



## EXECUTIVE MESSAGE



**Lou Santoni**  
President & CEO  
Greater Binghamton  
Chamber of Commerce



**Terry R. Wood**  
Chairman, Board of Directors  
Greater Binghamton  
Chamber of Commerce

The Annual Report provides an opportunity to look back upon an exciting 2015 and highlight our accomplishments.

We are dedicated to adhering to three main principals and we continued that dedication throughout the 2015 year for our over 800 Chamber members:

- ◆ Providing our members with the tools needed to help them **GROW** their businesses.
  - ◆ **CONNECTING** our members with the right people, services, industries and information.
  - ◆ Striving to **ADVOCATE** on behalf of our members on issues and policies that affect our local economy.
- We are stronger when we all work together for solutions.

It was rewarding to see the number of grand openings, business anniversaries, capital equipment purchases and renovations celebrated by Ribbon Cuttings this past year. These celebrations are not only a testament to new businesses opening in and relocating to the Greater Binghamton area, but to the commitment of existing businesses to expand, renovate and to remain in our region.

One of the Chamber's premier events experienced a makeover in 2015. The Greater Binghamton Business Expo moved to the DoubleTree by Hilton Binghamton during the month of September. A new venue, combined with a new time of year, created excitement for this 28th annual event!

The Chamber continued its commitment to take the lead on important initiatives. We spearheaded the fight against the rise in minimum wage to \$15, hosted the two candidates for the 52nd Senate seat; introduced the new leadership of Unshackle Upstate to the Chamber members and had the largest delegation of the entire state in Albany for the 2015 Small Business Lobby Day.

Junior Achievement continued to be a successful partnership between local schools and business professionals, fostering work-readiness, entrepreneurship and financial literacy skills in young people. It has grown from humble beginnings to 35 classes and 635 students in 2015.

Attendance at the Chamber's major events in 2015 continued to grow, many reaching sold-out status once again, like the Annual Dinner and Thanksgiving Luncheon. These events, both large and small, created excellent opportunities for our members to connect with potential new customers and businesses and to increase their visibility within the community.

The efforts of the Convention and Visitors Bureau resulted in large numbers of conventions, special events and sporting events being hosted in the Greater Binghamton area, resulting in an economic impact of nearly \$22 million.

More than 180,000 travelers came in to the Gateway Information Center for brochures and assistance from our professionally trained staff. In addition, we opened the Taste NY Marketplace on July 3, 2015 in partnership with Cornell Cooperative Extension of Broome County and NYS Department of Agriculture and Markets.

What do we anticipate in 2016?

2016 will prove to be an exciting year for the Southern Tier! With the award of the Upstate Revitalization Initiative in December of 2015, and the appointment of a new Chamber President and CEO in 2016, the Greater Binghamton region is poised for an exciting time of growth and resurgence!

The Greater Binghamton Chamber of Commerce looks forward to a terrific 2016!

GREATER BINGHAMTON CHAMBER OF COMMERCE • PO Box 995, BINGHAMTON, NY 13902

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## 2015 CHAMBER COMMITTEES AND AFFILIATE ORGANIZATIONS

The Greater Binghamton Chamber of Commerce would like to thank all of our many dedicated volunteers who contribute their time and efforts to Chamber programs, services and events! In particular, we would like to recognize our Chamber Committee Chairs from 2015 and the more than 400 volunteers associated with those committees and affiliate organizations.

### Broome Leadership Institute Alumni Board

Jason Fiume, Roberson Museum & Science Center

### Business Expo Committee

Thomas G. Savoldy, M & T Bank

### Chamber Classic Committee

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Robert Pass, NYSEG

### Economic Development Committee

Matthew Vitanza, Hinman, Howard & Kattell, LLP

### Governmental Affairs Committee

Robert Pass, NYSEG

### Greater Binghamton Education Outreach Program (GBEOP)

Kevin Blake, ICS Solutions Group

### Greater Binghamton New Car Dealers Association

Mike Corey, Jack Sherman Toyota

### Live Wire Club

Jim Ehmke, WIVT, News Channel 34

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Crystal DeMarco, Foresters Financial Services

