

# A scrappin' good time

Bridgeport business offers guidance, supplies for keeping memories creatively

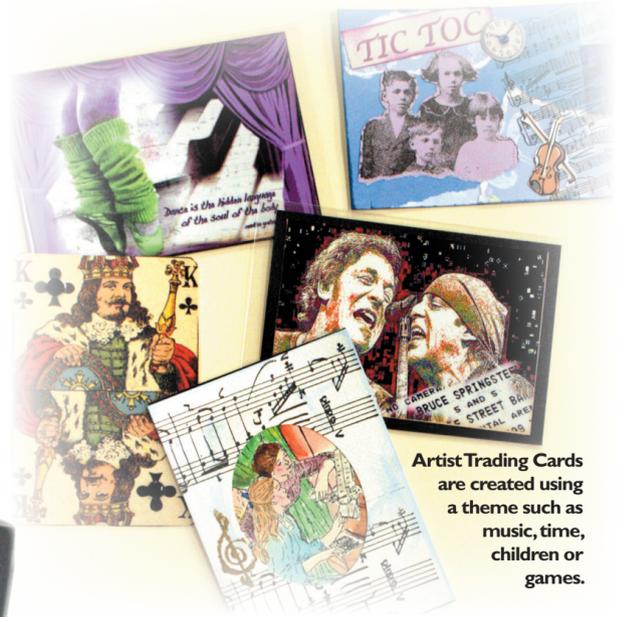
Story and photos by Ric Main

Saving our favorite memories, more often than not, usually amounts to several shoe boxes full of slides, photos, newspaper clippings and post cards, a spare drawer packed with pins, plaques and keepsakes or a shelf of trophies and miscellaneous memorabilia. It is especially common amongst the male gender; although not always limited to men, as children, clubs and various organizations often have difficulty finding the time or having the "know how" to easily preserve their present and past. Telling ourselves that

someday "we'll sit down, sort it out and put it in some organized form of presentation for others to view" never seems to happen for many. Not knowing where to start always seems to be the roadblock. Sifting through what has accumulated over time can be a chore for others. There is a very simple solution to this dilemma. Visiting the easy to find Stampin & Scrappin Time retail store on Route 31 in Bridgeport will quickly put to rest any reservations one may have concerning their time, organizational and artistic skills or source for supplies. Unlike many chain stores who employ counter help with no background in creating memory keepsakes, you will in-



Pages from a scrapbook can be colorful while evoking memories ranging from special events to everyday fun.



Artist Trading Cards are created using a theme such as music, time, children or games.

stead be greeted by the very knowledgeable Cathy Welch or Kathy Geenia.

Their artistic flair and background is prominent in both the store decor and client samples spotted neatly amongst the store supplies. It is the perfect place for a novice, regardless of age or gender, to start with questions, look at samples and ponder a beginning. It is one of every few places in all of Central New York that you can find everything you need to get started and go a step further if you wish by availing yourself to professional instruction and training.

Historically, scrapbooking is a tradition similar to storytelling, but with a visual and tactile, rather than oral focus. It is a way to preserve personal and family history or events in the form of photographs, printed media, and memorabilia contained in decorated albums, or scrapbooks. Some of the earliest and most famous American scrapbookers include Thomas Jefferson and Mark Twain. Credited however with reviving the more recent interest in scrapbooking in the United States is Marielen Christensen of Spanish Fork, Utah. By 1980, she had assembled over fifty volumes of 3-ring binders with creative pages of her family's photo memories and was invited to display them at the World Conference on Records

See Scrappin' on page 2

## INSIDE EXCELLENCE:

ALBANY'S ECONOMIC ANGEL WHO'S THE DRIVING FORCE BEHIND ALBANY'S RECENT RESURGENCE. YOU MIGHT FIND IT IN THIS MAN: 90-YEAR-OLD MARTY SILVERMAN. SEE PAGE 9



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peace sign.

# Team of Denney & Rouse is award winning

Winning real estate awards is not what is most important to Peter Denney and Mary Rouse. But it is hard to overlook when you step inside their office. Handsome plaques and certificates adorn their walls and desks. Since combining their businesses and forming their team in the summer of 2000, Peter and Mary have won countless awards but what matters most to them is the way they do business not necessarily how much business they do.

When you choose Peter Denney and Mary Rouse, you've chosen a team that focuses on five facets that originally drew them to work together in the first place, and also makes this team unmatched: Integrity, Experience, Commitment, Hard Work, and Results.

Peter and Mary's integrity is the most important asset they bring to their clients. It's a responsibility they take very seriously, and always give 110% because they know their client's success is their success. Their experience is also a key factor of what makes this team shine year after year. The Denney Rouse team has over 47 years of combined successful real estate transactions, consistently closing over 100 transactions every year. Not only do they know real estate, they are experts in the field in both Onondaga and Madison counties. Commitment is what keeps this team growing year after year. Peter and Mary are committed to bettering themselves by attending real estate classes and seminars, which benefits their clients greatly. Peter and Mary

are Certified Residential Specialists, (only 3% of all agents) and also hold the Graduate Realtor Institute designation. They are also committed to the communities they work and live in, by being involved in many non-for-profit organizations.

Moreover, Denney and Rouse work hard. Their hours are not just 9-5. Their days start earlier and their nights end later. This is a real estate team that believes you get out of things what you put into them. You can rest assured knowing the house your buying or selling is in the best hands.

The Denney Rouse team is rounded out by their Assistant, Bea Fratini and Closing Coordinator, Kelly Erickson to make sure every transaction goes as smoothly as possible.

Lastly, and the by-product of the other four facets is results. Peter and Mary have been successful multi-million dollar producing agents for many years. While past results may not be the only measure of success, when it comes time to buy or sell your home, your single largest asset, can you think of anything more reassuring to go by?

For more information on Peter Denney and Mary Rouse, visit denneyrouse.com. The website has some awesome features like a mortgage calculator, home listings, testimonials, real estate news, community info and relocation services. You can even find out what your home is worth.

Peter and Mary can be reached by calling 687-6109 ext. 203 or by email at: denneyrouse@realtor.com



## Scrappin'

From page 1  
in Salt Lake City.

