

Outlook 2019

A 24-page special section

Brick by Brick...



Joe McIntyre/staff photographer

Community development isn't easy.

It's the product of vision, leadership, collaboration and hard work.

As Cortland County's primary economic development organization, the Business Development Corporation is a proud member of the team that both secured the \$10 million Downtown Revitalization Initiative award and is now plotting a course for its best use.

The DRI award is historic; perhaps is one of the most significant economic incentives the city has ever seen in its potential to enhance the central business district as a vibrant and vital place to live, work and invest.

It won't happen overnight, and there are sure to be some bumps in the road as we navigate such a major transformation. But we will get there. And in the end, we'll all look back with pride at what we accomplished.

Together.



Cortland Main Street at Night

Quality of life takes many forms

By SHENANDOAH BRIERE
Staff Reporter
sbriere@cortlandstandard.net

Kim Allen has lived in Cortland County for 63 years — 15 of them in Homer. She's stayed in the area because of the recreation options, farms to buy from and community policing.

"It's those kinds of things that create a good place for me," she said.

Over the years, Allen has been part of Rotary to give back to her community. She's also participates in a community-supported agriculture group and likes buying milk from local farmers, in this case, Trinity Valley. She likes that the police in the village get to know everyone.

"It makes me feel safe, like they know what's going on," she said. "It also makes the officers more approachable."

When it comes to the arts, Allen is a huge supporter. She's often at the Cortland Repertory Theatre, or Homer Center for the Arts watching a play. She also volunteers there.

"To have those things close to me and to live in just a beautiful area that's really important to me," Allen said.

Those are all things that affect Allen's quality of life, but they aren't the only things that can affect why people choose to live where they do. Other reasons include the development in an area, like in Dryden where the town board members are beginning to think about what should go into their next comprehensive plan.

Ease of access opportunities that are also recreational is a growing concept in the Cortland, Homer and Cortlandville with Lime bikes. And then there's



Joe McIntyre/staff photographer

Traffic streams by a Lime Bike parked on the sidewalk on Main Street in Dryden.

community policing efforts that coincide with opportunities to get to know your neighbors that are meant to build a better community.

Planning for the future

Dryden is growing at twice the rate of nearby Ithaca and 40 times faster than Cortland County. The

people are coming from Ithaca's sprawl, as growth there pushes past Lansing, lured by lower-cost housing and a rural way of life.

Between 2000 and 2016, Dryden's population grew 10 percent, much faster than Lansing to the west. The town board has begun taking into account what things people would want to see.

"We have to manage their expectations," Deputy Supervisor Dan Lamb said. Many of the people who live in the town now and those who are moving to the area want to see the town board be progressive on broader issues like energy use.

"People moving now care a great deal about climate change,"

Lamb said. "They want to see their local government acting on issues."

One way the town board is managing this expectation is by looking at amending the 2005 comprehensive plan to account for energy use and focus on less

See QUALITY, page A4

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Joe McIntyre/staff photographer

Director Glenn Reisweber, left, and naturalist Robert Fulton talk at Lime Hollow in Cortlandville.

Encouraging visitors, supporting locals

By MEGHAN LAWTON
Contributing Writer

As the official tourism promotion agency for Cortland County, the Convention and Visitors Bureau spends the vast majority of our time looking outward — enticing travelers to come explore the county we call home, encouraging visitors to stay overnight, frequent our restaurants, visit our museums and so much more.

People living within Cortland County oftentimes do not even see the bureau at work. You do not see our advertisements, you do not hear our radio commercials, you are not targeted with our digital ad campaigns.

And that is the point. Our audience does not live within our county borders. However, the things we promote, the things that make Cortland County special and make visitors want to visit us, are also what give locals the great quality of life we experience here. A quality of life that the Convention and Visitors Bureau envisions will only increase as the years pass.

While you may not see the advertising efforts that come out of the bureau office, as residents of Cortland County, you are all able to take part in the attractions and activities we promote.

From spending the day on the slopes at one of our ski areas, to walking the trails at Lime Hollow, to taking in a show at Center for the Arts, the tourism attractions in the county all contribute to our quality of life.

In the coming years, planned construction and events in this county, which will be marketed to and enjoyed by tourists, will also serve this community and those who make their home here.

The Downtown Revitalization Initiative, and the upgrades coming to Main Street, Cortland, are well known. Construction on some of these upgrades is planned to begin in the near future and will include new entertainment spots, new art and cultural attractions and more.

All are items that the visitors bureau will promote, but all are also things that the community will be able to enjoy.

And the improvements made via the DRI are not the only change coming down the pike in the county. A grant awarded by CNY Arts will establish an arts and cultural corridor throughout Cortland County, combining the efforts of our many cultural establishments and fostering the growth of new ones.

See ENCOURAGING, page A7

Cultivating a thriving arts scene

By **KAT MCCARTHY**
Contributing Writer

As a representative of the Cultural Council of Cortland County, whose mission is "to support the arts and culture in Cortland County," I feel that this is an exciting time to be part of our community. Significant groundwork has already been laid to foster the arts and culture in our area.

Our community contains numerous examples of organizations improving quality of life and bringing people together through art. The Center for the Arts and Cortland Repertory Theatre have expanded over the years, supporting the economy and the arts. Museums like the 1890 House and the CNY Living History Center offer us a chance to connect our past to the present.

The Cortland Corset Building hosts artists and related businesses where individuals can explore their creativity and buy local. In addition, there are now several makerspaces and collaborative sites that promote the sharing of resources and ideas.

A focus on revitalizing Main Street offers to bring more art to storefronts and the streetscape. CNY Arts, a regional organization supporting arts and culture in Central New York, is supporting the development of an arts and entertainment district that will showcase the many ways in which visitors and community members alike can engage in culture in Cortland County.

This groundwork offers a platform to grow a thriving arts scene that brings people together, improves quality of life and becomes an economic driver in our community.

With this opportunity comes challenges. We live in a rural community, where transportation and funding can be a barrier to participation in events. Offering programming across the county can be challenging. Increased



Joe McIntyre/staff photographer

Karson Avery, 2, of Cortlandville, watches model trains operate during a Holiday Model Train day at the Living History Museum in Homer.

See SCENE, page A7

Building an inclusive community through housing

By **AARON T. BAIER**
Contributing Writer

How do you build a community? Brick by brick.

When we at Access To Independence think about building a community, we think about all of the people who are part of that community and how they are going to access that community.

We believe that a community starts where we live and affordable, accessible housing is a critical part of making our community inclusive for residents.

Over the past several years, Access To Independence has worked with other area nonprofits, businesses and local government to identify and work on a variety of housing issues that exist in our community. Among these issues are an aging housing stock, lack of accessible housing options and a shortage of affordable, safe and quality rental units.

While these are common issues across upstate New York, local organizations and agencies are working together to help people find and modify housing to meet their unique needs.

Access To Independence provides services in two major areas to help ensure that homes in Cortland County and surrounding areas are accessible and affordable for people with disabilities. We offer an accessibility modification program for people who may need a ramp or renovation to their home to make it a space they can live in and use.

We also advocate for resources that could help people afford to live in our community and that would help make our community more visit-able. Visit-able means that homes have a minimum level of accessibility, such as a no-step entry, wider doorways and an accessible bathroom on the ground floor. Visit-able homes are important for families and friends to visit each other and contribute to a strong feeling of

community inclusion.

Access To Independence is also working with a home-repair collaborative to find funding and programs that can help with more than just accessibility needs. The collaborative brings Access together with Tompkins/Cortland Habitat for Humanities, Cortland County Community Action Program, the Area Agency on Aging, Cortland Housing Assistance Council, Thoma Development and the city of Cortland and will continue to grow.

Through this collaboration, the group hopes that people will more easily find programs to help them with their housing needs and will contribute to safe and accessible housing in our community.

As residents age or perhaps get sick and find themselves in a nursing or rehabilitation facility, they often seek ways to stay in their own home. This is commonly known as "aging in place."

In our experience, the people we serve often seek opportunities to age in place and live in their own home. For people to do this, they would need many of the services described. The ongoing challenge is keeping up with the demand for these services.

Access To Independence will continue to provide accessibility modifications and will continue to advocate for funding and programs that will help people with disabilities find the housing they need. Access will continue to collaborate with its partners in the Cortland County Housing Consortium to address other housing issues. Together, we will continue to build our community to be inclusive for all residents.

For more information on housing services, call Access To Independence at 607-753-7363 or email info@aticortland.org.

Aaron T. Baier is executive director of Access To Independence.



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A student walks past a row of Lime Bikes at TC3.

Shenandoah Briere/contributing photographer

QUALITY

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reliance on fossil fuel.

When a project like a large housing development is proposed, the board asks developers to show what their energy use would be like and where it would come from.

"We shouldn't embrace the past way of building," Lamb said.

Another important part of life in Dryden is internet access. Lamb said people want better broadband coverage. It's something he and Town Supervisor Jason Leifer are working on because internet service is important for people who own a business or work from home.

"If you're a farmer, you can promote your farm and your products," Lamb said.

It also has an educational purpose.

"A lot of our K through 12 education is done online," Lamb said. "Kids should have access to the internet to learn."

Lamb said he expects to begin work on the comprehensive plan in the next year or two.

CORTLANDVILLE GROWING, TOO

Cortlandville is experiencing a similar situation. Its population grew 8.1 percent between 2000 and 2016. Now the town board is faced with developing a new comprehensive plan — last updated in 1978.

The town started reviewing its plan in 2018, which has been in talks for the past few years, Town Supervisor Richard Tupper has said. Some things residents said the town should look at include:

- Lack of sidewalks.
- Lack of quality housing.
- The airport near a residential area.
- A need for an update in codes.



A Lime Bike is parked on the corner of West Main Street and Route 38 in Dryden.

A tentative schedule shows the process of developing the plan taking about a year.

The plan would cover the next five to 10 years, Tupper said. After that, the board will have to begin another review. Clough, Harbour and Associates, an Albany-based consultant, was hired to develop the comprehensive plan.

MORE LIME BIKES COMING

Lime Bikes are becoming more popular. Ithaca, Trumansburg, Watkins Glen, Montour Falls and the village of Dryden already offer them. Cortland, Cortlandville

and Homer expect to, soon.

Susan Williams, the project manager at Seven Valley Health Coalition, said the bike-sharing programs will not only help the area recreationally, but it can increase civic engagement and give people a mode of transportation if they don't have a car.

"Bike sharing for me just fit with things already going on in the community," Williams said. "I think Lime Bikes are one step in us trying to increase those opportunities locally."

During the Summer Challenge program, which can involve biking places, many of the people

who wanted to participate didn't have a bike, she said. Lime Bikes would change that.

"There are people who make judgments on where they live based on recreation," she said.

And one of the best parts she said is that California-based Lime would provide the rental bikes at no cost to the municipalities and has a program for economically disadvantaged people.

"Many low-income or otherwise disadvantaged residents rely on a limited public transit system, their own bicycles or walking as transportation for not only leisure but to and from em-

ployment or important appointments," she said.

Williams also said she thinks the bikes would increase community engagement, noting people would use bike trails, possibly join groups who bike and allow people to get to downtown Cortland or Homer business districts. It would also show municipalities a reason to create bike lanes.

"The more people who are biking the more pressure to create the infrastructure," Williams said.

GETTING TO KNOW YOUR NEIGHBORS

After Melissa Kiser said police were called on her 3-year-old son for throwing a fit at a library, she decided police and residents should learn more about each other.

