60	
SEP	\$45	\$90	\$38	\$76	\$25	\$50	
OCT	\$35	\$70	\$28	\$56	\$20	\$40	
NOV	\$35	\$70	\$28	\$56	\$20	\$40	
DEC	\$35	\$70	\$28	\$56	\$20	\$40	

**New York State Power Authority (NYPA) Plans for the Industrialization of Lake Ontario**

Most of us have heard parts of stories about wind development of Galloo Island and the transmission lines planned to run across our land down through farms and other agricultural lands of Belleville, Ellisburg, Richland, Pulaski, and on to Mexico. This is for one wind farm site on Galloo Island and it's only part of the story. Our own Economic Development Committee has been looking into the situation and has found the plan is much larger. The committee will keep you up to date both on our website

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

and [www.preservethegoldencrescent.com](http://www.preservethegoldencrescent.com) as well as through articles in this newsletter, the **Watertown Daily Times** and the **Jefferson County Journal**.



## Unintended Consequences (Cont'd from P.5)

We fear our governments are again forcing an outcome not supported by the disclosure of the true costs or consideration of the long-term consequences. Wind produced energy, like ethanol, is the result of spending our tax dollars on still another government program to force an outcome regardless of the ultimate cost. Ethanol from corn seemed far away from us, but wind energy is right here; in the Golden Crescent. The proposed Galloo Island project is only the trunk of the elephant. Our state energy leaders have plans for thousands of industrial wind turbines – on other islands, in the water, along the shoreline, on the lands along the St. Lawrence River. There will be unintended consequences.

Short term there will be an increase in needed jobs, some local businesses will surely benefit and some communities will no doubt see a reduction in their property tax rate. But, what happens long term? What about the unintended consequences of a permanent decline in our recreation based industries and fewer jobs in those industries? What about the potential decline in property values because your land, your home and your business become worth less? Immediate benefits are pretty easy to predict, we want them now and some will get them. The long-term consequences are difficult to predict, those that benefit prefer denial to really thinking about them. Unintended consequences take time to set in but usually prove to be irreversible.

Clearly, subsidy money could be much better invested in helping grow existing businesses - tax relief, regulation relief, grant money, low cost funding, water front improvement, water and sewer, fisheries expansion. Big, foreign businesses do not need federal and state subsidies. How about a PILOT tax incentive for our charter fishing fleet, for our restaurants struggling to survive and our motels that might stay open year round if they could justify the cost of winterizing? Our governments should be working on ways to help existing businesses grow and new businesses be formed, not on funding those that put our existing businesses at risk.

The accumulated effect of forcing wind energy on the Golden Crescent will be the destruction of this region's most valuable resource; a resource unique not only in upstate NY, but unique in the world; an internationally known place of great beauty; a destination of choice for vaca-

tioners from around the world and a premier place to live. Thousands of jobs are at risk if we fail to recognize and protect what we have.

Our political leaders in the past were very wise to recognize the Adirondack Region as a scenic resource of enormous value, a place to be preserved; not a place to be destroyed by uncontrolled industrialization.

People far away from here are designing our future. They have the power to allocate enormous amounts of money. It's not their money, it's our money, our tax dollars extracted from us and passed along as subsidies and tax benefits to giant corporations. Wind energy is about this kind of money. That's why it has attracted such aggressive players; players who care nothing about this region or the unintended consequences to us. It is simply a game and we are the target board. The big players extract our money from our government and move on to the next lucrative possibilities put in place by governments we seem to have no control over and, frankly, many people are afraid of.

We believe there are short-term benefits, but we have deep seated fears for the longer term, unintended consequences.

### Conflict as an Opportunity by Cindy Ventrice

#### **Conflict. 1. Prolonged battle. 2. Controversy or disagreement.**

Ask someone what he or she fears most, and chances are pretty good that they won't say, "conflict." Conflict will be somewhere far below public speaking, death and taxes. But most of us respond to conflict with fear.

The biological response to fear is to produce adrenaline. Adrenaline boosts our energy and prepares us for "fight or flight." When faced with conflict most of us respond in one of two ways; by diving head first into the fray (fight) or by attempting to ignore and avoid the conflict altogether (flight).

Most of us assume that conflict is a battle, an attack, something to fear,

and we respond accordingly.

#### **What a waste of a perfectly good conflict!**

I'm serious. The fight or flight response wastes precious opportunities to affect real change in our lives. We need to learn to manage controversy and disagreement.

Nothing interesting happens without conflict! Imagine spending two hours watching a movie that has no internal conflict, conflict among characters, or even an external conflict with the world. How boring that would be. When it comes to drama, we *love* conflict.

Nothing interesting happens without conflict in real life either. Conflict is the catalyst for change in our personal lives and at work. Handled properly, conflict opens communication, strengthens teams, and stimulates innovation.

So, how do we go from fight or flight, to embracing conflict? We need to learn conflict resolution skills.

**Don't take it personally.** What makes conflict so uncomfortable is our perception that we are under attack. Reframe the conflict to be about something rather than somebody.

**Learn to recognize conflict before it escalates.** Be observant and ask good questions. It's much easier to manage conflict, before it gets "personal."

**Have a win-win attitude.** Approach all conflicts *as if* there is a solution that will satisfy everyone.

**Keep an open mind.** Listen to all points of view. Encourage people to disagree. Respect everyone's opinion.

#### **Set ground rules.**

Particularly when you are called on to mediate set rules regarding attitude, interruptions, and resolution. Get the permission of both parties to act as mediator.

Look at conflict as an opportunity!