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### SBC Legislative Committee

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(Service Corps of Retired Executives)

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*President & CEO  
& Director, CVB*  
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**YVONNE GLAS**  
*Finance Director*  
Ext. 339



**TERESA MYERS**  
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**SUSAN KUHN**  
*Administrative  
Assistant*  
Ext. 322



**CHRISTINE STEZZI**  
*Receptionist/  
Secretary*  
Ext. 300



**LORI MEYERS**  
*TASTE NY FINANCIAL  
ASSISTANT*



**BRENDAN O'BRYAN**  
*Manager of  
Government Relations*  
Ext. 316

### Government Relations

### Communications & Membership



**AMY SHAW**  
*Vice President,  
Member Services  
& Executive Director,  
GBEOP* Ext. 313



**DEBBY EVANS**  
*Project and Event  
Coordinator*  
Ext. 317



**CAROL  
ARMSTRONG**  
*Development Manager*  
Ext. 321

### Gateway Information Center



**KATHI MURPHY**  
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**JENNY ARNOLD**  
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### Convention & Visitor's Bureau



**JUDI HESS**  
*Manager,  
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Ext. 329



**GINA CALISI**  
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**CASSANDRA GREEN**  
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Ext. 328



**KATERI SIBLEY**  
*TRAVEL ADVISOR*

## THANK YOU TO OUR 2015 SPONSORS!

The following sponsors partnered with the Chamber in 2015 to offer a broad array of business programming and networking opportunities. On behalf of our over 800 Members, the Chamber gratefully acknowledges their support.



ACHIEVE  
Ad Elements, LLC  
Alzheimer's Association of Central NY  
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SUNY Broome Community College  
Taylor Rental Center  
Terra Cotta Catering  
The Loft at Ninety-Nine  
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## UPDATE TO MEMBERS

The core of what we do revolves around our over 800 Chamber member businesses and organizations. In 2015, we continued to focus on three main priorities:

- 1) giving members the resources to **GROW** their business;
- 2) expanding our members' business networks in the Greater Binghamton area by **CONNECTING** them to people, organizations, and information; and
- 3) **ADVOCATING** on behalf of our members for policies that positively affect our local economy.

### **GROW:**

**68 Businesses joined the Greater Binghamton Chamber of Commerce as NEW members.**

**Our member retention rate has remained steady for the past five years and showed growth in 2015. It increased to approximately 88.4% of the members continuing their participation in the Chamber.**

**We celebrated the leadership of our business community at two large events:**

- At a sold out **52nd Annual Dinner & Meeting** on May 12, 2015 at the Holiday Inn Binghamton, 475 Chamber members and community leaders attended to celebrate Chamber membership, and to honor the Chamber's five distinguished annual award winners. These included: **Civic Leader of the Year, Ronald S. Sall**, Sall-Stearns, Inc.; **Small Business Advocate of the Year: Stephen F. Day**, McKinney Real Estate & Global Business Alliance; **Small Business Persons of the Year: Jamie Hess and Joe Hess**, Computer Emergency Room; **Young Professional of the Year: Stephen J. Campbell**, Morgan Stanley Wealth Management; and **Distinguished Chamber Volunteer: Douglas J. Camin**, Forward Business Solutions. The evening concluded with the performance by The Live Wires.
- A sold-out Annual Thanksgiving Luncheon on November 17, 2015 with 560 attendees at The McKinley recognized two award recipients, including: **Community Advocate of the Year: Goodwill Theatre, Inc.**; and **Corporate Citizen of the Year: Coughlin & Gerhart, LLP**. A very inspiring and heartwarming keynote address was given by **Laurie Abess and Linda Salomons**, Co-Founders of **A Room To Heal**.