"We had to really look at how people from different minority groups look at the police and how people look at each other," Kiser said.

Kiser, of African descent, said she felt the call to police was due to her son's race.

Now, she's part of a group that is working with Cortland community policing Officer Jesse Abbott to come up with a large enough event where people can talk to people they don't know.

So far, the group has agreed that a large community soup dinner, where people would take a seat at one long table might just work.

"You don't have the choice but to sit next to someone and get to know them," Kiser said.

And the event wouldn't just be limited to the city, Abbott said.

"It gives people the opportunity to interact and get to know people they may not normally see beyond the scope of their own group," Kiser said. "We're a community and we need to see ourselves as one community."



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QUALITY OF LIFE

OUTLOOK 2019: BRICK BY BRICK

THURSDAY, FEBRUARY 21, 2019

Building community, brick by brick

By **SUSAN WILLIAMS**
Contributing Writer



The farmers market on Main Street in Cortland.

Robert Creenan/contributing photographer

Health. Youth. Economics. Housing. The Cortland community has been coming together every winter for a “group think” on these topics for almost 20 years.

The “Cortland Counts” process is conducted by Cortland’s Community Assessment Team including the Cortland County Health Department, United Way, SUNY Cortland’s Institute for Civic Engagement and led by Seven Valleys Health Coalition.

An extensive data set on Cortland County’s health, well-being and challenges is compiled annually and shared through community “report cards,” a forum, and topic-focused sessions where goals are reviewed and updated to reflect work in progress and review trends in local data.

Since this model launched in Cortland, it has been recognized as a best practice and the state Department of Health has recommended similar collaboration between hospitals, health departments and rural health networks statewide.

Since 2009, Seven Valleys Health Coalition has taken a lead role in multi-modal transportation planning and since 2011 pushed local efforts forward on food systems work. According to American Factfinder, in 2017, 13.5 percent of all Cortland County residents received Supplemental Nutrition Assistance Program benefits, and 47 percent of all single-female households with children aged 5 and under were living below the poverty level.

Data gathered by HealtheCNY.org reveals that 65.4 percent of all county residents are over-

weight or obese, 11.8 percent of county residents experience food insecurity, and 13.8 percent of all residents live below the poverty level.

In 2016, Seven Valleys helped to create and began chairing the Cortland Food Project Committee as a way to look at food access, equity, production and planning across Cortland County. The Environmental Protection Agency’s Local Foods, Local Places Technical Assistance program was

awarded to Seven Valleys in partnership with the City of Cortland and the Cortland Food Project in 2018.

The full Local Foods Local Places Cortland Action Plan can be found at www.sevenvalleyshealth.org and includes a planned year-round indoor farmers’ market and commercial community kitchen project going into the Homer Avenue Plaza, where the Dollar General currently resides, and the nearly \$100,000 planning grant

Cornell Cooperative Extension of Cortland County was recently awarded to create a new Farm-to-School program.

Developing broad community-wide collaborations to improve the health and well-being of Cortland County residents has always been the Seven Valley Health Coalition’s goal, which is why the agency provides minimal direct service and instead acts as a facilitator to ensure cross-sector needs are met.

Seven Valleys works with local, regional, and state partners to develop sustainable policies, systems and environmental changes to create a healthy community and executes strategic actions to build support for both individual and community lifestyle changes, such as their food systems and transportation planning efforts.

Systems-level changes can seem painfully slow to come to fruition. The goal is for projects born of the agency’s efforts such as bringing Lime bikes to Cortland to spur not only individual behavior changes, but create more desire for bike lanes and trails in the county, improving quality of life and reducing chronic disease through increased physical activity.

Expansive brick-and-mortar projects like renovating a dilapidated shopping plaza in a struggling neighborhood and turning it into a hub of community activity like a farmers’ market seems outrageous to some and visionary to others.

This year, Seven Valleys is leading the charge in analyzing the progress Cortland’s community has made and considering how to best utilize that data to envision the next 20 years. No one will deny that Cortland still has many challenges ahead. But sometimes to keep building community, looking back at how far you have already come, and realizing how you got there together is what gives you the strength and hope to keep moving forward.

Susan Williams is project manager of the Seven Valleys Health Coalition.

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OUTLOOK 2019: BRICK BY BRICK

THURSDAY, FEBRUARY 21, 2019



Porchfest 2018 in Cortland is kid friendly. Dance groups stage choreographed moves at the now annual event.

Molly Andrejko/contributing photographer

Lot of foot work to pull off cultural events

By **KATIE KEYSER**
Living and Leisure Editor
living@cortlandstandard.net

On any given day, you can hear the sounds of bands practicing and people playing instruments in Molly Andrejko's neighborhood.

The Cortland woman, an art teacher at St. Mary's School and a singer in Badly Bent Bluegrass Boys, thought the Van Hoesen Street area could host a porchfest, like the musical Porchfest held in Ithaca — a day for bands to play in people's yards while people rove around enjoying the music.

Andrejko's neighbor, Rosie Rosenthal, also had that idea. Chris Merkley, a Cortlandville musician who had heard both of them talking, said: "You should get together." They did.

"And we just jumped in," Andrejko said. Porchfest has happened in August in Cortland the past three years.

Organizers of events in Cortland explain how their events have grown — one step at a time, with tenacity and cooperation by volunteers or players.

For Porchfest: "The first year, we had 25 bands. Last year, our third year, we had 37 bands," Andrejko said.

Porchfest Cortland also has children's art activities. "That's what's important to us, super family-friendly, free and accessible to everyone," said Andrejko, who is married to Ted, a musician and teacher. They have two children.

"Part of the mission of Porchfest is to cultivate young artists and musicians. I think for our kids to have exposure to art and music — this gets that ball rolling."

Andrejko and her husband co-chair a committee to stage the event, working with Rosenthal, a Cortland musician, and Jenn Rafferty, a Cortland High music department chairwoman.

"There's a lot of help from neighbors," said Andrejko.

Before the first Porchfest happened, Andrejko went door to door to ask if they'd be OK with it. She got 100 percent approval.

Neighbors bring snacks and drinks out. They set out garbage cans and recyclable bins. They help with set up and clean up, she said. "It's all a huge team effort."

She can't forget that first year when Rex, from Rex's Hot Pasta, pulled a wagon with two of his grandchildren and a pot of spaghetti and meatballs — handing it out to people. Neighbor Steve Lundberg and his wife have a hot dog stand. They say, don't give us any money. Go make a donation to Porchfest.

No fee is charged, but donations go to a music program at the Cortland Youth Bureau and to upgrades at Suggett Park playground.

Cortland High School's Student Council volunteers.

"All it took was asking the student council," said Andrejko. "People are so excited about this event. It's pretty easy to sell."

"I think people want to see the



The Unknown Jones performs this fall at the Center for the Arts of Homer for the After the Harvest event.

Jim Catalano/contributing photographer



Porchfest in progress in the Van Hoesen Street neighborhood in August in Cortland.

Emily Gibbons/contributing photographer



Seedstock X in progress on Route 215 in Cortlandville.

Greg Marsted/contributing photographer

good in where they live. They want to feel they are part of something," she added. "We have a lot to be proud of in Cortland. And I think events that bring people together around something good,

they're special."

Chris Merkley, a musician and co-organizer of Cortland Harvest, works with local chef Kate Icenogle to create quarterly dinners at different venues.

They highlight local ingredients. Icenogle makes a menu and cooks the food while Merkley brings bands to entertain.

The first event sold out with 100 people at Cortland Beer Co.

The latest, last fall called After the Harvest, was staged at the Center for the Arts of Homer and brought in 200.

Merkley looks for quality musicians with an eye to the groups of people they'll draw and if their style matches the event. The two work out a theme. Merkley organizes sets so it "tells the story of the night."

He's had lots of experience at this. Merkley, Tyler Coakley and others created Seedstock music festival at Merkley's front lawn for the past 10 years. It's grown from a house party to a three-day music festival with camping.

"Nothing beats the benefit of experience. The more events we organize, the more skills we gain," he said. "I think music events in particular can play a huge role in building a better sense of common unity, just by bringing people together to share a physical space."

David Beale was Cultural Council of Cortland County director when the council brought back Arts in the Park at Courthouse Park in 2006. Board member David Blatchley had the idea to incorporate a wine-tasting event. It grew into the Cortland Arts and Wine Festival showcasing artists, wineries, musicians and food vendors.

"We keep trying to add different things, dance demonstrations, children's events, to (broaden the appeal)," Beale said. "People are really willing to help out and volunteer," said Beale, now a council board member.

Organizers need people who get along and can cooperate. People need to get a consensus, Beale said. "If we have people with different ideas and they don't have consensus with an idea, it can flop."

Cortland First Fridays, where artists show off their work the first Friday of the month at various venues, almost failed, he said. Some of the initial organizers had ideas too big for Cortland. A website was started but the person who created it let it go. Some left in a huff.

"That's a problem we have in new ventures. There are way too grandiose ideas. Everyone gets so hyped up. It's beyond Cortland's ability," Beale said. "We don't have the resources to do it full blown. But we have gotten better through the years."

One of the best events he's seen is the Community Arts Challenge, a venture by the Center for the Arts and the cultural council. The annual show brings artists of all kinds working around a theme.

"At meetings everyone gets along great. There's lots of volunteers. It got off to a good start. Everyone understood what we were doing. There's never been an argument about the theme," Beale said.

Starting off small helps. If it's something the community wants and participates in, it will grow, he said. "You look back eight, 10 years and say, 'Wow, this really works.'"

QUALITY OF LIFE

OUTLOOK 2019: BRICK BY BRICK

THURSDAY, FEBRUARY 21, 2019

ENCOURAGING

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While the specifics of this grant are still being determined, a group of these agencies are already working together on the first Cortland County Arts & Culture Corridor event — a Steampunk Festival. Capitalizing on the rich industrial history of Cortland County, multiple agencies are working together to showcase this history and how it has shaped Cortland. The festival committee aims to create events at multiple locations across the county, thereby fostering the corridor, and creating a new reason for tourists to visit our county.

However, it is not just tourists who will benefit. Every resident of Cortland County will be able to take part in this festival, and share in the greatness of Cortland's past while becoming part of Cortland's future.

It is not just the arts and culture community that will grow and expand over the next few years. Cortland County has a rich history in sports, and we are once again expanding on that legacy, and supporting both locals and tourists in the process.

The Gutches Sports Park will officially open the first phase of the project, two baseball fields, this spring. Sports teams from across the county, the region, the state, and beyond are already booking time on the new fields — bringing new tournaments to the county, and giving our local sports teams a new location to play. Continued plans for the



Work is done in October at the new Gutches Sports Complex Tuesday in Cortlandville.

Joe McIntyre/staff photographer

park include multipurpose fields. Combine this park with the projects planned for the town and village of Homer, and the sports mecca that is Cortland County will only continue to grow.

While the CVB looks forward to promoting these new areas to tourists, the benefit to our community members does not go unnoticed. The future of Cortland County, and its residents'

quality of life, is bright. In the next couple of years, you will see new attractions open, new restaurants open, new events take place. Go be a tourist in your own backyard. Experience

Cortland. We promise you'll be glad you did.

Meghan Lawton is executive director of the Cortland County Convention and Visitors Bureau

SCENE

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access to technology means there is more competition for our attention, as well.

Despite these challenges, I remain optimistic. In the coming years, the cultural council will continue its work to promote the arts and strengthen collaborations to pave the way for even more cultural activity. Because we are stronger when we work together, some of our programming will be developed in partnership with other organizations, drawing on combined skillsets while working toward a common goal. At the individual level, we will provide volunteer opportunities to engage our membership and the community.