Since 2000, the scrapbooking industry has more than doubled in size with over 1600 companies manufacturing products for users. While many Big Box Stores and chain Art Stores carry some of the supplies, there are very few full service retailers like Stampin' & Scroppin' Time who stock everything needed to assemble memory books or make greeting, wedding, birthday and trading cards and then top it off with instructional classes on the premises. The classes, taught by several noted area professionals, can vary from training and demos in page or card making for newbies to advice, techniques and new product use for the advanced and expert card artists or album makers.

The advantages of shopping an independently owned store like Stampin' & Scroppin' Time are many. Staff are product and trend conscious, know their customers and are not strapped with having to concern themselves with unrelated store offerings. Supplies are routinely sought and replenished based on reflecting one's personal tastes and characteristics as opposed to volume purchasing once or twice annually by national retailers which usually only fulfill the needs of a passing fad. Local Clubs and individuals seeking custom products find this purchasing method by the Bridgeport retailer advantageous as they can combine their orders with them and avoid the typically negative response or long waits from chain and variety

stores. They also avoid the outlandish shipping charges frequently incurred from Internet suppliers.

While these qualities have been the store niche and key to success; 10 years to be exact, both Cathy Greenia and Kathy Welch are quick to point out that it is more meaningful for them to develop a new customer who will return as opposed to sending them off with an arsenal of supplies and never use them. They stress that as one does more pages and becomes increasingly familiar with all the embellishments, pretty papers, and tools that are available, a certain style will emerge in preserving the family memory or event. This process often becomes a hobby. It is the demands of that hobby that Greenia and Welch seek to satisfy.

Realizing that still not everyone wishes to become a scrapbooker, Stampin' & Scroppin' also will contract with individuals or organizations to put together an album. Currently they are working on a yearbook marking 50 years of events at a college facility and recently completed a scrapbook for the winner of Porche's Rolex Watch Race. Wedding books are also popular.

Some pointers for those who do wish to get started in the hobby that recently surpassed golf in popularity, with more than one in four American household having a scrapbooker, are:

Do scrapbook pictures that are recent and work backward as you become more comfortable.

Do NOT buy too many supplies

before you actually need them.

DO be sure all materials including the adhesive are acid free and photo safe.

Do NOT scrapbook every photo—just use the ones that help you tell your story.

DO make photos the focus of the page.

Do Not forget to include not only details like the place, date and the people involved but also emotions attached to the photos, when appropriate.

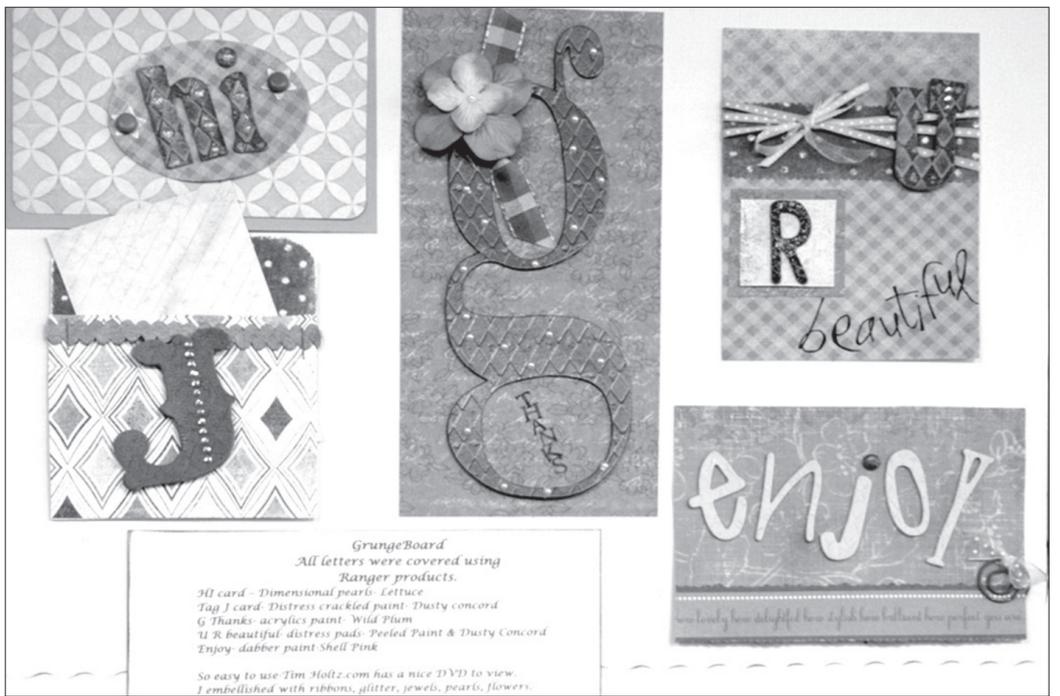
DO use photo corners to position photos or documents—like birth certificates—you might want to take them out of your books later.

DO NOT be afraid to crop your photos to emphasize the person or detail in them.

DO scan or take photos of 3-D items like trophies, medals or school projects so they can be used in your books without adding bulk.

DO NOT wait until you think you have enough time—start today.

Although the trend these days varies from the simple and clean pages to the artsy and eclectic, it



Several sample boards such as this one are placed throughout the store to provide customers ideas for themes or use of materials.

is more important to capture a feeling and express one's character. Fishing flies, lures and sport patches are typical for men while velvet ribbons, felt and gemstones are popular amongst women. People of all ages are tired of the mass market where everything looks the same and are longing to make something handmade with a personal self expression. "Making someone a scrapbook is priceless," said Greenia. "It's very unique and it's so appreciated. And it is a great way to record a memory without having to spend a huge amount of money."

A website which features a Weekly Newsletter with new product updates, tips, ideas and upcoming classes is also maintained by the store at stampinsscroppin-time.com. The site carries pages for Club News, Card and Page samples and a monthly Calendar of classes.

In addition to the scrapbooking trade, Stampin' & Scroppin Time is a rare find for anyone involved in another popular movement worldwide which is the creation of Artist Trading Cards. The cards are individual art miniatures roughly the size of a baseball card which pass hand-to-hand and are commonly used for self promotion or used simply created for craft or fun.

Artists generally sign

and date the back, and may also include a title and contact information. While face-to-face trading sessions are considered an integral part of the concept, many people find each other via the Internet and trade by mail. Artist Trading Cards are typically made on a base of card stock with art on the cards being done in any media. The store has a large presence of pencils, watercolor, inks, acrylics, oils, glitter, pastels, beads, rubber stamps, carved soft block stamps, and many others - anything artists use. Many of the supplies used to

create these miniatures are also used in scrapbooking. Again, classes are offered for the novice or Clubs for people who wish to meet, trade or create a card based on a monthly theme.