**We supported non-profit members through various Chamber events.**

- The success of two of the Chamber's largest events, the 5th Annual Greater Binghamton Bridge Run Half Marathon & 5K in May and the Annual Winetasting Event in October, allowed us to dedicate a portion of the proceeds to two different charity partners. **The Chamber was pleased to make donations to The Broome County Humane Society and Southern Tier Alternative Therapies totaling \$6500!**
- Chamber staff once again volunteered for the United Way's Day of Caring during September. We provided landscaping services for the Boys and Girls Club of Western Broome.
- **2nd Annual Speed Networking for a Cause event at the Holiday Inn Binghamton on March 19, 2015. Over 30 non-profits networked with over 30 business professionals to recruit new volunteers and board members**

**The Chamber provided members a variety of business exposure opportunities through:**

- **40 Ribbon Cutting Ceremonies** for Chamber member businesses in the greater Binghamton area to celebrate their new, renovated or expanding businesses or special business anniversary! Ribbon cuttings were also held for the SUNY Broome Entrepreneurship program students celebrating the launch of their websites.
- **The 28th Anniversary of the Greater Binghamton Business Expo - GBBE 2015 – saw two major changes: a change in venue from the Arena to the DoubleTree by Hilton Binghamton and a change in the time of year: from April to September.** This event provided almost **90 exhibitors/members** an instant opportunity to display their products and services at the area's largest business-to-business networking event in the region and to showcase what the future holds for their business. BU graduate and motivational speaker, Arel Moodie, was a guest speaker, along with Chamber members sharing their expertise on a variety of topics.
- **Bi-Annual Career Fairs in June and December attracted 115 employers and connected over 1,000 job seekers in Greater Binghamton to area career opportunities.**

**We offered cost-effective ways for members to market their business to fellow members and the community through a variety of methods, including:**

- **"Business of the Week"** allowed the Chamber to publicly recognize and visit **46 long-standing Chamber members**. The weekly televised segment on News Channel 34 gives excellent exposure to each Business of the Week Chamber member.
- **Weekly "Business News & Tidbits" E-newsletter that we distributed to our Chamber members** provided updates on advocacy, business news and important tid-bits. It also included reminders about upcoming events.
- **Twice monthly "Member News & Events" E-blast** gave our members the opportunity to publicize their business's important news announcements and events to all our Chamber members.
- **Greater Binghamton Chamber of Commerce Facebook, Twitter and LinkedIn pages.**
- **Advertising in the Chamber's monthly *ChambeReport* newsletter, Annual Quality of Life Resource Guide and Membership Directory.**
- **"Career Connection" offered members a chance to save money on employee recruitment via complimentary job postings on our website.**

**The Chamber helped impact members' bottom-lines with our cost savings/discount programs:**

- **M2M (Member to Member) Discount Program:** 150 different chamber members offered exclusive M2M discounts to over 800 Chamber members and their over 40,000 employees.
- **Enabled 158 members to save \$95,000 on their energy bills in 2015** through participation in the Chamber's Energy Alliance Program. **Lifetime savings for the program are over \$1.7 million!**

**CONNECT:**

The Chamber hosted a number of larger, premier events to help keep dues increases at a minimum, including:

- **5th Annual Greater Binghamton Bridge Run Half Marathon and 5k on May 3, 2015**, which attracted more than 2,200 runners from 26 different states and 4 countries. Thousands of spectators packed the streets of Binghamton to show their support to the runners. Twelve different restaurants participated in the “Cool Down” event which is held after the race to encourage runners and spectators to stay downtown and enjoy what downtown Binghamton has to offer.
- **Annual Winetasting event** on October 9th, featured 13 wineries, 5 wine distributors, 2 craft breweries, music by Straight Up and food from 12 local area restaurants. It, once again, was a sold-out event.
- **18th Annual Chamber Classic Golf Tournament** on June 10, where 176 players and 44 teams representing 40 different companies enjoyed a day of “hitting the greens” at Traditions at the Glen.