The council will continue to offer established community events. This includes coordinating monthly First Fridays, which are open to the public and promote local venues, artists and activities. Annual events such as the Community Arts Challenge, the Arts & Wine Festival, and the Regional Photography Exhibit will continue. These



The 1890 House Museum.

Cortland Standard photo

happenings have come to be expected and bring us together in celebration of creativity.

In working toward building our community, the cultural council will also offer new happenings

that bring people together around art. Plans are now underway for a 2019 fashion show, ReFashion Cortland, that challenges locals to create and share their own sustainable designs. A second new event will focus on storytelling, presenting a way for individuals to hone their literary skills, while sharing a personal story. Over the coming years, the cultural council will continue to seek opportunities to bring diverse offerings to our county that embody the plethora of artforms in our lives, from dance, music and fashion to theater, literature, visual art and more.

As we look forward, we see both opportunity and work to be done in fostering a thriving scene of arts and culture. The cultural council invites you to join us as we create the future here in Cortland. Please visit our website and social media to learn more and contact us if you would like to join us in these initiatives.

Kat McCarthy is executive director of the Cultural Council of Cortland County.

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Travel tips for retirees

Though a transient lifestyle is something few people aspire to during much of their lives, come retirement, the idea of staying in a place for only a short time has more appeal.

According to a 2014 study from the Transamerica Center for Retirement Studies, 36 percent of baby boomers want to spend their retirements traveling.

Retirees who fear they cannot afford to travel can explore the various ways for seniors to cut costs and still satisfy their wanderlust during retirement.

1. Take advantage of age-related discounts.

Some adults prefer to hide their ages, but when it comes time to travel during retirement, honesty is the best policy. Many businesses that cater to travelers offer discounts to se-

niors. Car rental agencies, hotels, travel agencies, and cruise lines may offer direct discounts to customers 65 and older, while membership in organizations such as AAA and AARP may make seniors eligible for additional discounts.

2. Don't overlook travel agencies.

While many prospective travelers' first instincts are now to visit various travel websites in an effort to find the most affordable trips, it's important that travelers not overlook travel agencies when planning trips. Travel websites, though a valuable resource, only list the hotels and airlines that agree to be included on their sites. While many participate, some do not, and those that do not may instead work independent of travel websites or partner with travel agencies.



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For 50 consecutive years, our family has owned and operated a business in our community. It all started with the opening of Harts & Flowers in the late 60s. Living in Cortland, we are constantly meeting people who remember the extra time and care our Aunt Diane would take to make their flowers perfect, or how our mother, Sandy, had a knack for the most stunning window displays in all of downtown. As kids, we watched our dad, John, start Valley Motors and then branch out to Valley Nissan, where he had been known to extend a "test drive" for an entire weekend so the customer didn't miss a family function. We understand the value of kindness and delivering on our word. To us, these things are not little things — they're everything. Each encounter, every memory shared, the way they touch people and the impact they have, connect us to the history of Cortland and pave the way to the future. Those are what we consider the "bricks" that build a better community.

Years later, as the "new generation", we operate our own businesses, following in the same footsteps that laid the groundwork before us. With the opening of Doggone Beautiful eleven years ago, to our most recent family venture, we are committed to providing the best of everything: customer service, value for your dollar and a product we believe in.

Here at Valley Self-Storage, we strive to carry on that tradition of quality by offering the finest facil-



Photo provided by Valley Self-Storage

ity around. We have brand new construction, around-the-clock video surveillance and clean, well-lit units and corridors, paired with on-site manager office hours, designed to bring you the feeling of security and ease that someone is taking care of your belongings — because we are. Our facility includes 228 storage units, over 65 percent of which are climate-controlled, by far the highest percentage in Cortland. Customers have 24/7 building access and with our user-friendly software, you can quickly and easily manage accounts, update payment options and rent units from your home or smartphone.

We are looking forward to Spring 2019, which will see the comple-

tion of our third building and the paving of our parking areas and driveways, along with landscaping and our "official" grand opening. Keep an eye on our progress, stop in for a tour of the facility and let us help you free up space in your home or office. Whether it's housing your grown-up toys for the off-season, storing belongings between semesters, becoming a warehouse for extra inventory or just keeping valuables safe and dry, we have a size and price that fits every need.

We are excited to be a part of Cortland's revitalization and to do our part to make the community a better place.

Provided by Valley Self-Storage.

Bailey Place Insurance

Preserving the past, protecting the future

Bailey Place Insurance has been doing business in Cortland County for 161 years. Like our historic downtown, Bailey Place has been built "Brick by Brick" over the years. What started out as a one-man shop on Main Street has become a leading insurance agency doing businesses throughout Central New York. And, while our building may be constructed of bricks, it's actually been built by people. Our 25 dedicated employees and our loyal, longtime clients are the bricks that make up the foundation that our business is built upon.

The future is bright for Cortland and Bailey Place is proud to be a part of it, as evidenced by our recent renovations of the former "Blue Roof Building." With the recent \$10 million Downtown Revitalization Initiative, and millions in private investment, this is an exciting time for us all.

Thirty years ago the concept of the World Wide Web was first being discussed, and nobody had a cell phone. As technology continues to advance businesses need to be able to adapt and embrace what their customers want. In the time it has taken to write this paragraph, millions of on-line transactions have been conducted.

Companies like Amazon and Apple are blazing new trails when it comes to how small businesses operate. Amazon is not the enemy of small business. Rather, they are revolutionizing HOW we

do business. At Bailey Place Insurance we pride ourselves on being a locally owned company that has done business face-to-face for 161 years. But, we have also embraced technology in our industry. Our three offices are nearly paperless, electronic payments are made on a daily basis and clients can transact much of their business through our website or even on their phone. Our client portal allows clients to access their policies, contact their carriers and interact with their agents.

And while it is important to embrace technology, Bailey Place has thrived over the years by developing trusted relationships with our clients. Conducting business face-to-face with a friendly agent rather than a computer is important to us. While conducting business over the internet is often easy, it can also present concerns.

We advise our clients to use caution when making online purchases, especially when purchasing insurance. The wrong policy could cost you a lot more than you think.

We would like to thank you for being one of the bricks that have helped build Bailey Place Insurance. Let us help you make sure that your bricks are safe when an accident occurs. Stop in today and we can work together, brick by brick, to build the policy that is right for you.

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Campaign planned for DRI, spur of growth possible

By JACOB DeROCHIE
Staff Reporter

jderochie@cortlandstandard.net

For years, the city of Cortland has been involved in the Downtown Revitalization Initiative, selecting projects, completing the first of them and soon to wrap up on the next group. All of that was 2018.

"We've talked about DRI for, I don't know, three years now," said Garry VanGorder, executive director of the Cortland County Business Development Corp. and Industrial Development Agency. "Both when the city decided to apply for the grant and then it didn't get it. And then we applied again and did get it. And, of course, the whole process we went through to identify the projects that we thought would be best and waiting on the state to sign off on those."

More is in store for the initiative, with the goal of creating a downtown that includes entertainment, commercial, professional and residential facilities to help spur further development over the coming decades.

UP NEXT

Through the entire process, the community has referred to the Downtown Revitalization Initiative as "The DRI," VanGorder said. "And the thinking is that the projects that

have been identified, along with some other things that are being queued up for the city are transformative enough that we need to put together a campaign that can keep the public informed."

VanGorder said that includes what is being done with the project; when it's being done; and how it's going to be done. "We are looking at a way to package this," he said.

The campaign has to make sense and be easily accessible for people, VanGorder said.

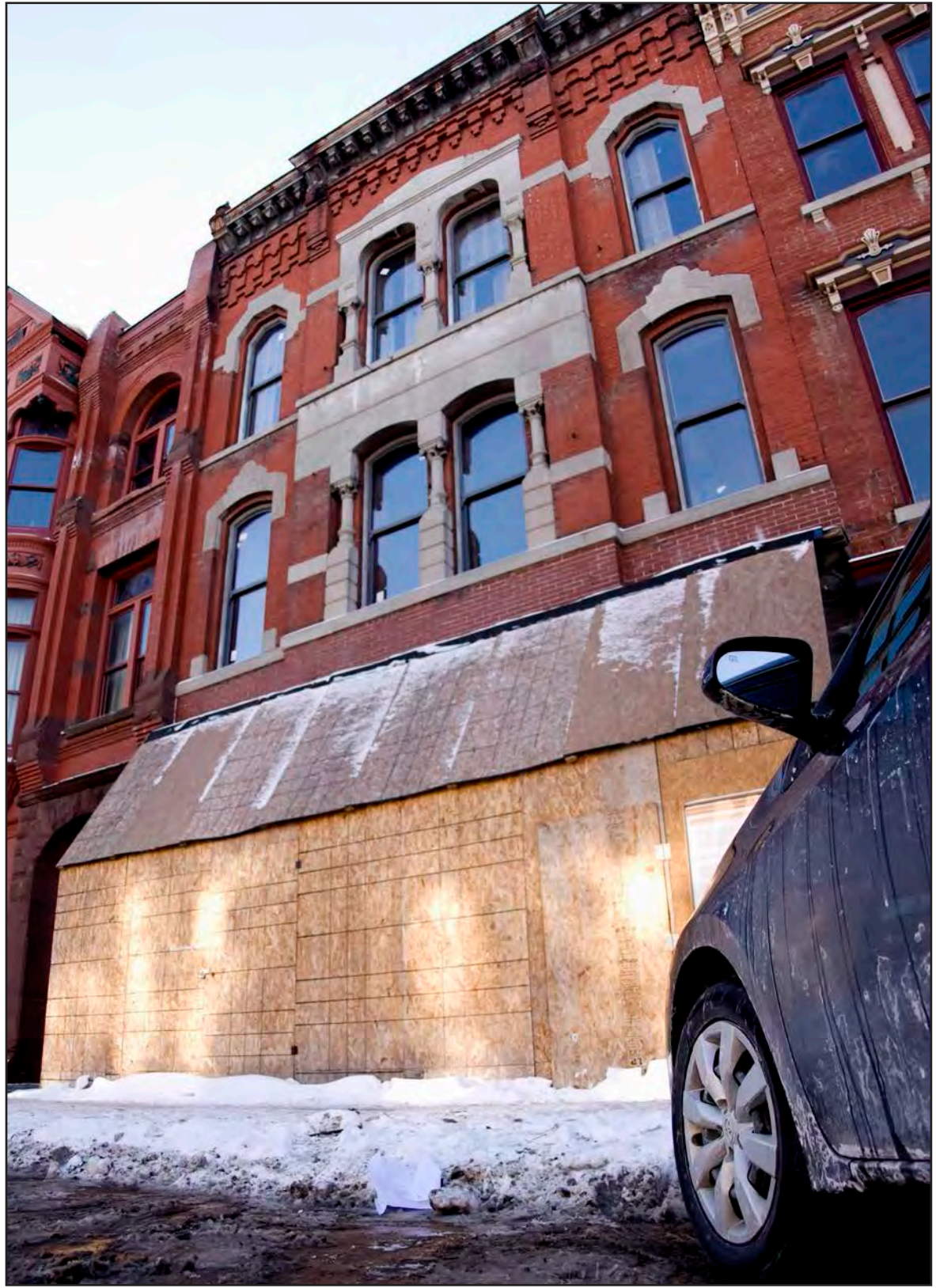
An example is the work on Main Street.