\* \* \*

## Grant Writing Seminar by Ed DeMattia

A seminar on grant writing was held at Jefferson Community College Wednesday, December 15. The seminar was sponsored by U.S. Senator Kirsten E. Gillibrand, and moderated by Susan Merrill, her regional director. More than one hundred people attended.

The purpose of the seminar was to share information on what grants are available through federal and state agencies, where to access grant proposals, how to write grants, and how to comply with grant requirements.

The presenters were Tim Jones, Public Affairs Coordinator for the Rural Development Division of the USDA; Rob Brooks, of the Division of Housing and Community Renewal, Office of Community Renewal; Jason Denno, from the NYS Environmental Facilities Corporation of the NYSDEC; and Joanne Rhubarb, grants officer for Jefferson Community College.

Presentations covered aspects of rural development, Community Development Block Grants and the NYS Main St Program, water and wastewater project funding, and how to write grants. In addition to this information, several publications were available, on the American Recovery and Reinvestment Act of 2009, green energy funding opportunities, ag and rural development funding, and water and wastewater grants.

Ms Rhubarb will be conducting a workshop on grant writing in the spring of 2010 at Jefferson Community College. Information is available at [www.sunyjefferson.edu](http://www.sunyjefferson.edu).

Further information on grant guides may be obtained through Senator Gillibrand's website at <http://gillibrand.senate.gov> "Grants Central" page.

## Signs (from p. 5)

timing of put up and take down. There are 2 large signs, one on the North side of town on route 3 and the other on the south side. Optional sandwich board signs are also available.

Rules are as follows: Signs, must be purchased, designed and installed through Karl Beck at Sure Signs. Contracts must be written and approved through Pete Price and Gary Sluzar. Signs are to be created that may be reused year to year and event to event without incurring heavy additional costs.

Members have preference in obtaining spots but non-members are invited to participate as well. To find out more contact Mr. Price at 315-778-9491.

*For the 2010 price structure, see p. 7.*

## That's the Way We've Always Done It!

"*That's the way we've always done it,*" a phrase that cripples our imaginations and limits our potential. As a speaker and trainer on topics that include growth and change, I routinely see how outdated habits and routines can keep us from making significant innovations. Knee-jerk reactions, the result of years of conditioning, are often not in our best interest. We have all heard the response, "*That's the way we've always done it.*" It's the justification given for resisting change. It's very common in business situations where rapid change is the standard; upsizing, downsizing, right sizing. People want to cling to the past out of fear of the future.

Not all habits and routines are bad. Without them we would have to consider every action we take as if we were doing it for the very first time. Remember the first time you drove a car? You carefully thought

through each and every step, adjusting the seat and the mirrors, pumping the gas, turning the key.

Now, unless you are driving a new vehicle, you give the process practically no thought. It would be exhausting to always drive with as much thought and scrutiny as we did the very first time.

Some habits serve us well; what we have to watch out for are those habits and routines that are based on old, outdated information. Those are the ones that put us out of step with rapidly changing business opportunities. Our behavior patterns must constantly be re-evaluated if we are going to keep up with constantly changing demands.

This point was illustrated for me by my cat. Lessons often come from the least likely places. When my cat was a kitten, the vet prescribed a nutritional supplement, a thick, smelly gel. He told us to squeeze the gel onto the cat's paw. Because of the instinct to clean, the cat would lick it off. It worked. He did lick it off, but not before he tried to shake it off. He shook his paw with great enthusiasm. We got a laugh from his antics; he got a new habit. Eight years later, when he smells something that he finds unpleasant; whether it is in his dish, on the ground or in my hand - he will shake his paw. There is nothing on his paw and it doesn't make the smell go away. Shaking his paw no longer serves any purpose. It is a habit based on old, outdated information.

Are we operating from old, outdated information? Are there any areas where we are "shaking our paws?" It's worth the effort to examine our habits and routines to see which are still serving us well and which should be released to make room for innovation and change.

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**We must, indeed, all hang together or, most assuredly, we shall all hang separately.**  
*Benjamin Franklin*

### President's Message (from P. 6)

Change in any endeavor is difficult and uncomfortable. I have found change happens whether we want it or not. Change begets conflict, both within us and between others and us. Yet change and conflict can be opportunities.

Last year three of our members were cited by the Chamber Board and Senator Aubertine for outstanding achievements. Chuck Gouin was recognized for developing and executing our first marketing plan. Karolyn Williams was cited for the excellent Golden Crescent newsletter. Bob Ashodian received accolades for his work creating and leading our Economic Development efforts to protect and promote all of our businesses. Many more like Pete Price, Karl Beck and Gary Sluzar, that improved our image with a great sign program, contributed to the outstanding year of growth and change. Yes, we also experienced some conflict.

I am very pleased with the work of our chamber members. We look forward to welcoming any company located nearby or doing business with our citizens to join us.

Karl R. Williams, President

### New Business Members


*Since our last newsletter, we have welcomed the following new business members into the Henderson Harbor Area Chamber of Commerce: Photos by Pam, Palatine Nursing Home, Inc., Ed DeMattia, Snowshoe Bay Hideaway, and Rydolph's\* Family Restaurant. This brings our new business member total to 37 for 2009. With the addition of several associate members as well, our total Chamber membership at the end of 2009 is 128.*

*Incidentally, Rydolph's, along with Bill Saiff's Westview Lodge, both in the Harbor, are open all winter!*

\* \* \*

Send me a write-up about your business. I'll be happy to publish it in a future issue of this newsletter. Contact me

(Karolyn Williams, Editor) at [kwilli65@twcny.rr.com](mailto:kwilli65@twcny.rr.com) or 315-938-5670. I look forward to hearing from you.

[www.hendersonharborny.com](http://www.hendersonharborny.com) —The  of the Golden Crescent



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