The Chamber increased member outreach through our Membership Committee:

- **Thanks to 12 Chamber members, 12 new members were signed up through our Membership Referral Program!**
- **Membership Committee volunteers continued their goodwill by delivering cupcakes to the delight and surprise of 12 small businesses within the Chamber to thank them for their support and to offer information on the benefits of Chamber membership.** In addition, this committee personally delivered Membership Directories, Quality of Life Guide publications and Member-to-Member Discount Cards to nearly 300 Chamber members during “Operation Thank You,” an annual program of the Chamber which allows our volunteers and staff to personally thank businesses and organizations for their membership renewal in the Chamber.
- The Chamber was able to provide free mentoring to the business community through our partnership with Greater Binghamton SCORE® Chapter 217. **Binghamton SCORE® counseled approximately 40 individuals or businesses each month in 2015** who were wishing to start or expand an existing small business. This represented **over 1,000 hours of free business expertise, skills, ideas, and experience** to enhance and assist in growing small business in our communities. SCORE also works with non-profits as well as small businesses in the non-urban market. All counseling efforts by SCORE are always confidential and at no cost to the client.

We organized over **40 events and educational programs**, attracting over **5,500 combined attendees** (not including the Greater Binghamton Business Expo and two Career Fairs). **Event highlights include:**

- **6 Business After Hours Networking Events** which included a special “Ice Breaker” networking event before the April Business After Hours presented by the Membership Committee.
- **1 Speed Networking for A Cause** held free-of-charge for Chamber member Non-Profits and Business Professionals.
- **1 New Member Reception in July** held (free-of-charge) for new Chamber members who joined in the previous six months.
- **12 SBC Network Luncheons** held at a variety of Chamber member locations.
- **1 Before Business Speed Networking event** with the Tioga County Chamber of Commerce, giving Chamber Members the opportunity to meet 30+ people in under an hour from both Chambers.
- **Quarterly Chamber 101** sessions to introduce new and existing

members to all the benefits of Chamber membership, which have become much-anticipated sessions.

- **2 Seminars held on “Google Ads” and “The Cloud”**

**ADVOCATE:**

The Chamber continued to focus on three core advocacy pillars in 2015. These include grassroots legislative advocacy, educational programs on issues affecting the business community and in developing key strategic partnerships to improve the economic climate of Greater Binghamton.

**Advocacy efforts focused on lowering and reforming taxes and fees, lowering healthcare costs for businesses and individuals, real regulatory and mandate relief, and the continued call for economic development in New York State. Working through our partnership with Unshackle Upstate, a number of key legislative successes were achieved. These included:**

- **Extending the Property Tax Cap for 2 more years**
- **Continued efforts to keep State Spending held under 2%**
- **Rejection of Project Labor Agreements for large scale local public projects**

The Chamber also participated in **Small Business Day at the Capitol**, a day focused on one-on-one meetings with legislators on issues affecting small business. In 2015 the Southern Tier’s delegation remained one of the largest from the entire state.

The Chamber helped members stay informed on key issues directly affecting their businesses and our community:

- **Annual Economic Forecast Breakfast** with M&T Bank Regional Vice President Gary D. Keith and Harvey Stenger, President, Binghamton University (January 2015)
- **Minimum Wage Reality Check** with Greg Biryła, Executive Director, Unshackle Upstate and Mike Durant, State Director, NFIB. (September 2015)
- **Discussion with the 52nd Senate Seat Candidates** with Fred Akshar and Barbara Fiala. (October 2015)
- **Annual Labor and Employment Law Update** presented in partnership with Hinman, Howard & Kattell, LLP (October 2015)

**Our Eggs & Issues program series continued to see growth in attendance and interest. The topics included:**

- **Main Street Revitalization (February 2015)**
- **Broome County Industrial Development Agency: Incentivizing Business Growth in Broome County (April 2015)**
- **Minimizing the Effects of Future Flooding: Are we ready? (June 2015)**
- **Binghamton University, SUNY Broome, and Davis College: Helping Generate Economic Development in the Southern Tier (August 2015)**
- **Economic Effect of Student Loan Debt (December 2015)**

Presented the first ever **40 and Below Meet-Up** to work on introducing Young Professionals to the Chamber and Southern Tier Young Professionals.