As part of the initiative, more than \$5 million was awarded to Main Street infrastructure and streetscaping work. The work would include converting the one-way portion of Main Street to two-way traffic, work to modernize water and sewer mains under the street, efforts to improve walkability and other accessibility features.

The campaign would keep people tuned into when work would begin, VanGorder said. It would also inform people on what traffic flow looks like and what parking is available. It would also add business information, allowing people to know who is open during the construction.

"All of that stuff will be wrapped into the campaign," VanGorder

See CAMPAIGN, page B3



Joe McIntyre/staff photographer

The Downtown Partnership building under construction at 40 Main Street in Cortland.

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These positions have been made available by a provision of the New York State Office of Homes & Community Renewal CDBG funding through the Town of Cortlandville. Low and moderate-income persons as defined by HUD will be given first consideration in hiring. Information can be obtained at Royal Nissan at current address of 3845 West Rd., Cortland, NY, or by calling (607) 753-9774. Please reference Royal Nissan Expansion opportunity.

Entry Level Technician: Royal Nissan of Cortland is seeking an Entry Level Technician. Hours will be Monday-Friday 8-5 and occasional Saturdays. No experience necessary. The right applicant will have to go through extensive on the job training with an experienced Technician. Rate of pay will be \$13.50/hour during the initial training period, with potential for increase after a 6 month review. In addition, applicant must be available to attend off site training. Must have a valid Driver's License. 401k, Health Insurance.

Technician: Royal Nissan of Cortland is seeking a full-time Technician. Hours will be Monday-Friday 8-5 and occasional Saturdays. The right applicant will have 1 year or more of experience. Rate of pay will be determined by experience. On the job training will be provided. In addition, applicant must be available to attend off site training. Must have valid Driver's License. 401k, Health Insurance.

Sales Consultant: Royal is in immediate need of Sales Consultants. No Experience necessary. The right applicant will receive Royal training as well as Nissan and Subaru training and certification. Hours are Monday-Thursday 9am-7pm, Friday 9am-6pm and Saturday 9am-3pm. Position will have a Tuesday, Wednesday or Thursday off. \$30,000/year plus commission. Must have a valid Driver's license. 401k, Health Insurance

Auto Detailer: Full time Monday through Friday with occasional Saturdays. An applicant with a strong attention to detail is desired. No experience necessary. Dealer and Factory training will be provided. Must have valid Driver's License. Starts at \$11.00/hour. 401k, Health Insurance.

Parts Clerk: The Parts Department is expanding and Royal needs an applicant to assist in the sales, inventory and ordering of Parts for both the Nissan and Subaru Franchises. We will train the right person. Nissan and Subaru training required at no cost. Initial rate of pay will be \$12.50 with regular pay review the first 2 years. 401K, Health Insurance.

Building a future person by person

By **BOB HAIGHT**
Contributing Writer

"How do you build a community? Brick by Brick"

Or in the case of our Chamber of Commerce, we're also working business by business, and person by person.

We're not looking for one business to elevate our business climate and our community or one program to that end. What we're focusing on is a sustainable environment to move the needle, working with a business and a person at a time. If we can help one business hire one person, who will be successful in their new role, that's a win. Then we move on to the next.

This is a tall order for anyone, so how do we tackle it? Only with dedicated staff, involved members, and a caring community. Let's break that down into those three categories.

Dedicated Staff — our chamber staff of myself, Debbie Thayer, Nikki Davi and Deb Everts have a combined 30 years of experience working with and for our members. We take their businesses to heart and daily work to make the connections to improve their professional networks, professional development, their sales, recognition, and our overall business climate. Brick by Brick, and member by member.

How do we work to take our community to the next level? We work to address challenges head on. We have a big one coming in our Downtown Cortland Business District as we prepare for the all-new Main Street and our gateways and



The Business Showcase at the J.M. McDonald Center in Cortland.

Joe McIntyre/staff photographer

what that will mean for business, during and after construction.

We're already making plans in our office and working with our partner agencies to address the challenge. We'll have special actions to bring people downtown during the construction phase and will work to plan the grand unveiling once work is complete.

Involved Members — Our members, now 500 strong, are the backbone of our community. We have a proud

blue-collar history and it shows every time we work with our members. "Let's roll our sleeves up and get to work" attitude has served them well.

We work tirelessly to overcome challenges thrown at us including; higher minimum wage, added regulations, high taxes, high healthcare insurance costs, lack of child-care for our employees and now a lack of eligible workforce.

In many cases the lack of a new workforce is becoming

the number one bottleneck when we work to expand or replace our retiring workforce. How will we overcome? First we must focus on making our workplace the place to be — make use of our current workforce to encourage new recruits.

Your best employees will only refer those they know will work well for you and they will only tell their friends and family to come to work if they themselves cherish working for you. Brick by Brick, em-

ployee by employee, and situation by situation, we can make that happen.

A Caring Community — Now the key to our build. As a community we must take ownership of our region, our towns, our villages and our city. Do you know someone outside of our region who would make a great employee and community member? Give them the head's up that we want them.

As we watch the remaking of our gateways and our Main Street keep in mind, it's not the city's project, or the downtown's project — it's our project. All of ours.

I can't wait to see the groundbreaking, not because I want a torn-up downtown for two years, but because of the excitement of what the finished product will mean for all of us: an entirely new Main Street to enhance the beautiful facades we have on our historic buildings.

Designers today want to build new cities to look like the city we will have, but you just can't replicate what an historic downtown brings. Brick by Brick, building by building, street by street, this is my town, this is our town.

I ask the entire community to embrace the work, visit the businesses during the construction, and defend our community to anyone who dares speak ill of us. Brick by brick, person by person, we're building something special here.

Bob Haight is president of the Cortland County Chamber of Commerce.

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Businesses large and small can benefit from drafting business plans before beginning operations.

MetroCreative

What is a business plan?

Businesses large and small can benefit from drafting business plans before beginning operations. A business plan is a description of a business' projected future, and this document will spell out exactly what a business owner plans to do and how he or she will put that plan in motion.

Forbes says that entrepreneurs can benefit from business plans because the process of developing them will help business owners understand which type of business he or she would like to create and the type and amount of funding and other resources that will be needed to get the business functioning. Although business plans may be optional, one instance in which they are often required is when entrepreneurs are seeking funding. That's because lenders often require business plans to weigh the risks and benefits of investing in a potential business.

Entrepreneurs can use templates to draft business plans and then fill in specific details. Here are some components to include in the plan.

■ **Executive summary:** This is a synopsis of the entire plan with all of the essentials

briefly discussed. Include the reasons why the business will be successful.

■ **Business description:** In this section, entrepreneurs can provide a profile of the company. Information can include location, size, planned operations, and the target market.

■ **Industry analysis:** Here business owners discuss the market in which the business will be competing, including how large the market is and whether or not there are any trends affecting this type of endeavor.

■ **Marketing, products and sales:** In this portion of the plan, owners mention the products or services being offered. Strategies for branding, marketing and how the product/services will be sold also are included.

■ **Operations:** The operations portion of the plan will detail the processes the business needs to address on a daily basis to be successful.

■ **The team:** In the business plan, entrepreneurs should also identify the personnel who will be helping to run the company, including why these people are qualified for the job.



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BUSINESS

OUTLOOK 2019: BRICK BY BRICK

THURSDAY, FEBRUARY 21, 2019



Joe McIntyre/staff photographer

CAMPAIGN

continued from page B1

said.

A brand still needs to be developed. "Something we can use in a variety of ways: print, social media," VanGorder said. "We want people to be informed and we want people to feel enthusiastic about the changes that are going on in the community."

The campaign is still in the early planning stage, VanGorder said. Some potential partners have been identified, including the Cortland County Chamber of Commerce, Cortland County Convention and Business Bureau, the Cortland Downtown Partnership and the city of Cortland.

After further discussion is had and more is put together on the campaign, VanGorder sees it rolling out during the third quarter of this year.

PROJECTS

By the end of 2018, one project on the final list of 13 downtown projects was complete. Another is expected to finish this year.

Work on the facade and first floors of 40 Main St., the Downtown Partnerships building, continues, said Evan Geibel, president of the partnership. "We expect to finish this year," he said.

A top-floor apartment has been completed and rented out. Office

suites and cubicles are also part of the project. A total of \$2 million has been put in to the building, including \$484,000 from the Downtown Revitalization initiative.

In October, almost a year after Gov. Andrew Cuomo announced Cortland would get \$10 million to reshape its downtown, Janine Franco, Cortland business owner and physical therapist, opened the first of the Downtown Revitalization Initiative projects — the Vine Health and Fitness Gym.

The gym fills 7,000 square feet of the Bailey Place Insurance building at 20 N. Main St. The Downtown Revitalization Initiative will reimburse Franco more than \$270,000 for the \$800,000 project.

However, progress will appear to slow a bit. Expect planning in 2019.

"I would say that the 2019 year is going to be given primarily to planning and architectural design for almost all of the projects," VanGorder said.

VanGorder did not know of any of the remaining projects ready to start. "But these projects are all fairly involved, with respect to the scope," he said.

VanGorder said the time frame is not different from other communities who received the Downtown Revitalization Initiative fund-

ing. "It's just the fall of things," he said. "Almost everything we do we're doing in partnership with state agencies."

Cortland Mayor Brian Tobin said at a Jan. 15 Common Council meeting that conversations had occurred with the state Department of State and that the city is working through filing a request for proposals for architects and engineers for the Main Street portion of the project.

"So the plan is that we'll have that completed shortly," he said.

Tobin said the design should be completed in a few months. "So that we can tear up Main Street in 2020 and 2021 for the infrastructure repair and improvements," he said.

FURTHER DEVELOPMENT

Besides the projects within the initiative, Cortland and the county have seen plenty of development:

- At 165 Main St., developer David Yaman partnered with Housing Visions to renovate the almost 100-year-old former Crescent Corset Co. factory. Now stands Crescent Commons, a space where market-rate housing and office space is available.

- On Route 13 in Cortlandville, the town is undertaking a 100-acre sports park equipped with fields to play baseball, lacrosse

and soccer — known as the Gutches Lumber Sports Complex.

- Both Yaman and his son, Jamie, principal broker for Yaman Real Estate, are developing 21-23 S. Main St. in Homer. The site is transforming from a hole left by a fire into a three-story structure.

The Downtown Revitalization Initiative will certainly be a catalyst to development, said Dan Dineen, director of the Cortland County Planning Department. "Growth tends to spur further growth," he said.

"I think one of the best things about the DRI for the city of Cortland has been that it gave stakeholders an opportunity to identify what they would like to see happen in their community," VanGorder said.

The projects in Cortland could lead to other opportunities in other towns and villages. VanGorder said those places could start thinking about what they would like to see. "What is it that's going to move their communities forward," he said.

The initiative caused people in the Cortland community to look inward and question what they want to be. "I think that could be an instructive exercise for everyone in Cortland County," VanGorder said.

How to improve alertness during the workday

A long workday can be both mentally and physically draining. As a result, office workers and professionals whose jobs are more physically demanding than office work may find themselves less alert at the end of the workday than at the beginning.

A loss of alertness as the workday draws to a close might be unavoidable. But professionals whose sense of alertness begins to dwindle in the thick of the workday might need to take steps to improve their alertness to protect themselves from injury and to ensure the quality of their work does not suffer.