Greeting Card making is another popular activity today amongst those who wish to express their creative side. The art of making personalized greeting cards for anything from birthday and holidays to congratulations and thank you notes is relatively simple and provides a personal touch. The floor has an abundant supply of tools for cutouts, rubber stamps for countless designs, scalloped papers and media for adding color. Idea boards in the store, created by both outside instructors and the staff using store and personal supplies, assist customers in their material and theme selection.

Even though Scroppin' & Stampin' Time has customers from far off places, they fulfill a very special need in their local community. Much like a library that serves as a reference for information and history, Scroppin' and Stampin' Time provides the supplies and sources to record it.

Samples of greeting cards utilizing various embellishments such as ribbons, buttons and tools for die cuts, scalloped papers and print from rubber stamps.

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A BUSINESS AND ECONOMIC FORECAST.

## Marquardt makes new contacts

By Willie Kieman

Marquardt Switches of Cazenovia has been around for 26 years, but in the last couple they've driven from a \$30 million company making basic switches toward a \$100 million company making automated electronic switch systems.

"We went from a stand-alone company to a group that shares resources globally, hand-in-hand with Germany, China, Tunisia, Romania and India," said Rod Mayette, Director of Finance.

Quietly minding their business on Route 20, Marquardt has entered into the American automobile industry with a flurry of contacts, contracts and a momentum that could continue growing well into the future. They've gone from Black and Deckers to BMWs.

"We've got momentum," Mayette said. "People are saying, how can I fit in?"

Beginning as an extension of their parent company in Germany, Marquardt has expanded their American presence into the automotive industry, competing with global giants on the cutting edges of modern technology. At the same time, they've kept their personnel by retraining them on the newest equipment available.

"We are transitioning from mechanical-only based products to the majority being electrical and mechanical," Mayette said.

### New kid in town

To facilitate this leap, Jochen Becker, 35, was brought to the states as General Manager/CEO of Marquardt. With ten years experience in the business, he was in the Mercedes Division in program management, involved in developing products, determining customer needs to series production when he got the phone call.

"It was very fast to come here, but I agreed," Becker said. "It was always a goal for me to work in a foreign country, especially the United States."

Though Becker's first few

weeks in America were difficult due to the language barrier, his ability to communicate to the parent company overseas gave Marquardt the necessary enhancement to fast-lane products in a highly competitive field. This extreme makeover in a matter of months could not have happened without this new German import.

"We are changing from an assembly house to a fully functional design and development site," Mayette said. "That transition is why Jochen is here."

Becker, who resides in Manlius, has a four-year contract with an option to stay.

"I like it here. It is a challenge, but I like a challenge," Becker said. "I like the people. They are motivated and talented. We have great teamwork."

In Europe, Becker said English was not needed to survive life, but it was necessary to survive business. With so many countries within so many miles, English is the common denominator.

"Right from the start, his English has been 1,000 percent better than our German," said Kirk Wardell, Director of Operations.

### The new push

Though the automotive switches, or driver authorization systems, were introduced years ago, Marquardt is about to partake in a whole different



From left: Rod Mayette, Jochen Becker and Kirk Wardell.

enterprise.

"European auto technology is five years ahead," Becker said. "There's a lot of knowledge to produce these systems."

The driver authorization system has many components that pairs the key fob with the wireless ignition node. These fobs have the button commands to open the doors, trunk and other options, but they have no metal with teeth like the old car key.

"It's no longer a theory, no longer on paper," Mayette said. "Now it's a real product going out the door."

Some of them also have a feature that unlocks the door to the touch with a push-button ignition, as long as the fob is on your person.

"It's already common in Europe," Wardell said.

The system is also a security measure, no more hotwiring or lock-smiths. The electronic unit houses a complex code that matches one key to one ignition.

"We'll be making about 450,000 of these a year starting in June or July," Wardell said.

It's a long way from the on/off switch they had been manufacturing for years.

"It's a lot easier to physically make, but there's more that you have to know," Wardell said. "It's less physical, more mental."

In the process, Marquardt has trained their assemblers to go from using a hand press to operating a multi-million dollar surface mount equipment.

"There's not one thing that hasn't been changed in this Please see Marquardt on page 4



Marquardt went from making simple on/off switches to a switch system to today's ultra-modern driver authorization systems.



PHOTOS BY RIC MAIN

Bob and Cathy Freunsch stand amongst just some of the new HDTV's that they are now selling as part of their new venture in the expansion of K&B Cellular.

## K&B Cellular expands digital offerings; wins Verizon Wireless Award

By Ric Main



K&B Cellular of Chittenango recently received an achievement award from Verizon Wireless recognizing them as a top agent for their "Outstanding Sales Performance" during the year 2007. Winning the award caught the owners of K&B Cellular,

Bob and Kathy Freunsch, a bit off guard when it was presented to them and their daughter Tracy Stechyn recently during the Verizon Wireless Summit show held at Turning Stone Conference Center. This special recognition of K&B Cellular was for their efforts in promoting the Select Plan of Verizon's three-tier offering, which also includes Basic and Premier Plans. Their sales totals of the Select Plan represents a percentage of their total annual activation sales and that percentage was the highest amongst Verizon's small dealers in all of upstate New York outside of New York City. Achieving the highest percentage requires minimal cancellation or return on contracts of which K&B had the lowest amount - a good indication of

their concern for customer satisfaction.

Providing customers with the Verizon Select Plan requires sales personnel to give extra attention in tailoring a plan which best suits a customer's calling habits and usage when mapped against the various levels of matching charges and term agreements. In short, selling the Select Plan takes sales staff who care and are willing to spend a lot of time with their client. The award presented to the Freunsch family might be more appropriately titled "The Dealer Who Cared The Most-2007" as it acknowledges their genuine concern for making sure the customer leaves the store satisfied and will return again for any necessary plan or phone upgrades. It is a sales and personality trait that is not likely to be found at the larger inner city mall stores or free standing corporate owned centers dominated by high staff turnover and meeting of sales quotas.

Verizon Wireless also noted the Freunsch's continual presence with their dealership at the NY State Fair over the past 12 years which requires 12 grueling days of long hours, lines, endless conversation and little sleep. Their efforts there have rewarded them with customers who even today come from as far as the Buffalo, Binghamton and Utica areas to select new phones and renew contracts.

