This is my sixth fall season as the Chamber President which I think means I have written more than 60 of these columns – and I still wonder if anyone reads them!

It has been busy this week. A couple of board meetings, a couple of committee meetings and this morning wrapped up the week with a great Power Hour presentation on Business Etiquette. If you missed it, please sign up for the repeat session on the 19th of this month – Cynthia Ely is a great presenter and she has some very useful information. See the flyer in the newsletter for further information.

You have an opportunity to Eat, Drink, and Connect after hours on October 12th with our hosts at Sports PT of New York. These after hours events are a great chance to connect with colleagues and other business people in the community. Don’t forget to sign up so they can prepare enough food and drink!

Bob Freese from the Opportunity Group is offering a certificate program on Developing Authentic Conscious Leadership & Cultures starting the end of this month and running for seven sessions. Two great elements for Webster Chamber members: the training will take place at the Chamber offices and Chamber members will receive a discount. See the details in the newsletter.

As has been our custom for the last few years, the Chamber of Commerce will be collecting a few “always needed” items to help out some of our local families this winter. We will be collecting items at the October and November Chamber breakfasts or you can bring them to the office. We need NEW hats, mittens, gloves, socks, scarves and coats. All are needed in any size or color and we will distribute them to the House of Hope and the Webster Community Chest.

The Webster Central School’s World of Work program is sponsoring an Employer Panel for students and parents to discuss important information student workers need to be successful in their work endeavors. Everyone is welcome to attend. See the flyer for details.

Here’s a little reminder about this time of year: we are in the fourth quarter of the calendar/tax year and now is the time to finalize your strategies and plans for year end. Remember you can’t make changes in January!

Breakfast is on the 28th this month. Anybody want to dress up for Halloween and have a little fun?

Miss Cynthia’s Etiquette Tip

Managers, have you ever experienced the following?

One of your team members is regularly late for work, and it affects her performance. After another missed deadline, you are tempted to call her out at the staff meeting.

Although this might give you instant pleasure, it is insensitive – a more tactful approach would be to speak with her privately about her tardiness, “I have noticed you are having trouble arriving to work on time. What can I do to help?”

Approaching problems in a caring and tactful way will increase the likelihood of this team member changing her behavior, and create a strong working relationship.
Business of the Month

Genesee Valley Publications and the Genesee Valley Penny Saver were founded in a garage in Avon, NY in 1948 by Roger and Jane Harrison. Over the years, the Penny Saver has expanded to include satellite office locations in Batavia, Canandaigua, Brockport, Dansville and right here in Webster.

Their magazine-format, free weekly paper currently includes 11 editions, reaching Monroe, Livingston, Genesee, Ontario, Orleans, Steuben and Wayne Counties. Penny Lane Printing, their sister company, offers direct mail, printing and promotional product services. The 2nd generation family-owned company employs approximately 110 full and part-time employees with 3 of them working in Webster.

They continue to win state and national awards for their advertising designs. More importantly, they've been recognized with the Gold Standard Award from the Circulation Verification Council, which has them ranked first in New York State for market penetration, readership and advertiser response.

Their Mission is to “Reach your customers” – through advertising, direct mail, printing and promotional products. Through their other divisions, Penny Lane Printing, Penny Lane Promotional Products and the Penny Express, they offer a variety of ways for you to stay in touch with your customers and grow your business. And you’ll love the service and personal attention you get from their talented staff.

They love working with all of their Webster businesses—the garage sale advertisers to large companies. The Webster office, located at 32 E Main St, is a resource for residents to get copies, send faxes, pick up the Webster edition or any of their other 10 editions. One of the things they enjoy most about working at the Penny Saver is that each day is completely different. In fact, one weekend last fall they received a call from one of their business neighbors. The neighbor indicated that the office was full of shredded paper and thought for sure there was a chipmunk dining in the office. On Monday they arrived armed with a broom ready for what might be waiting. They found lots of paper piles all over the office, but gratefully, the chipmunk had left the office to find dessert elsewhere.