- Avoid caffeine in the late afternoon. Some professionals rely on caffeinated beverages such as coffee or energy drinks to combat afternoon drowsiness. While that afternoon caffeine fix might provide an immediate, if temporary, jolt of energy, it might also affect a person's energy levels the following day. A 2013 study published in the Journal of Clinical Sleep Medicine found that caffeine consumed as early as six hours

before bedtime can significantly disrupt sleep. Professionals who reach for a cup of coffee in the late afternoon might get a sudden boost of energy, but their energy levels the following day might be lower due to a poor night's sleep.

See **WORKDAY**, page B4



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Rebuilding for the future

By **GARRY VanGORDER**
Contributing Writer

The Business Development Corp.'s mission in Cortland County isn't so much to build the community as it is to help rebuild it.

And there is heavy demand for that in a community that like so many others in central upstate New York boasts a strong manufacturing past but has struggled to find itself in a "new economy" requiring transition away from building things to becoming more technology and service-based.

While all is far from lost — we've made some strides on the tech side, manufacturing still comprises about 11 percent of the local economy and the agriculture, health care, and education sectors continue to carry heavy loads — there is much work to be done as Cortland looks to the years and decades ahead.

A key strategy is to reboot Cortland County as a great place to live and style it as a vital, welcoming community that can attract new people, new ideas, new jobs and an entrepreneurial spirit. Ground zero for that effort is in downtown Cortland, where an honest assessment of strengths and weaknesses, coupled with a once-in-a-lifetime grant opportunity, have set us on a transformational course.

A key to the strategy under the \$10 million Downtown Revitalization Initiative will be a complete rebuild of the street, including infrastructure under the ground and new amenities above it to include curbing, sidewalks and lighting. The street's traffic pattern will be returned to two-way after a 50-year hiatus; a change that will calm traffic, improve access to businesses and storefronts and help create a new, vibrant feel to the district.

Contributing to the redevelopment of downtown as a neighborhood will be a renewed commitment to creating living spaces there. Dozens of new units have and will continue to



Pedestrians walk in downtown Cortland.

Joe McIntyre/staff photographer

appear in chronically vacant second- and third-floor spaces, providing quality living for professionals and students, alike.

The redevelopment of the street and more people living there will almost certainly have a positive influence on downtown retail, which has retracted significantly in recent

years. Brick-and-mortar retail will not reappear as some recall fondly from the 1960s, but there will be room for niche businesses catering to a new and engaged customer base. Downtown Cortland already shines as an entertainment district, and opportunities in that sector will continue to grow as other capital investments

flow in.

Already completed are important new projects like the mixed-use renovation of the former Crescent Corset building, the rejuvenated Bailey Place building and the new Vine Health and Fitness facility.

And there's more on the way, including the renovation of the former Mullens Office Supply building, the former bank building at Main and Central, and the historic structure at 83 Main St.

Small retail spaces and a business incubator will soon be running at the newly renovated building at 42 Main St. The building at 55 Main St. now houses apartments and top commercial space, and apartments are also being competed at the former Newberry's building next door.

Finally, the recent sale of McNeil & Co. to Arch Capital brings a Fortune 500 company downtown, where newly renovated spaces up and down the street are accommodating the company's 150 employees and will provide ample room for growth in the years ahead.

Outside of downtown, we will see improvements to Clinton Avenue as a gateway to the district, and in South Cortland a new athletic complex, Gutches Park, will soon attract participants from around the region and state.

The recent Cortland Regional Medical Center affiliation with Guthrie Clinic will mean not only a growth in health care options for local residents but also tens of millions in exciting new investment in the hospital and community.

Times have changed, but through these programs and initiatives Cortland continues to evolve.

Garry VanGorder is executive director of the Cortland County Business Development Corp. and Industrial Development Agency.

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WORKDAY

continued from page B3

- Avoid high-fat foods at lunchtime. Foods that are high in fat should always be avoided thanks to their connection to a host of health problems. Such foods also negatively affect energy levels when consumed in the middle of the day. The University of Rochester Medi-

cal Center notes that the body digests and absorbs high-fat foods very slowly. That means workers who eat high-fat foods for lunch won't get the afternoon energy boost that low-fat, healthy lunches will provide.

- Snack healthy. Professionals who find themselves needing a snack in

the mid- to late-afternoon can sate their hunger and give themselves an energy boost by snacking healthy. Avoid snacks like potato chips that tend to be high in fat and low in nutrition. Foods that are high in fiber and/or protein can provide a longer energy boost and

See WORKDAY, page B7

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The new Nissan and Subaru location will both have brand dedicated showrooms, service drive-throughs, and waiting rooms to better serve our expanding customer base and better display the vision and style of each brand. We have begun the process of doubling our new inventory and improving selection in preparation for increased new vehicle sales. The expanded pre-owned inventory will be anchored by a massive selection of Subaru Certified Pre-Owned. Royal will be the largest Certified Pre-Owned dealer in Cortland and Tompkins counties. Do you or anyone you know want to join our sales



Joe Reagan of the Royal Auto Group.

Joe McIntyre/staff photographer

team?

The new Service Departments will have more than double the current available service bays and vastly improved scheduling capacity. The Parts Departments will expand inventory well over 300 percent to better serve both our Wholesale and

retail customers. Nissan and Subaru will each have Service Drives connected directly to Service and the waiting area. No more dropping your vehicle off outside in the frigid winter cold or the scorching summer heat. With more scheduling options and improved

parts availability why would you service your Nissan or Subaru anywhere else?

Before all this expansion is complete we will need Sales Consultants, Detailers, Service Advisors, Business Development Representatives, Technicians of all levels and Parts Personnel. Check out

our ad in the Outlook Edition to see the positions Royal is currently filling.

While Nissan and Subaru expands, the recently expanded Royal Chevrolet Buick location still offers the best selection of New and Pre-Owned vehicles in Cortland County. The Service Department is second to none and the recently built state of the art collision center can help with any of your vehicle's body and cosmetic needs.

All this change will not affect our connection to the local community. Since 2013, Royal has donated over \$300,000 to support local causes including the training of Local Emergency Service Personnel and CRMC's efforts in the battle against cancer. In the last 6 years alone, we have donated over \$30,000 to local veterans organizations. All this is our way of saying thank you to a community that has supported Royal for over 25 years.

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Cortland Standard photoit

The First National Bank of Dryden Values Local Partnerships

Since its founding in 1902, The First National Bank of Dryden has been dedicated to partnerships in the local community. The Dryden office was established when business owners and farmers wanted close and convenient banking services without traveling to a neighboring town.

Over a century later in 2004, the bank hired a local contractor to build a colonial style, brick office on route 13. W.L. Kline, Inc. broke ground on the site in December. "It was certainly an honor to be asked to build the

bank", stated Bill Kline, owner and founder of W.L. Kline, Inc. "Building the bank was a real pleasure, but in particular, the relationships we forged with Ron and the rest of the bank staff has been enriching to me personally" Kline shared.

W.L. Kline, Inc. remained a valued customer of the bank long after the final brick was laid. "It has been very good for our business to have a bank where you can walk in, and the staff always knows my name", Kline said as he reflected on his experience as a bank customer. "I'm

always treated very well at the First National Bank of Dryden. If I need an answer — the answer comes quickly," he added.

The bank has a total of four offices serving the financial needs of the local communities of Dryden, Cortland and Homer. Learn more about their tradition of excellence in customer service, by calling 607-844-8141, stopping by or visiting www.drydenbank.com.

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How to celebrate local businesses

Owning a business is the goal of many would-be entrepreneurs. Being your own boss has certain perks, including making your own hours and not having to report to anyone but yourself.

But owning a business is a lot of work, especially for new business owners trying to get their businesses off the ground. According to Bloomberg, eight out of 10 entrepreneurs who start businesses fail within 18 months of opening their doors. The Small Business Association indicates the numbers are not so dire, saying 30 percent of new businesses fail in the first two years of operation; 50 percent during the first five years; and 66 percent during the first 10.

Local businesses face an uphill battle to survive, but there are many things residents can do to support these valuable additions to their communities.

- Shop locally. Shopping locally not only supports local businesses, but it also contributes to the local economy. Shopping locally keeps money in the community, which can benefit everyone. Shopping locally produces a trickle-down effect, as local businesses that are thriving may patronize other local businesses, and so on. This, in turn, helps grow other businesses in the community, making it a nicer place to live and work.
- Spread the word. Word-



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of-mouth advertising is effective. A respected member of the community who shares a good experience with a local business may propel others to patronize the business. Speak up when you feel a business owner has provided an exceptional level of service. Recommend a company to friends and neighbors. You also may want to review a business via online rating websites such as Yelp or Angie's List.

• Attend grand openings. Each community is unique, and often the vibe of a community is defined by the businesses that call that community home. Attend grand openings to show you are invested in the quality and vitality of your community. When

others see a business doing well, they may be more inclined to shop there as well.

• Apply for work. Another way to support a local business is to work for one. Small local businesses employ millions of people across the country, and many foster great working environments. In addition, small businesses are known for their customer service, and employees often become experts in their products and services because of the hands-on experience they gain while working for small businesses.

Supporting and celebrating local businesses can instill a sense of community pride and benefit the local economy in a myriad of ways.

Building Partnerships

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BUSINESS

OUTLOOK 2019: BRICK BY BRICK

THURSDAY, FEBRUARY 21, 2019



New opportunities on the horizon

Few people in the United States were left untouched by the Great Recession of 2008. In May of 2014, however, the US economy officially recovered all of the jobs that had been lost in 2008. Since then, the economy has been adding jobs more or less consistently. The jobs we're adding today, however, aren't those of past generations. Some experts even speculate that many of the job titles that today's high school students will have when they enter the workforce haven't even been invented yet. Anyone hoping to find a fulfilling job should know that education will play an even more important role in training tomorrow's workforce than it ever has before.

WHAT ARE THE JOBS OF THE FUTURE?

In 2017, the economic sector that saw the biggest growth was computer systems design and related services. This fact should be unsurprising given the technological revolutions we've witnessed in the past thirty years. Computers and computer systems are no longer restricted to particular industries but ubiquitous across all industries. Because each industry has its own special needs, computer systems design is becoming an increasingly complex field, requiring more and more diverse skills and specialties.