The business has been in existence for 14 years when it started as an indirect dealer for wireless phones along with numerous other cell phone entre-

Please see K&B Cellular on page 4

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## K&B Cellular

From page 3

preneurs of whom most have left or folded as profit margins in the cellular business fell wayside against the change from analogue to digital and the mass marketing by large companies. K&B relies solely on their superb customer service for their existence and return trade as they compete successfully even against their own direct dealer, Verizon Wireless Corporate stores. They back their "customer first" approach with the same full line of phones and accessories that one would find in the Corporate store and will match, in most circumstances, any offering they have advertised. An exception to this are new phone introductions by Verizon which are held for brief trial periods by Corporate stores as a quality assurance measure before distributing them to independent dealers. Amongst other changes Bob Freunschdt has seen over the years is the technology followed by the intensive training that dealers must now participate in on a weekly basis. Customers have also evolved from what was once almost exclusively the business sector to personal use by all family members



K&B Cellular has a full line of cell phones to choose from including the popular Blackberry shown in the two insets.

## Marquardt

From page 3

building," Wardell said. "But no one was let go; they just upgraded their skills."

### Employment opportunities

After preparing the assembly lines, putting in new floors, new equipment and finding new personnel, the company is poised to advance to the vanguard of the industry.

"Over the next few weeks, we train employees," Wardell said. "This is the largest project in the Marquardt group of global development."

Employing 375 workers at the Cazenovia facility, Marquardt is still growing. They hired 55 people in 2007. Their Rochester Hills office, their automotive industry liaison near Detroit, went from four to 40 employees in five years.

"We are always looking for qualified engineers and assemblers," Mayette said. "We need production associates, warehouse personnel, accounting people and purchasing leaders."

What Marquardt offers is not only a job but a career with endless opportunities.

"We hired a college graduate and one week later he was on a plane to Tunisia to help transfer product lines from one Marquardt facility to another," Wardell said.

With all the knowledge and resources they can bring to bear, Marquardt embraces the future but is wary of the competition.

"We want to do well," Wardell said. "There's a lot riding on us."

And before the end of the decade, there will be many more riding along. After all these years, with this new fangled ignition system, Marquardt can't wait to get started.

from ages 10 and up. Lastly, he has recently seen a growing trend by Verizon to allow their dealers to supply and mimic everything the corporate stores do.

K&B Cellular dabbled in expansion over the years and at one time had a store on the city fringes and another in a mall location. The long hours and having to rely on additional personnel stressed their ability to provide the personal service that they are known for so they now focus their efforts strictly on the Chittenango and surrounding areas. They are able to maintain a presence at both ends of the village with a store at 119 Genesee St. and with Joan Tedford helping them out as a sub-dealer from her employment location at Bordell-Kinsella on Oneida St. near Five Corners in town.

The Genesee St. store recently underwent some major renovations when they revamped the original three small offices into one room showing off as many phones and accessories one would find in a mall store. They display a full line of business and personal phones along with wireless cards, chargers, covers, cases, batteries to name a just a few. New service equipment has been added to transfer numbers, photos and storage files from one phone to another.

Committing themselves to keeping their trade both customer and service oriented has often meant relying heavily on the involvement of family members. Stepping

in to fill that slot in the past has been the Freunschdt's daughter, Tracy Stechyn whom both Bob and Kathy fully credit for K&B receiving the Verizon award. Having proved her value and commitment to K&B's continued success, Tracy will now take on a new managerial role with sole responsibility for operating the cellular store's sales and functional aspects related to cell phones. And making sure it is always staffed as they remain open over the weekend, will mean Tracy adding another employee, Bob and Kathy's granddaughter Brittney Boyer.

### K&B Cellular Expands into HD TV, Sound and Gaming

Expanding their cellular business into new digital offerings about four months ago, Bob and Kathy added HD (High Definition) televisions to the living area levels of the residence converted to business. The response to the popularity of these flat panelled products convinced them to attend the world-renowned Las Vegas Electronics Show in January where they hooked up with and joined a buying group representing 11,000 members. This group gives them the same purchasing power as any big box or mass marketing retailer and enables K&B to sell at a price point that meets or beats their chain store competitors. They can also sell and service the insurance warranties with the televisions along with any buying plans that might be offered by the manufacturer. More important though is the fact that they can now provide any brand of television a customer wants.

Presently, the television showroom displays a number of Toshiba brand HD units but new models from Sharp, LG and Westinghouse, to name a few, are on order for delivery any day now. Amongst these offerings will be a variety of sizes along with a choice of the popular "Plasma" or "LCD" screens. Both types of screens are popular for their crystal sharp images with the major difference from a viewing standpoint being in the screen finish and reflective characteristics.

An increasingly popular purchase by television consumers today is what are commonly known as Surround Sound of which a working sales model will soon be displayed along with the TV's. A unique feature about shopping HD TV's and sound systems at K&B is that customers can experience the exact performance of each in a comfortable residential setting similar to their own which is something that large store retailers do not offer. And the flat panel nature which allows the units to be wall mounted provides ample space for displaying several makes and models to choose from.

Supplementing their television sales with the best source of high definition reception is K&B's ability to provide satellite service through their dealership of Direct TV. They have been a dealer for Direct TV for over five years now selling their products, services and making arrangements for installations.

The very latest endeavor by K&B Cellular into electronics and soon to arrive are Gaming products such as the Wii game consoles and Guitar Hero. This new offering of virtual reality digital games are compatible with the new HD TV and sound system products which enhance their visual/audio capabilities to new levels of excitement. Products for customer display are currently on order.

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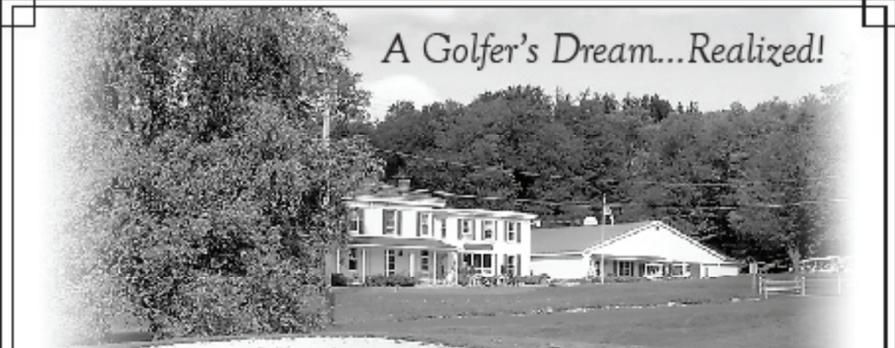
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# Whites Farm Supply offers a variety of quality products

Willard and Nettie White started Whites Farm Supply in 1946 on Route 31 in Oneida Valley. It has grown continually with expansion to Sangerfield in 1972 and to Lowville in the 80's. Its growth has been through good service and recognizing changing markets and customer demand for certain products.