The folks at the Penny Saver are very active in the communities they serve. You will see representatives regularly attending Webster BID and Webster Chamber meetings. They have also participated in events like the Webster Wine Walks, Village Parades and other Village and Town functions.

Congratulations to the Genesee Valley Penny Saver as October’s Business of the Month!

Maplewood Receives a Five-Star Rating

The Maplewood Nursing Home is pleased to announce it has earned the highest possible rating of Five Stars from the Centers for Medicare and Medicaid (CMS).

“We are extremely proud of this achievement and thank all of our wonderful staff for their hard work and dedication in ensuring that our residents are receiving such high quality care,” says Greg Chambery, Administrator. “This recognition supports the confidence placed in us by our residents’ families to provide the best care for their loved ones.”

The Five-Star Quality Rating System was created by CMS to help consumers, their families and caregivers compare nursing homes more easily. The Nursing Home Compare website has detailed information about every Medicare and Medicaid-certified nursing home in the country, including the CMS Five-Star Rating. This rating system can be accessed on the Nursing Home Compare website at: www.medicare.gov/nursinghomecompare.

Nursing homes with five stars are considered to have quality that is “much above the average”, while nursing homes with 1 star are considered to have quality that is “much below average”. There is one Overall Five-Star rating for each nursing home, and a separate rating for each of the following three sources of information: Health Inspections, Staffing and Quality Measures.

The Maplewood staff continually strives to provide the best quality of care to its residents and is thrilled that the recent CMS rating reflects those efforts.
Important Dates to Remember

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>October 12th</td>
<td>Eat Drink and Connect (Sports PT New York)</td>
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<tr>
<td>October 12th</td>
<td>Christopher’s Challenge Fundraiser</td>
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<td>October 19th</td>
<td>Power Hour—See Flyer</td>
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<td>October 14th</td>
<td>Last Day to Register to Vote Before Election</td>
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<tr>
<td>October 12th &amp; 26th</td>
<td>Free Estate Planning Seminar</td>
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<tr>
<td>October 20th</td>
<td>Senior Citizens’ Day @ Webster Schroeder</td>
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<tr>
<td>October 21st</td>
<td>Lift Up Your Spirits Wine Tasting</td>
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<td>October 22nd</td>
<td>Moore Than a Race 5K</td>
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<td>October 22nd</td>
<td>Village Wine Walk</td>
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<tr>
<td>October 26th</td>
<td>Strategies for Small Business Conference</td>
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<tr>
<td>October 28th</td>
<td>Breakfast Before Business</td>
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<tr>
<td>October 29th</td>
<td>Trick or Treat Trail in the Village</td>
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<tr>
<td>October 29th</td>
<td>Ukrainian Voices: Music of a Nation (UCC)</td>
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<tr>
<td>November 4th &amp; 16th</td>
<td>Power Hour—See Flyer</td>
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<tr>
<td>November 8th</td>
<td>Election Day</td>
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<tr>
<td>November 11th</td>
<td>Veterans Day (Chamber Closed)</td>
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<tr>
<td>November 18th</td>
<td>Breakfast Before Business</td>
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<tr>
<td>November 24th</td>
<td>Thanksgiving</td>
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</tbody>
</table>

Webster Central PTSA Calendars For Sale

Webster Central Parent Teacher Student Association recently announced that school calendars are available for $5 at Hegedorn’s, 964 Ridge Road, Webster, and Webster school events.

The calendars feature school and district events. Proceeds will benefit the Webster PTSA and 11 district schools. For more information or to join: www.websterpts.org.

Become an Authentic Conscious Leader

Bob Freese is offering the certificate program “Developing Authentic Conscious Leadership & Cultures” starting on October 31st and running for 7 sessions. Leadership is a complex web of interdependent variables. No you can untangle the variables in this fast paced, engaging transformational experience for managers, business owners and entrepreneurs who desire to grow and become authentic Conscious Leaders. Sessions will be held at the Chamber office and Chamber members will receive a discount - see the flyer for details.
Monthly Breakfast Before Business Meeting

Date and Place:  Friday, October 28th, 7:00 AM at Webster Columbus Center, 70 Barrett Drive.