Although it hasn't been publicized as much as technological fields, now is also a great time to be in the construction industry. According to some reports, seven of the top ten fastest growing jobs in the United States were actually in construction. These included non-residential building contractors, foundation and building exterior contractors, and civil engineering construction. It seems that the housing crisis that began the 2008 recession hasn't stopped Americans from wanting

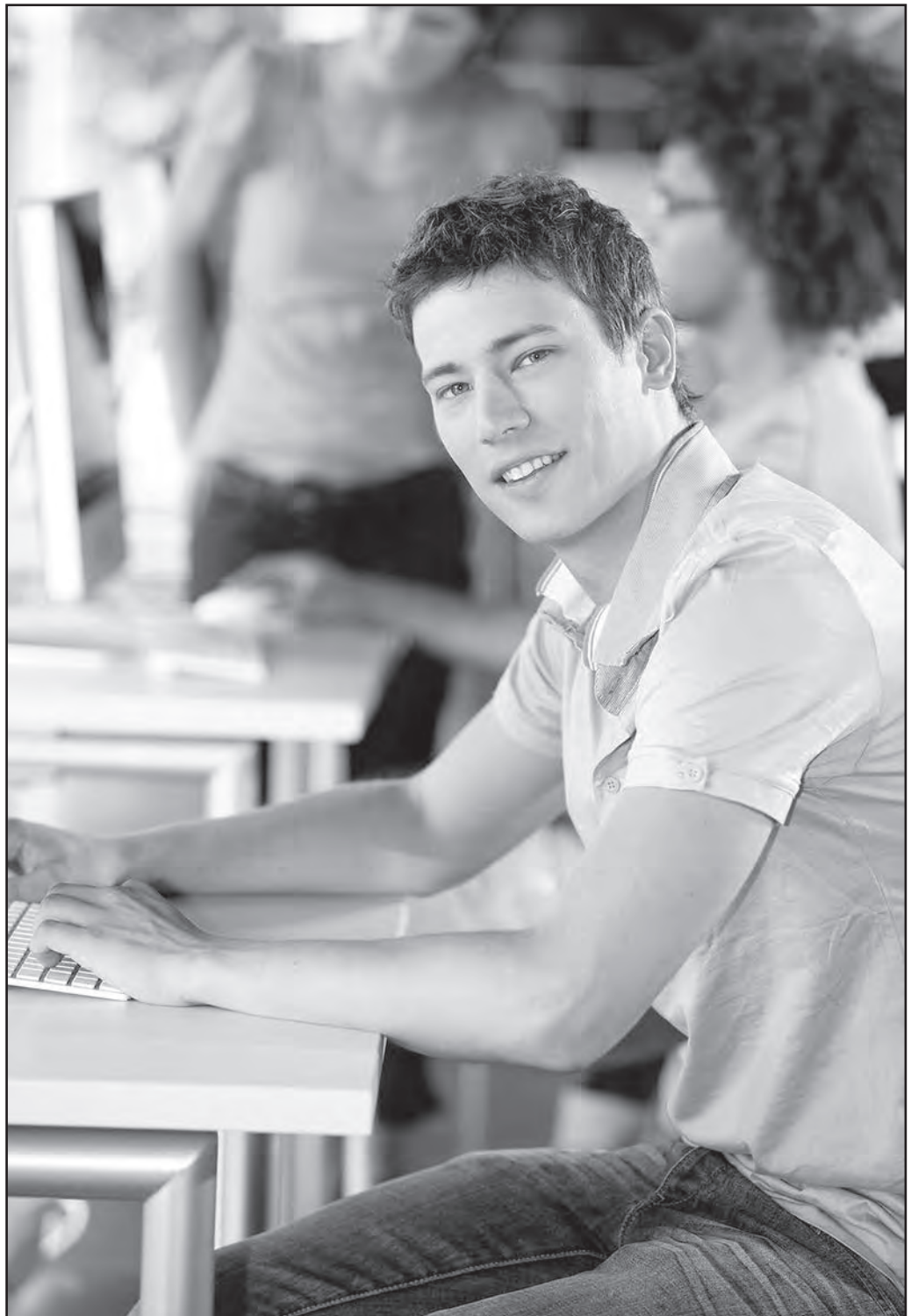
to build.

HOW CAN I BE PREPARED FOR THE JOB MARKET?

What's common to both the technology and construction sectors is that the jobs of the future will require more education than ever, either in computer science or in engineering. The question for individual Americans hoping to either enter or access a better place in the current workforce, then, is how to gain the education and skills they need to be attractive candidates on the market.

With the often astronomical prices that come with a traditional university education, more and more Americans have been discovering the advantages of trade schools, polytechnics, and community colleges. These institutions tend to have a much more focused curriculum than the liberal arts education of universities and often cost much less. Rather than receive a general education, students study only those subjects that will be directly applicable to a specific job. What's more, these institutions offer hands-on training, which helps students learn skills in computer design and engineering by actually applying them in real-world situations. Many of these institutions are direct partners with employers in the private sector and offer access to internships and other work-study opportunities at companies that are leaders in their respective fields.

Over the past couple of generations, the trend in the American economy has been a shift away from region-specific, largely agricultural work and toward intellectual work. For those individuals willing to take control of their education, the future of the economy is bright.



WORKDAY

continued from page B4

quell the afternoon hunger pangs at the same time. Fresh fruit and Greek yogurt fit the bill.

■ Change your workout schedule. Regular exercise improves short- and long-term health while also increasing daily energy levels. Professionals who include exercise in their daily routines yet still suffer from a lack of alertness in the afternoon may need to alter their workout schedules. A 2011 study published in the Journal of Occupational and Environmental Medicine found that participants who were

assigned afternoon exercise programs during work hours reported increased productivity versus those who were not assigned afternoon workouts. If working out in the afternoon is not feasible, avoid working out too late at night, as the National Institutes of Health note that exercising within two to three hours of bedtime can disrupt sleep, ultimately having a negative impact on energy levels the following day.

Professionals who find their alertness levels waning in the afternoons can combat such drowsiness in various ways.

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How entrepreneurs can spread the word about their businesses

Today's entrepreneurs face an uphill battle when starting their businesses. Whereas the competition in business has always been stiff, many trailblazers of yesteryear typically competed against only other locally owned businesses. But thanks to the Internet, businesses are now competing on a national, if not global, stage, making it harder than ever for businesspersons to draw attention to their products and services.

According to the U.S. Small Business Administration, roughly 66 percent of small businesses will survive their first two years. While that number should calm the nerves of entrepreneurs familiar with the widely circulated statistic that eight out of 10 small businesses fail, it's important to note that the five-year survival rate of establishments opened between 1994 and 2010 was just about 50 percent. A 50 percent chance to be in business five years after opening is certainly better than a 20 percent chance, but a 50/50 shot at being in business five years from now is unlikely to excite many prospective business owners.

When starting out, small business owners must find ways to make their presence felt in crowd-



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ed marketplaces. Though the following strategies might take time and some trial and error before a business starts to draw some attention, small business owners can greatly increase their chances of being successful by committing to marketing.

■ **Start early.** Entrepreneurs need not wait until the doors of their businesses open to start spread-

ing the word. In fact, waiting until the doors open may be too late. Take to social media sites, particularly the ones your target customer base is most likely to use, and establish a profile of yourself and your business. Update the status of your business at least once per week as you draw closer to your grand opening.

■ **Start blogging.** Blogging

about your business and posting content to that blog that's easily shared is another effective way to spread the word about your products and services. When creating content, make sure it can be easily shared through Facebook and other social media platforms. Such content can go from being seen by one potential customer to being seen by hundreds in a mat-

ter of minutes.

■ **Encourage reviews.** Few modern consumers make a purchase without first reading some product reviews. A recent survey from Jupiter Research found that 77 percent of people take the time to read reviews of a product or service before making an online purchase. Small business owners can use that to their advantage by encouraging customers to review their products and services. In addition, before opening your business, contact locally based bloggers and offer them the chance to review your products as a means to spreading buzz before opening your doors.

■ **Seek help from family and friends.** Friends and family members are wonderful assets for small business owners. Ask friends and family to spread the word about your business via social media and traditional word of mouth. Many of your friends and family are no doubt proud of you for going out on your own, so expect them to be enthusiastic when asked to help spread the word.

Small business owners face a big challenge in getting their businesses off the ground. But there are ways to spread the word and increase your chances of being in business for many years to come.

How to conduct a business risk assessment

Deciding to be an independent entrepreneur or open up a small business can be an important decision in a person's life. Even though each day is filled with new surprises and risks, small business owners typically want to understand what lies ahead and minimize activities that can put their profits and businesses in danger. A risk assessment management plan is a smart bet for any business owner.

Risk is defined as the probability of an event and its consequences. The United Kingdom-based business advisement site NI-BusinessInfo says the main types of risk for business owners to consider include strategic, compliance, financial, and operational. Strategic risk has to do with competitors coming into the market. Compliance risk is how a business responds to new legislation or recommended practices. Financial concerns include repercussions of increased interest charges on a loan or a lower profit margin. Operational risk assessment involves key equipment and employee performance.

Even though it is possible to project certain risks, some of them, particularly external risk, may be out of business owners' control. A changing economy, natural disasters, government reg-

ulations, changes in consumer demand, and the arrival of competitors may be predictable, but business owners have no direct control over these factors. What they can control are the internal risks specific to their businesses, states the accounting and business record keeping software company Patriot Software.

Risk assessment first involves identifying and jotting down all potential risks, and considering how those

risks can impact business. After risks are identified, it is then essential to put systems in place to deal with the consequences, as well as monitor and fine-tune the effectiveness of various risk-management approaches.

Risk management essentially gives business owners a proactive strategy to avoid pitfalls. So if a problem arises, business owners already have a plan in place to act immediately. In

a worst-case scenario, fast action can stave off serious financial loss.

As off-shoots of disaster prevention, risk management assessments can improve decision-making skills of all involved parties. They also may help allocate capital and resources more efficiently.

Risk management is an important tool business owners can use to keep their companies functioning and profitable.



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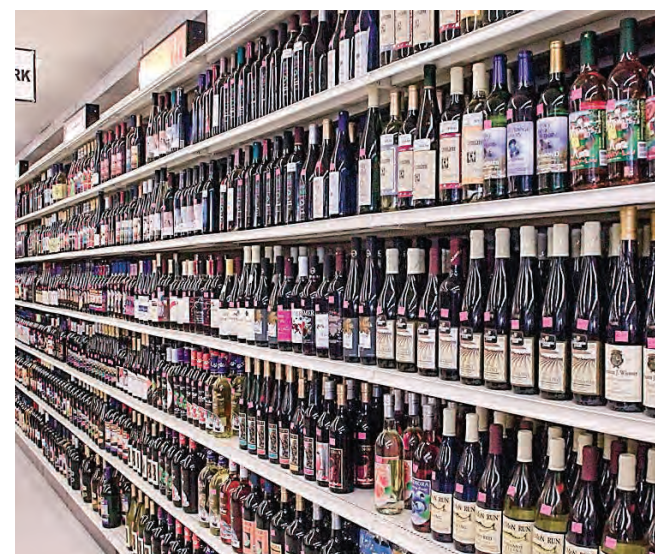
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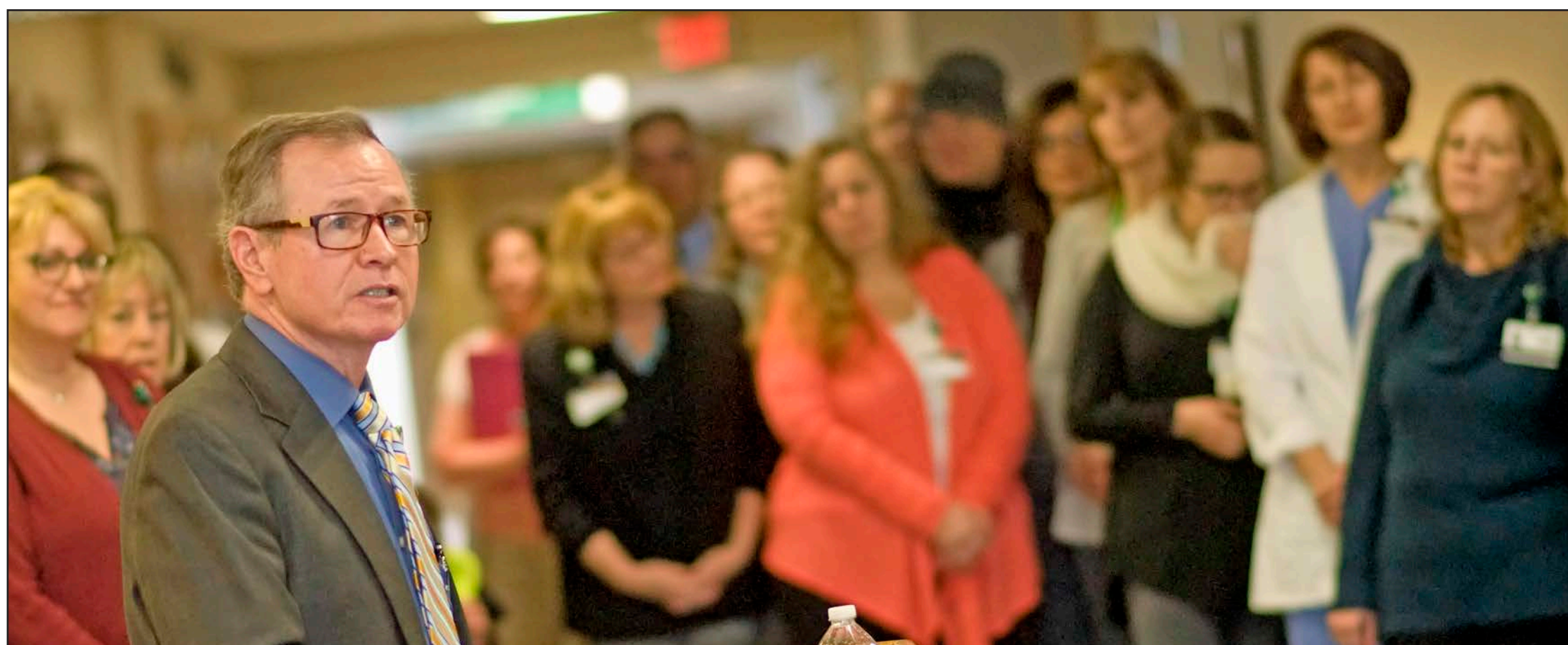
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Mark Webster talks about the Guthrie Cortland Medical Center hospital merger in Cortland during a press conference.