It has developed a product line-up that gives it great variety and allows for the customer to buy the best machines available for his application at one dealership.

Whites are three-generation company with the prospects of many more years with the adjustments that have been made to carry extraordinary market share.

**2007, a review**

Whites had a very respectable sales growth gain in the agriculture equipment part of the business in 2007 although it was predictable with the volatility of the markets that are served with farming being a large percentage of the market.

The lawn and garden business increase took us by surprise for the size of the growth with the economy basically being slow across the board for many businesses.

We feel this growth is from the training and the continual development of our employees. The employees of Whites attend many schools during the year normally totaling over 40 per year. This past year one of our technicians achieved a first of technician training passing a test on CaseIH and CNH tractors service and being the only one to pass after nearly a year of offering the test in the USA! This is part of our total commitment to our customers with service first and for our customers to know that he is part of the team of our 24/7-service commitment to the

customer's future.

**Biggest challenge facing the business**

We are currently watching the futures market with the price paid to farmers for their milk, which is already spiraling in a down ward trend. This is a large part of our business and with the farms fuel costs raising as well as all associated costs like fertilizer and feed do to the corn

markets being using up the corn for fuel it will be hard to match 2006 in which we had a good growth in sales despite the market being low. Whites is working to remain focused on it's primary markets with the latest of technology as well as finding the most productive machines in the industry for the best pay back to the end user for the long run. The brands we work with in the lawn and garden industry have made it a success from the beginning. With having Cub Cadet since 1961 and nearly 25 years ago helping the Ferris family getting started with their line of lawn mowers it's a tough combination to beat. We did more in 1986 with taking on the Kubota line which has grown to also include larger tractors over 100 horsepower as well as a full line of lawn mowers. They have become a major player in

the market place with over 1/3<sup>rd</sup> of the market! Their reliability has become a benchmark in the industry for all manufacturers and the designs they have pioneered in the market will keep them at the top of the industry.

**Plans for 2008**

For the coming year we are looking to streamline our company. We

**Whites Farm Supply Inc.**

**Locations:** Route 31 Canastota, Route 12 Sangerfield, Route 26N Lowville

**On the Web:** WhitesFarmSupply.com.

**Description:** We are a full service farm equipment dealer with lawn and garden equipment and construction equipment.

**Company growth:** We employ over 66 people and are currently looking.

**Family owned:** Dale, Art and Doug White own the business.



have a good allegiance with our many manufacturers and we hope to make the buying process easier for our customers as we feel we have the best people to help us to grow to an even a larger percentage of the ag markets as many dealers are centering up on the industrial and lawn and garden markets in our area.

Our lawn and garden markets we feel are growing do to our in house service and our goals of quick turn around for our customers. We have added more staff to our work force to enable this and with the additional training given between the different brands we sell we feel that we are in an even better position to assist customers in getting their work done when they need too.

# Wilber Duck Chevrolet: Making deals no one else will

Every auto dealership has a catch phrase or slogan. Wilber Duck's catch phrase is, "it's always a great day at Wilber Duck Chevrolet and Buick. The car buying process can be extremely stressful. Consumers are looking for a top quality vehicle at the lowest possible price. That is what you will receive at Wilber Duck everyday, and that's why it's always a great day at Wilber Duck Chevrolet and Buick.

Craig (Biff) Wilber and Frank Duck, owners of Wilber Duck Chevrolet in Oneida, are in the business of making deals. "Anyone who is in the market to buy a car should know they'll have a better experience buying a car at our dealership because we make deals no one else will," said Frank Duck. "We do all we can to make the car buying process fun."

The better experience Frank Duck is talking about includes more than just getting a quality vehicle at a great price. Wilber Duck provides excellent customer service throughout the sales process and after the sale. They have won the GM Customer Satisfaction award, and are always in the top five percent of all GM (approximately 4,200) dealers for sales and service.

There are several reasons for the high accolades. One reason is experience. Biff Wilber has been in the car business practically all his life.



The Wilber Duck sales staff.

He and Frank Duck worked together at a GM dealership in Syracuse for 15 years. Also, Wilber Duck Chevrolet will be celebrating it's ninth year in business this May. Another reason is their staff. The members of the service department are professionally trained and GM certified.

The sales staff is equally professional.

"You don't need to go to the biggest to get the best. The biggest is not the best," said Duck. "We're a locally owned, locally run, family owned business that works to be the best."

Wilber Duck proudly serves Madison and Oneida counties. What they're prouder of is serving the area through their charitable giving. Wilber Duck sponsors many area golf tournaments including the Disc Golf Bramble, which raises money for the Madison County Mentoring Program through Madison County Community Action. They also sponsor the Oneida Savings Bank Wilber Duck Mile, which has provided over \$10,000 to local charities and computers to Oneida city schools. This year's event will take place on June 20, at 7 p.m., and 750 runners are needed. All money raised will be donated to the Oneida United Way, and computers will be purchased for the Oneida middle school.

Applications to participate in the Oneida Savings Bank Wilber Duck mile can be picked up at Wilber Duck Chevrolet and Buick.

Wilber Duck Chevrolet and Buick is located 116 Broad St. in Oneida, NY. They sell & service new GM vehicles. They also sell and service all other makes and models too. For more information visit them at [www.wilberduck.com](http://www.wilberduck.com) or call them at 363-4600.

# Community Pharmacy: In the business of helping people

The main reason most students attend a pharmacy college is to help people. Steve Kwasnik, owner of Community Pharmacy in Canastota, graduated from Albany School of Pharmacy in 1990. He has been helping people ever since.

After graduation Kwasnik went right to work for a pharmacy in Cortland, NY. "I got a lot of

good experience right out of the box."

He also worked for a couple hospitals in the area. Steve has worked for a major drugstore as well. He always wanted to own his own pharmacy. Then, the opportunity arose to purchase his current location in Canastota.