Menu & Cost:  Buffet breakfast — $14 members (and employees of members); $19 non-members and visitors.

Door Prizes:  Remember to bring business cards for the drawings. We gratefully acknowledge the generosity of the following businesses for providing many wonderful items at the September Breakfast: Dick Davis from AFLAC NY; Matt & Ann Gabel from MJ Gabel; Denise Baller from Dancing with Denise; Kathy Pogharian from Great Clips; Bob Houle of Leo J. Roth; Jay Palmer from Palmer Photography; Jennifer Hall from Eastway Wegmans; Tamera Carregin from MVP Healthcare; Jim Baker from Quick Dry Carpet Care; Sharon Heiligman from AmeriPrint; Robyn Whittaker from Beyond Cuts Salon; Scott Gosert from SOHO Imaging; Russ Hermann from PetSavers Healthy Pet Superstore; Kate Soanes from Painting with a Twist; Jerry Christopher from Jerry Christopher State Farm; Barb Goshorn & Karen Szembrot from Goshorn Chiropractic and Wellness Center; Leslie Pacer from Pearle Vision. Thank you very much.

Program:  Our breakfast program this month will be news from the recently renovated and rearranged Webster Library and their offerings combined with a presentation from the Webster Museum with their news and programs. These two great Webster resources have been serving our communities for a long time but we still bet you will learn something new about each of them. Things have changed and technology has transformed both of them. Come hear what’s new!

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**Webster Chamber of Commerce—Board of Directors**

<table>
<thead>
<tr>
<th>Number</th>
<th>Name</th>
<th>Office</th>
<th>Date</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>738-1301</td>
<td>Joseph Vitello, Chair</td>
<td>6/18</td>
<td>865-9440</td>
<td>6/18</td>
</tr>
<tr>
<td>800-724-9282</td>
<td>Dawn Sargent, Chair-Elect</td>
<td>6/18</td>
<td>872-2401</td>
<td>6/19</td>
</tr>
<tr>
<td>872-0663</td>
<td>Ginny Nacy, Imm. Past Chair</td>
<td>6/18</td>
<td>671-8350</td>
<td>6/19</td>
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<tr>
<td>672-9151</td>
<td>Cheryl Nelan, Secretary</td>
<td>6/19</td>
<td>218-0011</td>
<td>6/18</td>
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<tr>
<td>872-0910</td>
<td>Bill Koopman, Treasurer</td>
<td>6/19</td>
<td>232-1415</td>
<td>6/19</td>
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<tr>
<td>787-1080</td>
<td>Anthony Ariola, Dir</td>
<td>6/17</td>
<td>872-5531</td>
<td>6/18</td>
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<tr>
<td>872-5050</td>
<td>Dave Eckler, Dir</td>
<td>6/17</td>
<td></td>
<td></td>
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<tr>
<td>244-2228</td>
<td>Cynthia Ely, Dir</td>
<td>6/19</td>
<td>265-3960</td>
<td>6/18</td>
</tr>
</tbody>
</table>

**Breakfast Meeting Dates**

<table>
<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>10/28/2016</td>
</tr>
<tr>
<td>11/17/2016</td>
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<tr>
<td>01/27/2017</td>
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<tr>
<td>02/24/2017</td>
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<td>03/24/2017</td>
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“The Webster Chamber of Commerce is a membership driven organization that provides networking, support and education to its members and is dedicated to fostering collaboration and promoting Webster and its economic vitality.”

---

**Power Hour** at the Webster Chamber of Commerce

Friday, October 7th and Wednesday, October 19th at 8:00AM

(Coffee, tea, and water provided)

Free for chamber members and $3.00 for non members

Business Etiquette

Presented by:
Cynthia Ely of The Refinement Studio

---

Lift Your SPIRITS

A wine and beer tasting

Friday, October 21, 2016

7:00-9:30 p.m.