We continued our important partnership with the Greater Binghamton Airport through our Air Service Development Committee.

## GREATER BINGHAMTON EDUCATION OUTREACH PROGRAM (GBEOP)



The Greater Binghamton Education Outreach Program (GBEOP) is a non-profit affiliate organization of the Chamber, which was formed in September 2008.

The mission of GBEOP is to “build bridges between schools, businesses and leaders within the Greater Binghamton community to promote technical and professional career development for current and future workforce participants.” GBEOP’s three main programs include: Broome Leadership Institute (BLI), Building Bridges (BB) and Junior Achievement (JA).

GBEOP raised just over \$20,329.92 in 2015 (not including money raised specifically for JA) from a variety of sources, including individuals, corporations and foundations.

### Broome Leadership Institute (BLI)

*Since 1988, BLI is a very successful six-month community leadership program for adult professionals. This county-wide program seeks to foster a network of leaders who are committed to understanding and improving the quality of living in our region. BLI graduates benefit from: enhanced leadership skills, a network of community contacts, an increased understanding and awareness of community issues and new friendships & working relationships.*

### 2015 BLI and BLI Alumni Highlights:

- During the month of February and March, the BLI Class of 2015 volunteered their time to complete some work on the Habitat for Humanity house located at 234 Willow Street in Johnson City.
- On March 26, 2015, BLI graduated the 28th class of 19 people that reflect the diversity of our area.
- On June 17, 2015, the BLI Program enjoyed a very successful 9th Annual BLI Recruiting Event, where 38 people came to hear more about how to apply to become part of the BLI Class of 2016 and network with BLI Alumni.
- We received 25 applicants for 20 spots for the BLI Class of 2016.
- The Broome Leadership Institute Class of 2015 presented a check for \$802.48 on August 24, 2015 to All Saints School in Endicott to support their Literacy Program. This money was raised from a book signing with children’s author Marilyn Sadler at Barnes and Noble on June 20, 2015.
- The BLI program’s 29th class began the program with a team-building and orientation retreat on September 18, 2015 at the Wilderness Adventure Center.
- BLI Alumni Association Board of Directors was proud to award a “BLI Scholarship Fund, in memory of Michelle Curtin” to 4 incoming students of the BLI Class of 2016 totaling \$1,200.
- The BLI Class of 2015 celebrated the Grand Opening of CHOW’s new South Side Community Wellness Center located at 3 Otseningo Street in Binghamton on October 13. The class members partnered with Habitat for Humanity on the construction of the structure, and organized a food drive to stock the pantry shelves.
- The BLI Alumni Association grew to over 300 active members, sponsored a variety of events, increased their visibility to the

**business community and continued to serve on many volunteer boards in the area. The BLI Alumni activity highlights for 2015 included:**

- Organized the 2nd Annual Canstruction® of the Southern Tier – Broome County Event, in conjunction with the Food Bank of the Southern Tier (FBST) and CHOW (the Community Hunger Outreach Warehouse). This 2nd annual event, hosted by the BLIAA, was held during the week of April 12-19, 2015 at the Oakdale Mall, Johnson City, included eight local teams who created giant structures from over 21,000 cans of food and raised \$15,000.
- BLI Alumni Board presented the 3rd Annual BLI “Alumni of Distinction Award” to Mark Gorgos, Managing Partner, Coughlin & Gerhart from the BLI Class of 1989 for his leadership excellence and outstanding community service.
- The BLI Alumni Association partnered with United Way of Broome County, Southern Tier Young Professionals (STYP) and the Volunteer Administrators of the Southern Tier (VAST) to host our 2nd Annual Speed Networking for a Cause event at the Holiday Inn Binghamton on March 19, 2015. Over 30 non-profits networked with over 30 business professionals to recruit new volunteers and board members in a fun, interactive, fast-paced event.
- Thanks to a partnership with New York Council of Nonprofits (NYCON), the BLI class members experienced an informative half-day workshop on March 5 at the Broome County Public Library. The topic focused on “Board Impact: Making Service on Your Board a Win-Win.”
- Continued highlighting successful Alumni in the community via the BLI Alumni Spotlight in the monthly ChambeReport newsletter.
- Organized five Leadership Events for BLI Alumni with visits to: Goodwill Theatre for an inspirational talk with BU Alumni Arel Moodie, Lourdes Vestal, Broome County Historical Society, Muckles Ink and Kopernik Observatory.
- Brought together 30 BLI Alumni for networking at the 2015 Members’ Mixer.
- Generated additional personal contributions to the BLI Scholarship Fund in memory of Michelle Curtin totaling \$495 in 2015.