Kwasnik opened Community Pharmacy on July 11, 2003. We've grown very well. Business

is solid. We appreciate the support from the residents of Canastota and other area communities."

Community Pharmacy is one of the last independent pharmacies in the area. The pharmacy takes great pride in what they offer the communities they serve. What you will receive

Please see Community Pharmacy on page 7

Steve Kwasnik of Community Pharmacy.



<p><b>2007 BUICK LUCERNE CXL</b> All Options, Heated Leather Interior, Only 17K Miles, One Owner, 5 Yr. 100,000 Mile Warranty, Chrome Wheels, This Car Has It All, Great Gas Mileage, MSRP New \$35,000, Will Not Last At <b>\$23,995</b></p>	<p><b>2007 NISSAN QUEST</b> 3.5 SL, This Van Has It All, All, Only 12K Miles, One Owner, Must See, Looks Better Than New, Full Warranty, Steel At <b>\$18,995</b></p>	<p><b>2006 CHEVY MALIBU MAXX</b> LT, V6, Auto, CD Player, Power Seats, 30K Miles, One Owner, This Car Is Super Sharp, Great Gas Mileage What A Buy At <b>\$9,995</b></p>
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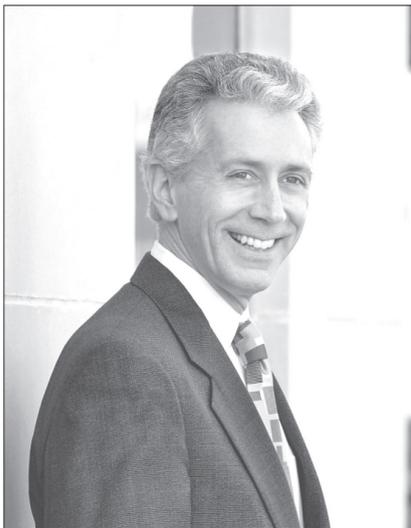
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# Oneida Financial Corp: Teamwork has its rewards

In 2007, Oneida Financial Corp. continued its efforts towards successful customer relationships, great teamwork and dedicated community involvement. But the company didn't do all this quietly. In a flurry of developments, Oneida Savings formally acquired The National Bank of Vernon [NBV] and then opened its doors at the newly constructed 26,000+ square foot Oneida Financial Center at Griffiss Park the very next day. Alone these events would easily be considered significant undertakings—combined it was a coming together of the entire Oneida Savings company. Every department played their part in getting the job done. But that's what it takes to grow a bank in slow growth markets. It's a demonstration of leadership's vision and focus coupled with an exceptionally assembled skilled banking team. Within 24 hours, Oneida Savings increased its banking offices by 50 percent and entered four new markets all within Oneida County. The acquisition of NBV was a success due to the teamwork of OSB and NBV employees, resulting in a total integration of the expanded banking network and the switch over to a new banking platform—an enormous undertaking done, they're proud to add, on time.

On top of all this, Oneida Savings crossed the \$500+ million in assets mark, experienced record deposits of over \$400 million—\$55 million of which came from the acquisition of NBV, and was nationally ranked as one of the top three banks with the "largest income derived from an insurance subsidiary as a business segment" in the December 4, 2007 issue of Insurance Journal. That ranking alone demonstrates the prosperity of



Mike Kallet

issues faced by New Yorkers.

BHL, working together with the consulting firm, BCG, Benefit Consulting Group, (another wholly owned subsidiary of Oneida Savings) are tackling issues to comprehensively manage finances and risk like few others. BCG, the highly reputable consulting firm is focused,

OSB's insurance subsidiary, Bailey, Haskell & LaLonde [BHL].

Bailey, Haskell & LaLonde has established themselves as a proven leader by offering the most innovative solutions available in the market today. One such example is the workers' compensation issues faced by many New York businesses. John E. Haskell, President and CEO, BHL stated, "We're offering a proactive approach to claim management, safety and ultimately savings. We've helped many companies manage skyrocketing premiums and recover lost monies." BHL is also experiencing continued success in healthcare, as they reduce medical malpractice premiums for physicians and surgeons and long-term care facilities across Central New York through the creation of industry specific risk retention groups. In general BHL's focus is clear, solve the most pressing and demanding insurance, risk management and workers' compensation issues

growing and known for exceptional consulting services in all areas of employee benefits, human resources consulting, investment management and a wide variety of additional financial services. They recently launched comprehensive financial planning with the well known, Grace Ghezzi, CPA, PFS, CFP. This in-demand service allows clients to participate in their own planning process as much or as little as they would like. They also reorganized and merged BHL's Life and Financial Services department into their fold, creating a new team of experienced and skilled representatives that bring new capabilities and services to an already growing base of clients. Since BCG and complementary BHL departments are housed together in a 16,000 square foot facility in North Syracuse, clients are reaping the rewards of teamwork.

Experienced OSB, BHL and BCG problem solvers meet regularly to develop solutions to our areas most pressing issues. The winners are the clients who are ready to save and explore new paths to financial and risk management. Oneida Financial Corp. will continue to seek out new ways to assist clients. They feel strongly that there is a tangible difference when companies of complementary industries work together for one client. And Oneida Financial Corp. is determined to continue providing that difference to their customers.

## Marvin Design Gallery by Chittenango Lumber committed to high quality materials, service

Inside Chittenango Lumber's innovative Marvin Design Gallery, you will experience a friendly and quiet atmosphere, staffed by professional window and door experts.

In conjunction with realistic displays, homeowners, professionals and their clients alike can gain comprehensive knowledge of all the fully functional products in the showroom.

Susan Hepp, a representative of the Marvin Design Gallery, comments on how Marvin Windows and Doors are the perfect balance of aesthetics and performance. Marvin has been recognized as the pinnacle of design, which has become the benchmark for other manufacturers to follow.

Consumer Reports has rated Marvin Windows #1 in the Clad-wood series, along with

Integrity built by Marvin #2. Marvin has also received several awards from J.D. Power & Associates.

"Marvin constantly strives to better their products." Susan added, "one of the reasons the gallery is so successful is our no pressure to buy sales technique and our customer service. We have an inviting and relaxed atmosphere," Hepp said. "We can sit down with the customer, roll out their house plans inside our conference room and discuss their intentions in every room. Inside the gallery, people can touch, feel and operate the exact product they're thinking of purchasing."