Eagle Vale Golf Club

4344 Fairport Nine Mile Point Rd.

Fairport, NY 14450

Sponsored by

Southern Wine & Spirits of Upstate NY and Local Micro Breweries

Music by

Marty Roberts

Silent Auction,

Light Refreshments,

Raffle Drawings and more!

Tickets $45 presale

$50 at the door

To purchase tickets call (585) 568-7208 or visit www.webstercomfortcare.org
Your hometown presence featured every day for an entire month! Only a dozen spots…get yours today!

Local Promotional Calendar for 2017

Great handout for the upcoming holiday season! ORDER EARLY!

Each advertiser will have a full color photo (11 1/2” x 8 1/2”) of their Building, Staff, etc. plus 2 squares on calendar to promote themselves or a special event. (Example: a florist may choose Valentine’s day & Mother’s Day to promote their specials)

Contact your sales consultant for details.

Tom DeRoller
Advertising Consultant
585-265-3620
Cell 585-260-4078
Tomderoller@gvpennysaver.com

Janet Turner
Advertising Consultant Assistant
585-265-3620
Janettturner@gvpennysaver.com

Available to 12 advertisers, one each month. Each advertiser receives 40 calendars. Total Cost $150.00

With proof approval, allow 3 business weeks to receive calendars.
Inside This Issue:
Spring Cleaning • Lawn Maintenance
Money Matters • Home Improvement

Mailed to over 18,000 homes monthly

An Empire State Weeklies Publication
Serving Your Community for more than 100 years

46 North Avenue, Webster
(585) 671-1533
fax (585) 671-7067

MEDIA GUIDE
## Advertising Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
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<tbody>
<tr>
<td>1/8 page</td>
<td>$110.00</td>
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<tr>
<td>1/4 page</td>
<td>$175.00</td>
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<tr>
<td>1/2 page</td>
<td>$330.00</td>
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<tr>
<td>Full page</td>
<td>$485.00</td>
</tr>
</tbody>
</table>

All advertising prints full color. All pricing is per insertion.

### Special Placement Advertising

- **Back Cover** — Full page only. $590.00
- **Inside Front Cover** — Full page only. $545.00
- **Inside Back Cover** — Full page only. $520.00

All covers print on gloss coated paper.

### Distribution

Mailed to over 18,000 Webster Homes the first week of the month

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### Mechanical Measurements

- **1/8 page**
  - 3 5/8" x 2 3/8"

- **1/4 page**
  - 3 3/8" x 4 3/4"

- **1/2 page**
  - 7 3/8" x 4 3/4"
  - OR
  - 3 5/8" x 9 5/8"

- **Full page**
  - 7 3/8" x 9 5/8"

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### Deadline

Deadline for all advertising submissions is the 3rd Friday of the month at 5:00 pm for the following month’s publication.

---

**Ask about our weekly newspaper advertising opportunities in the Webster Herald**

---

Advertising: Laurie Zahn-Herman, (585) 727-0269
Laurie@empirestateweeklies.com

Graphics: Tim@empirestateweeklies.com

Office: (585) 671-1533 Fax: (585) 671-7067
46 North Avenue, Webster
Leadership is a complex web of interdependent variables. Now, untangle the variables in this fast paced, engaging transformational experience for managers, business owners and entrepreneurs who desire to grow to authentic Conscious Leaders. Leaders who apply objective filters and practice mindfully focused constructive expansionary behaviors in all situations, enabling their teams to provide significant value to the stakeholder community.

This experience combines tools under the umbrella of a practical leadership model enabling successful business application and execution of theories and concepts. Managers and leaders who embark on this series, drive higher employee engagement, accountability, successful implementation of innovative solutions to vexing problems and develop a continuous cycle of value creation, learning and success.