Joe McIntyre/staff photographer

Collaborations key to improving health care

By **NICK GRAZIANO**
Staff Reporter

ngraziano@cortlandstandard.net

Health care in Cortland County has improved over the years, but work remains to be done as community resources haven't developed as quickly as the community needs, said county Health Department Director Cathy Feuerherm.

Local officials and hospitals are working, at times together, to meet those needs and build a better healthcare system.

The Guthrie Cortland Medical Center takes the triple-aim approach to improving health, President Mark Webster said. That includes providing a better

healthcare experience, improving health and reducing costs.

However, the issues a community faces in improving health care tend to be bigger than one organization. That is why the medical center partners with local agencies, such as the Seven Valleys Health Coalition, Catholic Charities, the Cortland YWCA, county department of health and more.

Collaborative efforts

"We're all doing the same thing," Webster said. "We're all non-profits, or government agencies, service organizations, trying to improve the health of the community."

Webster cited opioids and obesity as two of the biggest issues, not only in Cortland County, but the country.

The hospital has worked with Cortland Area Communities That Care to educate people about the opioid problem. Also, Dr. Russell Firman, the chief medical officer at the medical center, for the past six year has been working with area physicians to reduce the number of opioid prescriptions.

Obesity is not an issue one entity can solve, Webster said. But by working with a network of providers they can begin to combat it. One step, for the hospital, was putting healthier foods in the vending machines, something

other places can do.

Building partnerships

Like the medical center, one of the Cayuga Health System's key approaches to producing better health care is cooperation among the organizations within the system, said Martin Stallone, president and CEO of the Cayuga Medical Center in Ithaca, and soon to be president and CEO of the Cayuga Health System.

The organization realizes it can't be everything to everyone. Stallone said. But to help fill the gaps, Cayuga looks to work with local organizations, such as Meals on Wheels, to provide further care options.

"We have to create a partnership to fill all needs for the community," Stallone said.

The Cayuga Medical Center has about 50 relationships with community organizations, he said.

At the core of their efforts to improve healthcare are physicians and providers. And they have both among a network of more than 40 organizations.

Physicians' goal is to make sure patients don't end up having to go to the hospital in the first place, if they can, Stallone said.

"There are many players and they all need to be coordinated," Stallone said. Doing so can help

See CARE, page C3

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OUTLOOK 2019: BRICK BY BRICK

THURSDAY, FEBRUARY 21, 2019



Joe McIntyre/staff photographer

Mark Webster talks about the Guthrie Cortland Medical Center hospital merger in Cortland.

CARE

continued from page C1

provide better care and services for their patients.

'HEALTHCARE IS A TEAM SPORT'

"Effective, good health care starts with good people," Stallone said.

There is extensive data sharing among the providers in the system, such as nurses and social workers reaching out to each other to best identify how to meet a patient's needs.

Last year, the Cayuga Medical Center partnered with the Family Health Network in Cortland — a key partnership Stallone said to improving healthcare in Cortland County.

"We recognize healthcare is a team sport," Stallone said.

The heart of the relationship between the two is making specialist available when needed.

Stallone said the Cayuga Medical Center has expert medical and surgical specialists, and an expertise in secondary services. While the Family Health Network has specialists in primary care.

The partnership allows both organizations to grow in primary care and available specialists.

To know what is needed, Stallone said they look at what services are undersupplied. In Cortland, Stallone said patients need options for high-quality care. He added Cayuga wants to be their big provider of choice.

"We're here for them (patients)," Stallone said. "They're not here for us."

HEALTH CARE ADVANCEMENT

At the beginning of January, the Cortland hospital made its affiliation with The Guthrie Clinic official, becoming the Guthrie Cortland Medical Center. The affiliation includes Guthrie investing \$100 million over five years into the medical center and providing more services and resources.

The collaboration allows for a growth in

technical advances in health care — another key way to improve — such as the Guthrie Now video visits with a physician. Cortland's own physicians will use it.

A patient can call and video chat with a doctor, who will diagnose the issue and make the appropriate prescription. People could use it for allergies, sinus infections, headaches, upset stomachs, fever and more.

"For minor things, this makes health care a lot more accessible, it's going to be convenient and it's a low cost (at \$49 per visit)," Webster said.

Telemedicine will be key to improving health care, Webster said.

Young adults and college age students tend not to have a primary care provider. If they see a doctor it's only on various occasions for an injury or so. Video chatting with a doctor would give them an affordable way of seeing a doctor.

COHORT INITIATIVE

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Prescription opioids: What you need to know

Prescription opioids are medications used for treating acute pain due to surgery, serious injury or illness. When used correctly, opioids can effectively control severe types of pain. However, they're also powerfully addictive and taking them can lead to fatal overdoses. With the United States in the midst of an opioid crisis, it's important to understand how these painkillers work and what to do to prevent overdosing and addiction.

About opioids

Opioid drugs are chemically similar to endorphins, which block pain by binding to receptors in your nervous system. Opioids imitate endorphins but cause a much stronger pain-blocking signal. Commonly prescribed opioid drugs include morphine, oxycodone and fentanyl.

When taking these drugs, over time your brain starts to crave the high caused by the release of dopamine following a dose of opioids, which can lead to addiction. What's more, since opioid receptors regulate your breathing, abusing opioid drugs can cause you to stop breathing altogether, possibly resulting in death.

Precautionary measures

If you're prescribed an opioid, you should take the following precautions:

- Discuss possible risks and alternate treatments with your doctor
- Take the medication exactly as prescribed, at the lowest dose for the shortest amount of time possible
- Avoid giving your prescription drugs to



others and store them away from children, adolescents and individuals with a history of substance abuse

- Never mix opioids with alcohol
- Dispose of leftover pills through a prescription take-back program

If you or someone you know experiences extreme drowsiness, slowed breathing or disorientation while taking opioids, call 911 immediately.

In 2016 and 2017, more than 135,000 people died from an opioid-related drug overdose. The U.S. Department of Health and Human Services has declared the opioid epidemic a public health emergency.

Tully Area Historical Society

A strong history of community

The Tully Area Historical Society was started in 1977 by a group of Tully citizens who wished to preserve Tully history and the two former church buildings located on State Street. Both buildings were built in the early to mid-1800s.

Today, TAHS operates the Country Peddler Consignment Shop, the Twice Read Book Store, the Historical Museum (which houses a small gift shop) and Research Library. Thirty-five volunteers give of their time to administer The Country Peddler Consignment Shop; and three full-time volunteers manage the Historical Museum, Twice Read Book Store, and our Website (www.tullyhistoricalsociety.org). Several other residents volunteer as time permits. The Tully Historical website hosts a wealth of information pertaining to history, obituaries, military records, Tully Train Depot rental, Alumni news, etc.

The Historical Society finances the maintenance of their building through not only the Country Peddler and Twice Read Book Store, but two annual sponsored events: a Community Fair held in September and Christmas @ the Station for local crafters and artisans Thanksgiving weekend.

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This event was not held this year. Customarily, the ice harvested is kept in "The Estey Ice House" located on Lake Road and used to make ice cream in June.

Provided by The Tully Area Historical Society.



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OUTLOOK 2019: BRICK BY BRICK

THURSDAY, FEBRUARY 21, 2019



Joe McIntyre/staff photographer

Mark Webster talks about the Guthrie Cortland Medical Center hospital merger in Cortland.

CARE

continued from page C1

provide better care and services for their patients.

'HEALTHCARE IS A TEAM SPORT'

"Effective, good health care starts with good people," Stallone said.

There is extensive data sharing among the providers in the system, such as nurses and social workers reaching out to each other to best identify how to meet a patient's needs.

Last year, the Cayuga Medical Center partnered with the Family Health Network in Cortland — a key partnership Stallone said to improving healthcare in Cortland County.

"We recognize healthcare is a team sport," Stallone said.

The heart of the relationship between the two is making specialist available when needed.

Stallone said the Cayuga Medical Center has expert medical and surgical specialists, and an expertise in secondary services. While the Family Health Network has specialists in primary care.

The partnership allows both organizations to grow in primary care and available specialists.

To know what is needed, Stallone said they look at what services are undersupplied. In Cortland, Stallone said patients need options for high-quality care. He added Cayuga wants to be their big provider of choice.

"We're here for them (patients)," Stallone said. "They're not here for us."

HEALTH CARE ADVANCEMENT

At the beginning of January, the Cortland hospital made its affiliation with The Guthrie Clinic official, becoming the Guthrie Cortland Medical Center. The affiliation includes Guthrie investing \$100 million over five years into the medical center and providing more services and resources.

The collaboration allows for a growth in

technical advances in health care — another key way to improve — such as the Guthrie Now video visits with a physician. Cortland's own physicians will use it.

A patient can call and video chat with a doctor, who will diagnose the issue and make the appropriate prescription. People could use it for allergies, sinus infections, headaches, upset stomachs, fever and more.

"For minor things, this makes health care a lot more accessible, it's going to be convenient and it's a low cost (at \$49 per visit)," Webster said.

Telemedicine will be key to improving health care, Webster said.

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In 1997, Judy McMahon, AuD opened Audiology Consultants with a desire to change peoples' lives through hearing. In 2017, we took the successful businesses of Judy as well as Tammy Wood (owner of EarQ) and merged them to both broaden our abilities via location and expand our staff. Now, as Hearing Aid Consultants of CNY, we remain to be family owned and operated and thrive on the success of our patients and the

happiness of our staff. The most well received aspect about this merge for our patients is that we were able to treat not only in Cortland, Ithaca and Baldwinsville- but throughout the greater CNY region including Skaneateles, Fayetteville and Syracuse. This allows us to have a positive impact on more people and to involve our business in more communities which is extremely important to us.