### Building Bridges (BB)

*Building Bridges initially partnered with SUNY Broome Community College and Broome-Tioga BOCES so that educators could tour area businesses and learn more about their employment needs/ workplace trends. The format was revamped in 2014 to create events which allowed educators, students and parents to interact with local companies and better understand a pathway to these various careers in our community.*

### 2015 Building Bridges Highlights:

On Thursday, March 12, 2015, over 200 students, parents and educators attended the STEAM (Science, Technology, Engineering, Arts and Math) Pathways Evening at Binghamton University’s Innovative Technologies Complex. The evening was designed to increase awareness and interest in STEAM careers, as well as provide information to youth and parents regarding the pathways needed to achieve these careers. The event featured exhibits and presentations by local STEAM businesses (including BAE Systems, BCK-IBI Group Architects & Engineers, Hue, IBM, ICS Solutions Group, Lockheed Martin MST, Lourdes Hospital, and Visions Federal Credit Union).

### Junior Achievement (JA)

*JA programs are dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, JA programs provide in-school and after school programs for students*

*in grades K-12 that focus on entrepreneurship, work readiness and financial literacy. Students put these lessons into action and help strengthen our communities.*

### **2015 Junior Achievement Highlights:**

- GBEOP raised \$24,800 in 2015 for Junior Achievement Programs from corporate donations and foundation grants.
- GBEOP implemented 35 JA classes in Broome County in 2015 with the assistance of 35 business professionals at the following schools: Seton Catholic Schools (All Saints, St. James, St. John and Seton Catholic High School), Vestal High School, Broome-Tioga BOCES (New Visions Business Academy, East Learning Center, Evertech High School and West Learning Center), Union-Endicott Central School (Charles F. Johnson Elementary and Jennie F. Snapp Middle School), Main-Endwell Central School (Middle School and High School).
- GBEOP brought JA to 653 students in 2015.
- GBEOP recruited 4 new volunteers from local businesses for the 2015 spring and fall JA programs, and worked with 31 returning JA volunteers.

### **GREATER BINGHAMTON CONVENTION & VISITORS BUREAU**

The mission of the Greater Binghamton Convention & Visitors Bureau is to attract meetings, conventions, trade shows and events that bring overnight visitors to our community.

In 2015 we hosted 167 convention and events. Our golf package business increased by 10%. We were a part of a team that successfully bid on and secured the New York State Public High School Boys Basketball Championships for 2017 through 2019. We also won the bid to host the New York State Public High School Outdoor Track meet in 2017. We continued to work through our tourism region, Central NY, to secure and implement funding for our Brew Central campaign through the Regional Economic Development CFA process.

- **Hosted 167 Conventions & Events including:**
  - BAGSAI Softball Tournament Series (5,300 people)
  - Odyssey of the Mind (3,000 people)
  - Destination Imagination (2,000 people)
  - STOP DWI Tournament of Champions softball tournament (1,700 people)
  - NY-USA Wrestling State Tournament (1,500 people)
  - AAU Basketball (1,000 people)
  - Binghamton Summer Exposure Lacrosse Tournament (1,000)
  - John Mack Memorial Lacrosse (1,000 people)
  - NYS Public High School Baseball (800 people)
  - Jonathon Kaloust Bearcat Open (750 people)
- **Approximately 53,670 visitors attended Convention & Events with an estimated impact of \$21.5 million.**
- **Booked 180 future Convention & Events - including the American Legion NYS Convention (3,000 people), I Love New York Gymnastics Meet (2,500 people), NYSPHSAA Boys Basketball Championships for 2017-2019 (2,000 people each year), NYSPHSAA Cross Country State Championships (1,300 people), and the NDO Lady Hornets AAU Basketball Tournament (1,000 people).**
- **Responded to 1,100 tourist inquiries, 497 tourism calls on the 800 number and 40,000 brochures were distributed.**