The 7 Session Transformational Experience:

1. Leadership in the Internet Age
2. DISC Behavioral Profile
3. Proactive Organizational Change
4. Trust & Working with Generational Differences
5. Shaping a Dynamic Culture Through Fearless Leadership & Delivering Influential Presentations
6. Emotional Intelligence & Mindfulness, Running Effective Meetings
7. The Power of a Positive No

“I will use this in every interaction I have at work and home. Thank you for providing the tools to help me be more successful personally and professionally!” Julia, Gleason Works

“Great course! Immediate application to work and home.” John, REDCOM Labs

Instructor: Bob Freese
Location: Webster Chamber Training Room, 1110 Crosspointe Lane, Webster, NY
Fee*: $850 per person
Webster Chamber members $765
Discounts: Multiple seats, $680 per person
Day/Time: Mondays, 2:00 – 5:00 PM (7 sessions)
Dates: 10/31/16 – 12/19/16 (no session 11/14)

*Fee includes: Full TTI DISC Management-Staff Report
Actualized Leader Profile Report
Group Culture Report
All materials, binder, handouts
Fresh snacks and beverages
Internal rights to use materials with team(s)

Register: Call Opportunity Group, Inc. at 585-671-4400 or email BobF@oppgrp.net or StakeholderOG@gmail.com

http://conscious_leader_at_websterchamber_oct2016.eventbrite.com

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Overview
This series combines straightforward tools under the umbrella of a practical leadership model to enable successful business execution of leadership theory and concepts. Participants who embark on this series will drive higher employee engagement, successful implementation of innovative solutions to vexing problems and develop a continuous cycle of success. That cycle includes team learning, goal setting, proactively driving change, working effectively with differences, overcoming fears and more.

Session 1: Leadership in the Internet Age - Principles of modern leadership & motivations of 21st century workers
This opening session offers an effective introduction to the principles of leadership and how to apply them for results. It is practical and effective. Effective goal setting, team communication and systems thinking are all elements of good solid Practical Leadership learned in this session and how they apply to a Conscious Business in the new world where we must lead.

Session 2: DISC Behavioral Profile - Understanding behaviors in self and others.
DISC is highly accurate in identifying your natural style of behavior using four scales as well as how we change or adapt to a stressed environment. An outstanding tool for communication, understanding team composition and to work with other styles for maximum team efficiency/harmony. Session offers cues to understanding self and others for more a more effective work & life.

Session 3: Proactive Organizational Change - Successfully overcoming barriers, driving engagement.
In most organizations, change is constant. New products. New markets. Changing strategies. Competitive responses. This session weaves participants through the five stages of the Change Cycle and how best to overlap this cycle with a proven process. You will be able to support and execute the changes you need to make to your business and organization thriving.

Session 4: Trust & Working with Generational Differences - Trust is the foundational requirement of leadership.
Numerous studies have shown that organizations in which team members share a high degree of trust perform between 200% -400% higher than teams who don't trust each other. Even a small increase in trust among team members will improve bottom-line results in your organization! This session will help you build trust like never before. And, we now work with up to five generations in the workplace; learn how to motivate and engage them by building a framework of understanding.

Session 5: Shaping a Dynamic Culture Through Fearless Leadership & Delivering Influential Presentations
Understanding what drives us gives insight to our interpersonal behaviors, motivations, stressors, conflict, comfort and anxiety zones. The ALP Profile used in this session is designed to clarify for you where you lie in these areas, how you compare with others, and teaches you the skills to effectively manage the differences. This session also includes tips and guidelines for delivering powerfully moving and influential presentations to various audiences.

Session 6: Emotional Intelligence & Mindfulness, Running Effective Meetings - How to use and practice both, even when stressed. One of the more important factors in job performance and advancement today is the effective practice of good Emotional Intelligence (EI) in conjunction with determined Mindfulness. This session explores developing your critical segments of self-awareness, self-management, social awareness, relationship management & motivation. For leaders, emotional intelligence is almost 90 percent of what sets stars apart from the mediocre. This session dives into your EI and how to best leverage it for positive success with others. Includes a section on tips for running effective meetings.

