

A Publication of Broome Community College
Center for Community Education

ExCEL Entrepreneurial Society Small Business Membership Directory

The ExCEL office has compiled an "Entrepreneurial Society Small Business Membership Directory." This directory lists small businesses, which have been ExCEL clients and have participated in the ExCEL program. The purpose of the directory is to promote networking and to encourage our entrepreneurs to support and utilize each other's businesses. If you are not listed in the directory, and would like to be included in the update, please contact the ExCEL office at (607) 778-5341. If you would like to receive a copy, please call (607) 778-5341 or stop in the ExCEL office in the Wales Building, Room 108 at Broome Community College.

Entrepreneurial Society Meetings

November 26, 2001
6:30 - 8:30 p.m.

"Whistle While You Work"

Deirdre Spelman, CSW, ACSW, will explore methods to balance professional commitments, family, and community responsibilities.

December 17, 2001
6:30 - 8:30 p.m.

"Holiday Gift Exchange"

Third annual Holiday Gift Exchange. More information to follow, but mark your calendars.

Don't miss these opportunities for exceptional networking.

For more information, please call the ExCEL office at (607) 778-5341.

ExCEL Entrepreneurs Participate in School to Career Days at Windsor High School

On October 23 and 24, twelve ExCEL entrepreneurs spent time at Windsor High School to discuss entrepreneurship as a career option to 9-12 graders. The businesses that participated were: Aria on the Avenue; C&SR Printing; ValueNet Global; Professional Resume; Dress for Success; United Van Lines; Weekenders; Akreturn; All-In-A-Name; Sore No More; Lewis Photography; Heritage Video.

Our thanks to those individuals who donated their time to encourage young people to consider starting a business as a career choice.

Agency Profile

School to Careers

The School-to-Careers Partnership introduces career opportunities to students at all levels to prepare them for the workplace. It assists students in the exploration of multiple career options, provides a firsthand look at the relationship between education and work, and helps students map out a direction for the future.

The School-to-Careers Partnership offers a variety of school-based, work-based and connecting activities. A total of 17 school districts plus BOCES utilizes School-to-Careers services. The current programs and services include:

- * Career Development Services
- * Mentoring
- * Youth Apprenticeship
- * Tech Prep
- * Staff Development

Businesses can play a key role in the School-to-Careers Partnership. Employers and educators work together to develop a learning environment where students acquire transferable skills they will use in the modern, project-based workplace.

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Employers receive many benefits from their participation in the program. They reduce recruitment, hiring and training costs. Companies create a high quality workforce and a larger pool of qualified workers. Participating businesses can enhance employee morale.

The School-to-Careers Partnership is a non-profit organization and part of the Broome-Tioga BOCES. It is located at 23 Jackson Avenue, Endicott, New York. Businesses are always welcome to participate in the School-to-Careers Partnership. For more information, call (607) 786-8593 or visit our website at www.tier.net/stc/.

Book Review

Uncommon Marketing Techniques

Jeffrey Dobkin

"The most incredible book of tips for small business marketing, ever!"

This book contains practical, real-life lessons in marketing and direct marketing. The low-cost marketing methods can be used immediately. Learn how to make your marketing faster, easier, more effective - yet lower your costs. Jeffrey shares 33 "how-T" articles on small business marketing and direct marketing.

Other topics include:

- * how to buy magazine ad space at a discount
- * how to create your own great ad
- * how to create a winning direct mail package
- * how to get your press release into print

This book and many others are available in the ExCEL Resource Library, Wales 108. Call (607) 778-5341 for your updated library list.

Successful Business Tips

1. Establish Your Long-Term vision
2. Communicate Your Vision
3. Establish Some Core Values
4. Establish Your Goals
5. Create Action Plans for Each Goal
6. Challenge Everyone to Meet the Goals
7. Recognize and Reward Employees for Their Achievements

Congratulations! Jump Start Winner

Maribeth Evans is a winner of the Jump Start Fund given by the Institute for Entrepreneurship. She was given the award by the Institute at Hudson Valley Community College in Troy, NY in April 2001. The award was based on her business plan to offer a safe, secure, and stimulating environment for older persons whose family circumstances allow them to stay in their homes in the evenings, but may need some supervision between the hours of 7 a.m. to 7 p.m.

This Center will supply a nutritious breakfast, lunch and afternoon snack. Clients will have the opportunity to participate in activities that will be fun, informative, and build self-esteem, with free time to socialize with other staff and participants in the program. This day care center will be the only privately-owned day care center in the area. The Center also hopes to have caregiver support systems and a strong volunteer program involving the large rural senior citizen community.

Maribeth hopes to open the Center by the fall of 2002. The Center will be located in Newark Valley and offer extended services, as well as some weekend hours. "It will be great to see this come to fruition as I have been working on it for over two years," says Maribeth. "Tioga County needs community services but many times it is at the taxpayers' expense that continually support these programs. Our Center will hopefully gain ground after its initial boost."

Company Profile

Our Country Parlor

Our Country Parlor, owned by Maribeth and Scott Evans, is located at 88 South Main Street in Newark Valley, NY. It is a family-type home for adults which houses and cares for persons who are unable to care for themselves or who just want the added security of having someone around 24-hours a day. The caregiver to resident ratio is 1:4, which is much lower than nursing homes. Our Country Parlor has been in business for five years.

Our Country Parlor provides room and board, 24-hour supervision, personal care, help with activities of daily living, medication management, laundry and housekeeping. Nutritious and well-balanced meals, appointment management, family support, ties to community and social activities, and companionship. The family has even taken the residents on vacations to Lancaster, PA and Niagara Falls.

Maribeth says that they have taken care of both men and women from early 50's into their 90's. "I know all these people would much rather live in their homes if they could, but the alternative is just not good enough, when it comes to the elderly's needs. These are parents, aunts, and grandparents, and I treat them exactly the way I would want to be treated, with dignity and respect."

In February 2001, Maribeth and Scott opened The Village Parlor at 82 South Main Street, a sister home to Our Country Parlor. This home continues the philosophy of the Evans'. "We felt badly about turning people away in the years past, knowing that we were some people's last hope for not having to go into a nursing home. We decided that we could do it a second time and make the second home just as successful," said Scott.

Our Country Parlor and the Village Parlor, both located in the village of Newark Valley are within walking distance to the bank, grocery store, and pharmacy. Both homes feature antique furniture and country decorations. The homes also offer private and semi-private bedrooms and transportation services to local social activities and medical appointments.

The homes offer tours daily and welcome residents' families and friends to visit often. For more information

about the homes and their services, call Maribeth Evans at (607) 642-3486.

Internet News

There's change coming to the Internet. Seven new top-level domains (TLDs) will be available by the end of 2001, opening up 'Net' names for millions of new users around the world. Here is the list of the current top-level and the newly approved domains:

Current Top-Level Domains

.com-commercial
.net-network
.gov-US government
.mil-military
.edu-education
.org-non-profit organizations

Newly Approved Domains

.aero-air-transport industry
.biz-business
.info-unrestricted use
.museum-museums
.name-for registration by individuals
.coop-non-profit cooperatives
.pro-accountants, lawyers, physicians

The organization in charge of domain-name assignments is called the Internet Corporation for Assigned Names and Numbers, or ICANN. It was created in 1998 as the U.S. Government was trying to get out of the business of running Internet addresses. ICANN is a broad coalition of the Internet's business, technical, academic, and user communities that specifically deal with Internet domain names, Internet Protocol address numbers and protocol parameters and port numbers.

For more information, visit their website at: www.icann.org/tlds.