- **CVB website [www.VisitBinghamton.org](http://www.VisitBinghamton.org), saw an increase of 25% in overall traffic, 27% increase in unique visitors and a 35% increase in page views.**
- **Attended 5 Trade Shows including:**
  - American Bus Association – St. Louis, MO
  - Empire State Society of Association Executives Meeting Planners – Saratoga Springs, New York
  - Empire State Tourism Conference – Albany, NY
  - NASC - - Sports Planners Show – Milwaukee, WI
  - Ottawa Golf Show – Ottawa, ONT Canada
- **Produced and distributed over 100,000 Tourism publications. Visitors also have the capability to download brochures from the website [VisitBinghamton.org](http://VisitBinghamton.org):**
  - Broome County (MapsWorks) map
  - Carousel Brochure
  - Golf Package Brochure
  - Greater Binghamton Travel Guide
  - Greater Binghamton Map Brochure
  - Group Tour Planner
  - Meeting Planner's Guide
  - Sports Venue Guide (online only)
  - Summer Calendar of Events
- **Provided the following free services to groups meeting in Greater Binghamton:**
  - Give-Away Lists
  - Housing Registration (Eastern Star = 344 reservations, 704 people, 1,229 total room nights)
  - Local Promotional Literature
  - Name Badges
  - Press Releases
  - Registration Assistance
  - Site Inspections
  - Spouse Programs
  - Tour Itineraries/Local Attractions
  - Welcome Signs
- **Co-operative marketing programming remains a vital component of our marketing efforts. In 2015 we ran the following campaigns:**
  - Partnering with the Broome County Arts Council, we ran a radio campaign on WSKG radio for the 6th consecutive year.
  - Our Golf package program saw approximately a 10% increase in packages booked, while rounds of golf increased 25%. 2,273 hotel room nights and 7,687 rounds of golf were booked. The direct impact of hotel room nights and rounds of golf was in excess of \$670,000.00.
  - We began a new co-operative campaign with EatBing to promote their restaurants as well as the Spring and Fall Restaurant Weeks.
- **The NYS Order of the Eastern Star first began meeting here in Greater Binghamton in 2009. The Bureau provided housing services to all guests and assisted with shuttle service. Due to the positive response of attendees, this group is now committed to return through 2018!**
- **Through our partnership with I Love NY and their PR firm, Finn Partners, we hosted travel writers from Israel in November.**

The Convention & Visitors Bureau has also been working on several cross county promotions. These programs focus on niche markets to encourage an increase in travel to the County.



Brew Central brings together the stories, traditions and tastes behind craft beer, hard cider and spirits in Central New York. Just over a century ago, the Brew Central partners Greater Binghamton, Madison, Oneida, Onondaga, Otsego and Schoharie counties represented the hop capital of the country. Central New York produced 90 percent of the nation's hops in the late 1800s and the state was the No. 1 beer producer in the U.S. for decades. A resurgence in production of that critical hop crop, the commitment to using local ingredients whenever possible and the passion for crafting some of the finest suds in the country make Central New York a national destination today. Brew Central puts the region back on the map with a growing constellation of breweries, craft-centric pubs, cideries, distilleries and wineries.

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



The Greater Binghamton Convention & Visitors Bureau in collaboration with Jefferson, Oswego, Onondaga, and Cortland counties will unveil the [81exits.com](http://81exits.com) mobile website in early 2015. The website uses geolocation to find "Where to stop when you're on the go." This definitive exit-by-exit guide to gas, food and lodging also includes attraction recommendations and descriptions for each community along the way. Travelers simply enter 81exits.com into their mobile browser to begin the experience. Each listing includes distance from the exit, websites when available and an instant mapping function.