Session 7: The Power of a Positive No - say ‘No’ and preserve the relationship, getting to a better Yes!
This session teaches the art of strategic communication, conflict resolution and how to effectively work in a high stress, fast paced environment where significant change, negotiation and powerful dynamics are present. The simple system developed by Harvard University is a foundational, day-to-day model to use that brings into play skills learned in the previous sessions.

“In one of the most insightful leadership classes I have ever attended.” Denise, Ortho Clinical Diagnostics

Instructor: Bob Freese
Location: Webster Chamber Training Room,
1110 Crosspointe Lane, Webster, NY
Fee: $850 per person *
Discounts: 10% Webster Chamber members
10% for multiple seats (max 20%)

Day/Time: Mondays, 2:00 – 5:00 PM, (7 sessions)
Dates: 10/31/16 – 12/19/16 (no session 11/14)
To Register Call: Opportunity Group, Inc. at 585-671-4400 or email, BobF@oppgrp.net or StakeholderOG@gmail.com

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Webster High Schools
Students and Parents
Are Welcome

Webster World of Work Program

Employer Panel
Discussion with Representatives from
Wegmans, Dunkin Donuts, Optimax and
Thaney Associates

WHEN:
WEDNESDAY, OCTOBER 19, 2016
7:00 PM
WHERE:
WEBSTER SCHROEDER LIBRARY
875 Ridge Road
Webster, NY 14580
for more information email
worldofwork@webstercsd.org
or call 670-5088 / 670-0809

Learn about...
...the hiring process
.....skill set requirements
...and more
“Power Hour” at the Webster Chamber of Commerce
Friday, October 7th and Wednesday, October 19th
at 8:00AM
(Coffee, tea, and water provided)
Free for chamber members and $5.00 for non members

Business Etiquette

Presented by:
Cynthia Ely of The Refinement Studio
“Power Hour” at the Webster Chamber of Commerce

Friday, November 4th & Wednesday, November 14th
at 8:00AM
(Coffee, tea, and water provided)
Free for chamber members and $5.00 for non members

Marketing for your Business
Presented by:
Diane McClure of Edge Advertising

December 2nd & 14th
Promoting Healthy & Productive Employees
Presented by: TBD

RSVP to: Barb Baldwin @ 585-265-3960 or email at bbaladin@websterchamber.com.
**Not-For-Profit Events**

**October 11th – 15th** – The Webster Library Fall Book Sale

**October 12th** – Christopher’s Challenge Fundraiser at Painting with a Twist (Webster) – [www.paintingwithatwist.com/events/viewevent.aspx?eventID=852512](http://www.paintingwithatwist.com/events/viewevent.aspx?eventID=852512)

**October 15th** – St. Rita’s Craft Fair – 585-671-3132

**October 21st** – Lift Up Your Spirits Wine Tasting – Eagle Vale Golf Club
[www.webstercomfortcare.org](http://www.webstercomfortcare.org)

**October 22nd** – Moore Than a Race 5K - [https://www.reliantcu.com/moore-than-a-race](https://www.reliantcu.com/moore-than-a-race)
October 22\textsuperscript{nd} – Spooktacular at the Bay View Family YMCA

October 22\textsuperscript{nd} – Village Wine Walk - https://www.eventbrite.com/e/websters-show-your-spirit-wine-walk-tickets-28160916058

November 5\textsuperscript{th} – Grocery Fun Run – www.groceryrun.org or www.webcommchest.org

December 7\textsuperscript{th} - Webster Health & Education Network – Drug Free Community Coalition Meeting – Webster Arboretum – Janine_sanger@webstercsd.org
October is Physical Therapy Month
Join us for Health and Wellness!

Wednesday, October 12th • 5:30 pm-7:30 pm

Sports PT of NY
803A Ridge Road • Webster, NY
Open House

Appetizers • Beverages • Desserts • Door Prizes & More!

Free for Chamber Members and Non-Chamber Members
RSVP: (585) 265-3960 or BBaldwin@WebsterChamber.com
If you would like to donate a door prize, please contact Barb at (585) 265-3960