The Marvin Window and Door Company employ more than 5400 people. The main office and factory is located in Warroad, MN. Four generations later, the Marvin family is still striving to build the most efficient window, exceeding energy star expectations.

Marvin makes a profound impact setting high standards by following and exceeding "green" initiatives. Marvin remains actively committed to sustainable forestry management, pollution prevention, waste management and recycling efforts. Their windows and doors reflect an appreciation for natural and built environments around the world.

Jeff Hunt, the owner and president, of Chittenango Lumber and The Marvin Design Gallery is continuing a third generation family tradition. His grandfather, Edward Hunt ran the Syracuse Wood Glass Company, as a millwork distributor. Jeff's father, Bud Hunt, opened Chittenango Lumber Co. in 1952. Jeff has been at Chittenango Lumber for 25 years and has seen the ups and downs that the industry brings. Jeff remains very excited regarding the future of the company due to the attention the Marvin Design Gallery has brought. Jeff comments about his loyal customers and dedicated employees and is constantly devoted to building new relationships.

Along with the Design Gallery, Chittenango Lumber offers sustainable cutting edge products such as deck materials like Azek Deck and Trex, a full offering of quality white fir lumber, Pressure Treated lumber and both natural and composite trim boards are also available and in stock.

The Marvin Design Gallery and Chittenango Lumber is located at 711 East Genesee Street in Chittenango. Hours of operation are 7:30 a.m. - 5 p.m. Monday thru Friday and 7:30 a.m. to noon Saturdays. For more information contact Susan Hepp or Nick Sadler at 687-6221.

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# Crouse Community offers quality care

By Daryl A. Wilson

As the population of senior citizens in America continues to rise, a huge sector of the economy, skilled nursing care, is growing up in Madison County.

Innovations in medical techniques are giving one facility an edge in drawing patients from as far away as Manlius, Cazenovia and other places, Bill Conole, administrator of Crouse Community Center in Morrisville, said. He added that congestion in facilities in suburban areas are causing many patients to consider more rural facilities such as the Crouse Community Center.

Some patients are being drawn to the scenic, rural environment in Morrisville. The facility sits adjacent to the SUNY-Morrisville campus and benefits from the quiet beauty of the area.

The state-of-the-art facility opened in 1991, part of the community of

medical services with a medical base at the Community Memorial Hospital in Hamilton.

"It's the excellent quality of our care we offer that draws many patients," Conole said, while strolling through the large, roomy corridors of Crouse Community Center.

"It's a nice drive," Conole said, adding that families may choose a number of options for their loved ones at Crouse Community Center, including activities, trips, medical care, skilled nursing care and physical rehabilitation.

The 120-patient facility, large and bright, includes dozens of specially designed techniques and devices that not only save time and work but also save the health and well being of caretakers such as lifting and lowering machines, large showers and other special equipment. Dietitians and physical rehabilitation experts are on the staff and Conole said simple

techniques like good nutrition and good organization account for a great benefit of preventative care for many patients.

Another important person on the staff is Julie Davis, activities director.

On Valentine's Day, many patients watched the movie "Love Story" and six patient couples were served a special Valentine's meal.

Conole said Crouse Community Center works with many different patients, including stroke victims, victims of dementia and Alzheimers' Disease.

Rehabilitation staff members worked with dexterity exercises for patient Rose Tremain Friday.

"I do it every day. I think it's helped me," Tremain said of her rehabilitation. Conole said that with people growing older, innovations in quality care can give them happier, more productive and more fulfilling later months and years.



Resident Rose Tremain meets with activities director Julie Davis to discuss Crouse Community Center's resident activities program.

# Morrisville State College means business

Morrisville State College is educating the next generation of entrepreneurs, helping them develop the tools they will need to succeed in the business climate of the 21<sup>st</sup> century.

The college operates in an entrepreneurial manner through the development of "institutes" which effectively function as businesses; revenue from sales of goods and services is used to operate the institute-buying equipment, paying salaries, maintaining facilities and more.

The Morrisville State College Entrepreneurship Institute (MSCEI) has been very successful in combining information technology with entrepreneurship.

MSCEI is a student-run organization which provides local businesses, non-profit agencies and charitable organizations with opportunities to partner with qualified students studying information technology. Students gain real-world experience working directly with customers, negotiating projects, building and delivering projects, and providing support after each project has been completed.

In addition, as a part of their curriculum, students in the college's equine programs are involved in every facet of the Equine Institute's annual yearling sale, the third largest in the country. It draws people from the entire Northeast and Canada, and grosses an average of \$2.5 million annually, with horses sold for up to \$65,000 each. Students' duties include planning, event staffing, customer service, business office operations and showing horses.

Similarly, dairy and aquaculture students participate in smaller sales of cows and fish.

Students in horticultural programs have the opportunity to manage and work at the college's

on-campus floral shop. The Horticulture Institute recently stepped into the e-commerce realm as it launched its Online Flower Shop, which was developed with help from students in the college's information technology programs.

Hospitality students work alongside restaurant personnel at the college's restaurant, The Copper Turret. An on-site classroom and kitchen laboratory are located adjacent to the restaurant's main kitchen. Students learn about all aspects of the restaurant business—food ordering, menu pricing, customer service, culinary skills—from their professors and experienced professionals working in the field.

Nelson Farms at Morrisville State College is a unique and innovative option for small farmers and business people who have the desire to create and distribute New York state-grown and produced products throughout the state. At the facility, small food-based businesses can have their products processed, packaged and marketed in small lots at low unit prices.

Nelson Farms also provides a valuable teaching and learning opportunity for students and faculty in several degree programs, including information technology, business and agricultural business development.

The college's curriculum development has also reflected our commitment to entrepreneurship. Agricultural business development, automotive technology management, dairy management, horticulture business management, information technology, and resort and recreation service management are a few examples.

The college's newest bachelor degree in entrepreneurship and small business management is unique; it provides those with almost any

associate degree the opportunity to complete an additional two years gaining technical skills and business expertise through classroom and hands-on field experiences with a strong emphasis on entrepreneurship and lifelong learning.

By offering experience in real-world learning laboratories both on- and off-campus Morrisville State College has created a unique culture of entrepreneurship spanning all academic disci-

plines. Combining real-world experience with theoretical classroom learning has proven to prepare students well for the working world, and has made them extremely marketable to prospective employers.

For more information about resources at Morrisville State College, please visit our web site at [morrisville.edu](http://morrisville.edu).