**GATEWAY INFORMATION CENTER**

The Gateway Information Center, located at mile marker 2 Route 81 North in Kirkwood, NY offers the most current literature sources and travel service in NYS. We continue to meet and exceed contract requirements, offering lodging reservations and in depth tourism information, while advancing the depth of knowledge available from our staff. We continue to create a grand first impression of NYS to promote tourism and conduct a number of community familiarization trips where tourism professionals in a variety of counties of NYS train our staff.

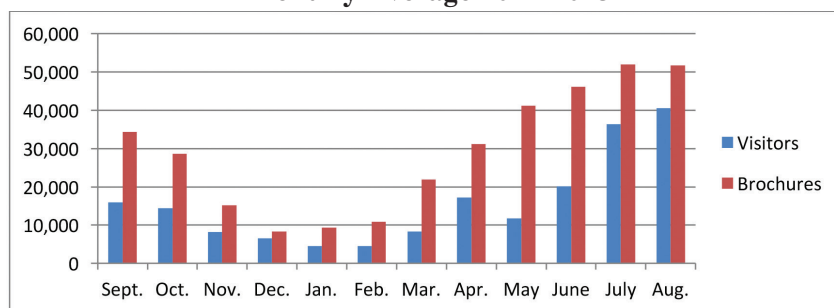
As well as providing tourism information, the Gateway Information

Center opened the Taste NY Marketplace July 3rd, 2015 in partnership with Cornell Cooperative Extension of Broome County and NYS Ag. & Markets.

**2015 Marketing Initiatives / Services / Programs:**

- Personalized trip planning and assistance.
- Personalized Lodging Assistance at front counter and easy interaction with the travelers to assist with all tourism questions and information.
- An independent Lodging Phone located in the lobby area available 24 hours a day, 7 days a week.
- Display featuring large raised relief 3D map of NYS as well as a large NYS Map located in the lobby area.
- Reference binders, county reference maps, telephone books available for all 62 counties in NYS.
- Seasonal fun displays marketing seasonal sports, events and venues in NYS.
- Carousel Horse – full size and on display year round to introduce Binghamton as "America's Carousel Capital".
- An Event Interactive Kiosk (Exploreboard) that will allow travelers to learn more about the events and attractions happening in NYS throughout the year.
- LED Flat Screen Television behind the counter area that displays the weather channel for travelers to view the weather throughout NYS.
- (3) LED Flat Screen DVD players featured inside the Information Center playing DVD's of an individual county, region or attraction. The DVD's are rotated throughout the week.
- A Large Regional Map displaying the NYS vacation regions located behind the counter area numbered to correspond with the numbers on the wall displaying the different vacation regions with brochures.
- Signage above the different regions displaying the name and location of the individual counties. All 62 counties are represented in the center, most of them by a county travel guide. Many tourist attractions, events and venues are also represented with brochures.
- Free "Wi-Fi" is available to the travelers.
- Tri-colored scrolling LED sign located at the entrance of the Information Center programmed to display events, road traffic conditions and hours of operation.
- Complimentary I Love NY Maps.
- Taste NY Marketplace displaying NYS products for sale. All product is procured by the Market Manager through the Cornell Cooperative Extension of Broome County.

Monthly Average 2014-2015



	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.
Visitors	15,929	14,406	8,259	6,528	4,513	4,572	8,386	17,168	11,781	20,088	36,417	40,514
Brochures	34,345	28,657	15,244	8,401	9,324	10,845	21,854	31,123	41,142	46,154	52,005	51,718

**Hours of Operation:** 8:00 a.m. to 7:00 p.m. (April 1st – October 15th) • 9:00 a.m. to 5:00 p.m. (October 16th – March 31st)  
Open 362 days a year. Closed Thanksgiving, Christmas and New Year's Day