# Rome Volkswagen is number one - twice over

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Rome Volkswagen is pleased to announce that they are the Upstate New York Number One Certified Pre-Owned retailer, as well as the Number One New Volkswagen retailer in the entire Mohawk Valley region. In fact, there isn't anything Volkswagen that we can't do - Sales, Award winning Service, Parts and Accessories.

James Furney, Rome Volkswagen's owner, wants everyone in the area to know that they will never be undersold - Volkswagen buyers deserve the

finest in Sales and Service, and Volkswagen is all they do. They have won the NE Region's "Fix it Right the First Time" award for 2007 and are committed to earning this prestigious award for 2008 and beyond.

Let the staff at Rome Volkswagen exceed your expectations - they can absolutely guarantee that you will not be treated better anywhere else - at the time of sale and throughout your ownership experience. Ask your friends and neighbors - you'll be glad you did!



James Furney, Rome Volkswagen owner

## Community Pharmacy

From page 5

at an independent pharmacy is excellent and very personalized customer service. "We try to be an advocate for our customers." If a customer has a hard time finding what they're looking for, Community Pharmacy will do their best to track those items down. Customers will ask Kwasnik questions about their insurance coverage, especially Medicare Part D. "There are lots of changes to a lot of different insurance plans. We spend as much time as needed with each customer, delivering the

best customer service possible. Our approachability and accessibility are the most rewarding parts of the profession."

Community Pharmacy is in its 5<sup>th</sup> year and will be celebrating its 5<sup>th</sup> anniversary this July. It serves the communities of Canastota, Clockville, Durhamville, Wampsville, Chittenango, Sylvan Beach and Bridgeport. An anniversary celebration is planned for July, so be sure to check out the advertisements this June. Community Pharmacy is located at 149 South Peterboro Street in Canastota, NY. They can be reached at 697-2541.



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# Firm 'punches above its weight'

*Green and Seifter CPAs bring world class accounting to CNY*

By Willie Kieman

Republican@cnylink.com

Ed Green began as a maverick.

In 1957, Green created his accounting firm with Joel Rudolph, who later passed away. In the meantime, Green attended S.U. Law School and received his degree. In 1981, Green brought in Lowell Seifter who was also an accountant and lawyer, but predominantly practiced law.

"Ed Green did something practically unprecedented in accounting and legal services," said Gary Grossman, CPA, CFP and co-managing partner with Steven J. St. Amour, CPA/ABV, CVA at Green and Seifter CPAs.

By being an accountant and a lawyer, Green conducted two separate businesses under the same roof. He has since sold his two businesses, the accounting firm and the law firm, and now works for a third, Green and Seifter Investment Advisers. He goes to work every day at 1 Lincoln Center in Syracuse as an investment adviser, not an owner, not a boss.

"Eddie works every day," Grossman said. "He's passionate about the stock market."

Green and Seifter CPAs has been in business for over 50 years. The firm provides its clients with professional services in the areas of accounting, audit and taxation, business planning and valuation, financial plan-

ning and investment management, and fraud prevention and detection.

Today, the accounting firm occupies space on the ninth and seventh floors of the building, overlooking the Syracuse skyline. Growing areas for the firm include public school district audits, municipality audits, employee benefit plan audits, valuations and income tax planning and tax preparation for businesses and individuals.

Grossman, a Certified Public Accountant and a Certified Financial Planner indicated that when someone comes in to get their taxes done, there is much more available to the client.

"I'll ask if they need a retirement plan or have a will," Grossman said. "If they need a retirement plan, we can provide that service. If they need a will, we can refer them to the law firm. That's really effective."

#### IGAF Worldwide

Green and Seifter CPAs is the exclusive area member of IGAF Worldwide, an international group of accounting firms. IGAF Worldwide is one of the oldest, largest and most well respected accounting associations in the world. It was founded for the purpose of providing member firms with the tools and resources they need to furnish a broad spectrum of efficient, cost-effective accounting, auditing, and management services to clients around the globe.

"I spoke at the world conference in New York City in 2002 and thereafter was asked to join IGAF Worldwide board of directors," Grossman said.

IGAF Worldwide's members are typically regional, full-service public accounting and management consulting firms. With multiple offices in major metropolitan areas, these independent firms provide technical assistance in traditional accounting and auditing, tax services and specialized services such as privatization support, fiscal management support, streamlining accounting systems, litigation, strategic planning, business valuations, information technology consulting, system planning and law firm services.

"When my clients have unusual issues, I can rely on the resources of this global association," Grossman said.

IGAF Worldwide has about 150 member firms internationally.

"The accounting world is trying to standardize rules around the globe because the world becomes flatter everyday," Grossman said. "But until they do, and even after, it's helpful to have contacts in 50 countries."

Grossman offered an example.

"Suppose there was an obscure depreciation technique used on newly constructed office buildings," he said. "I'll call on the expert in this area in the association in order to maximize



At left is Steven J. St. Amour, CPA/ABV, CVA and co-managing partner with Gary Grossman, at right, CPA, CFP at Green and Seifter CPAs.

the benefit for a client."

Qualifying to be a member of IGAF Worldwide requires strict quality service standards.

"There are strict requirements in being a member - and it's becoming stricter" Grossman said."

Of all the accounting firms in America that have passed IGAF's rigorous tests, Green and Seifter CPAs is the sole entity with a law firm under the same roof.

"Green and Seifter CPAs is a unique member for IGAF Worldwide," said Kevin Mead, Executive Director of IGAF Worldwide. "They represent the organization in the Syracuse area and serve in-bound and

out-bound businesses through their connections with IGAF Worldwide. However, it is their relationship with Green & Seifter Attorneys that makes them unique within our association. This enables them to provide unique insights and services to their global peers within IGAF Worldwide. The firm also provides resources to IGAF Worldwide through service on the board, staffing our peer review services and content planning and delivery for our events. This is truly a firm that 'punches above its weight' within our association." As treasurer on the IGAF Worldwide Board, Grossman has a keen rapport with the

people in the association and the resources they provide.

Green and Seifter, Certified Public Accountants, PLLC and Green Seifter Attorneys, PLLC are separately owned and managed and have established relationships with other certified public accounting firms and law firms.

"When it makes sense for a client to be a client of both Green and Seifter CPAs and Green Seifter Attorneys, we work together. When it makes sense for a client to work with another law firm, we do that too. Whatever is best for the client is what it's all about" said Grossman.

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