Patient satisfaction is extremely important to us, your feedback does everything to benefit our business, execution and patient satisfaction. Go online at www.hearingconsultantscny.com to leave a review- or like and follow our Facebook page! We look forward to seeing you and improving your hearing health!

Provided by Hearing Aid Consultants of CNY.

A Cortland Standard
Poetry Page
is in the works.

Readers: What do you have?

Let's explore emotion, senses and imagery with that poetry. Please send one to three original poems, which have not been published before, for use in a **March 16 or March 23** edition. Due to space, some poems may not be used.

Deadline: Thursday, March 7

Include the writer's name and town for publication. Send copies, poems will not be returned. We're looking for poetry on any theme, suitable for a family audience.

Mail Poems to: Cortland Standard, K. Keyser, P.O. Box 5548, Cortland, NY 13045

Email Poems to: living@cortlandstandard.net

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Drop Off Poems at: 110 Main St., Cortland, office.

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Big changes, same quality care

By **MARK WEBSTER**
Contributing Writer

Last year was a memorable year for Cortland Regional Medical Center; our affiliation with The Guthrie Clinic will bring a sea change to our community.

This defining moment in the-128 year history of the medical center came to fruition after two years-plus of intensive research, selecting the best partner and securing regulatory approvals.

The Guthrie Clinic operates four hospitals in New York and Pennsylvania and employs approximately 500 physicians and advanced practitioners who provide care to over a million patients annually. In Cortland Regional Medical Center, The Guthrie Clinic identified a like-minded, successful organization that is geographically contiguous to Tompkins County, where Guthrie has a strong and growing presence.

Cortland is clinically relevant to Guthrie and both parties believe Guthrie Cortland Medical Center can expand and serve more healthcare needs with proper investments. Over the next five years, Guthrie has committed to invest \$100 million locally. This investment will update infrastructure, expand offered services and enhance provider and patient choice.

The medical center saw numerous successes in 2018, including being recognized and financially rewarded by the Centers for Medicare and Medicaid Services for excelling in Medicare's value-based purchasing program.

For the fourth year in a row, we were ranked in the top 10 in New York. Every hospital is scored on patient quality, safety, satisfaction and overall cost of care, and Cortland ranks 6th in the state and is the 178th highest scoring hospital in the nation.

This is a championship performance. I'm a great believer that touchdowns take teams and I'm privileged to lead an incredible group of physicians, nurses, pharmacists, therapists, technologists, food and environmental service staff and others. We have different skills and assignments yet all of us share a determined and disciplined drive to excel with patient care. I see this every day.

In addition to high performance medical care, the medical center makes a significant financial impact in the community. Last year, Guthrie Cortland Medical Center employed more than 800 people

and spent over \$62 million on wages and benefits. The non-profit organization continues to be governed by a voluntary board of trustees, who are committed to enhancing the health and wealth of our region.

Similarly, Guthrie Cortland Medical Center collaborates with area non-profit and governmental agencies to improve community health access and outcomes. Teaming up with Cortland Area Communities That Care and the Rotary, we recently installed a Med Safe drop box in our emergency department waiting room. This drop box is designed for any medications (extra, outdated, legal or illegal) that are not being used as prescribed.

This program is targeted to reduce opiates in the community, which is preferable to them being stored at home or being flushed into local lakes and streams.

Another initiative targeted to reduce opiate misuse is decreasing the number of prescriptions originating from the emergency department. As a direct result of emergency department provider and staff education, there has been a 47 percent reduction in opiate prescriptions from 2016 to 2018. Guthrie Cortland Medical Center has also partnered with community providers for peer-to-peer education to ensure opiates are prescribed judiciously.

Guthrie Cortland Medical Center also works closely with Seven Valleys Health Coalition, county departments of Health and Social Services, Family Health Network, Catholic Charities and others to promote health for all, including breastfeeding promotion, smoking cessation, proper nutrition, dental health and pre-diabetic education.

As we have been since 1891, Guthrie Cortland Medical Center will continue to be a vibrant hospital. Last year alone, we served more than 31,000 patients in the emergency department, performed more than 3,000 surgeries, and delivered more than 380 babies.

Our mission is steadily moving us beyond the walls of the organization, and with the financial and clinical support of The Guthrie Clinic, we will continue to excel, grow and serve. Our future involves more care, more services and more jobs; a bright outlook indeed.

Mark Webster is president of Guthrie Cortland Medical Center.

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Teachers, the bricks upon which education is built

By CATHERINE WILDE
Senior Reporter

cwilde@cortlandstandard.net
Tiffany Brookes, a SUNY Cortland junior, looks forward to teaching in a struggling urban district when she graduates next year with her degree in early childhood education.

Brookes, who is African-American, is also looking forward to being a role model for students of color, who research shows perform better with a teacher who looks like them.

This passion is what drew Brookes to Cortland's Urban Recruitment of Educators, a program that is in its 20th year at SUNY Cortland.

It is creating teachers that will be the bricks upon which the schools where they are ultimately placed rely.

CURE Program Coordinator Anne Burns Thomas says the program strives to recruit teachers like Brookes, who are passionate about teaching in urban districts — and prepare them for the challenges they will face.

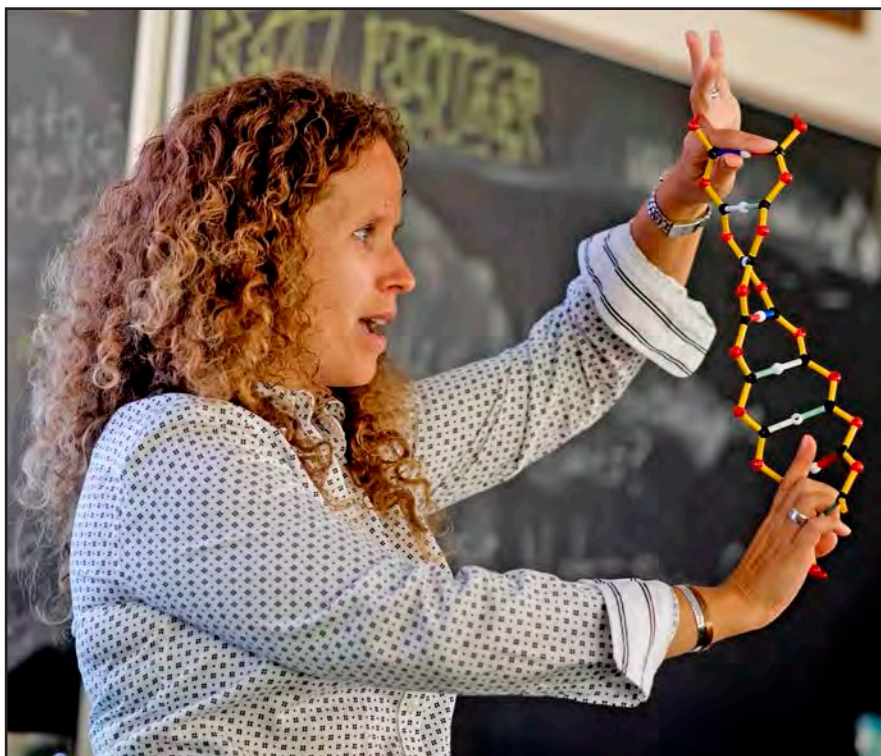
Preference is given to students of color or students from economically disadvantaged backgrounds.

"I think teachers are a key ingredient to a school's success for students and I think SUNY Cortland has taken this seriously," Burns Thomas said.

Burns Thomas cites research that shows students learn best when they relate to their teachers

According to the Washington D.C.-based Brookings Institution, there are three major benefits from students learning from demographically similar teachers:

See **TEACHERS**, page C7



Photos by the Cortland Standard

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PRIORITY HEALTH



Leeks: an overlooked health food

Leeks are part of the same family as onions and garlic but have a subtler flavour profile. Additionally, they're a good source of dietary fibre and many essential vitamins and minerals. Here are three health benefits that can come from including leeks in your diet.

1. Improves eyesight. Leeks are an excellent source of vitamin A, which promotes good vision by protecting the surface of your eyes. They're also rich in lutein and zeaxanthin, antioxidants that reduce your risk of developing macular degeneration and cataracts as you age.

2. Enhances heart health. Leeks have high amounts of kaemp-

ferol, a flavonoid that protects blood vessel linings from damage and increases how much nitric oxide (an important molecule for blood vessel health) your body produces. They also have high concentrations of folate, which lowers your risk of heart disease by keeping your levels of homocysteine in check.

3. Prevents cancer. Leeks have high levels of vitamin C, an antioxidant that inhibits the growth of cancer. Consuming vegetables in the *Allium* family has also been linked to lower risks of prostate, gastric and colorectal cancer.

This week, why not try including leeks in a soup, quiche or side dish? You'll enjoy finding delicious ways to eat this vegetable and be healthier for it.



Three tips to make living with arthritis easier

Arthritis can make it difficult to perform a variety of tasks, from getting dressed in the morning to washing dishes at night. Here are three ways you can improve your quality of life if you have arthritis.

1. Keep moving. Regular exercise is essential for maintaining joint function and bone density and can help relieve arthritis symptoms. Plus, exercise promotes better sleep and helps with weight management.

2. Maintain a healthy diet. Eating an anti-inflammatory diet — which involves replacing sugary, refined foods with fruits, vegetables, fish, lean meats and whole grains rich in antioxidants — has been shown to help reduce arthritic pain caused by joint inflammation. If you're overweight, a low-calorie diet is es-

sential for shedding pounds; weight loss can reduce pressure on your joints.

3. Make your home accessible. Small adjustments made to your home — such as using a shower stool or keeping items on lower shelves — can ease pain and stress. Look for ergonomic equipment and assistive devices that can be used at home to improve your grip and avoid unnecessary bending or reaching.

Finally, ask for help from family members and friends if you need it and continue to meet with your doctor regularly to address ongoing health concerns.



What dieters should know about the ketogenic diet

Have you heard about the ketogenic diet? This increasingly mainstream means of losing weight involves drastically reducing your intake of carbohydrates and replacing them with fats, which puts your body into a metabolic state called ketosis. While some people swear by the ketogenic diet, medical professionals and dietitians have concerns about whether it's a healthy and sustainable way to lose weight.

HOW THE KETOGENIC DIET WORKS

A ketogenic diet forces your body to burn fat for fuel instead of glucose. When you stop eating carbohydrates and glucose is no longer available, your energy needs get fulfilled by converting fat into ketone bodies. Ketosis begins when your body must turn the fat stored in your muscles as glycogen into ketones.

To keep your body in ketosis, you have to eat a

diet that's about 70 per cent fats, 20 per cent proteins and 10 per cent carbohydrates. Approved foods include meat, eggs, non-root vegetables, nuts, oils and some dairy products like cheese and butter. Prohibited foods include bread, pasta, fruit, potatoes, beans and sweets.

WHAT ARE THE RISKS?

The ketogenic diet was developed for a specific medical purpose — to help control seizures in children with epilepsy. However, it's unclear whether it's safe to use for weight loss over long periods of time.

There are also numerous side effects that dieters may come up against. Many people experience nausea, cramps, headaches, constipation and light-headedness — symptoms sometimes collectively known as the "keto flu" — after their body goes into ketosis.

What's more, the diet involves eating large amounts of saturated fats, which increases your risk of heart disease. It may also lead to nutritional deficiencies in vitamins and minerals that you usually get from fruits and legumes.

Extreme diets like the ketogenic diet rarely yield good long-term results. If you fall off the wagon (as is easy to do with extreme diets), you'll start to gain weight back again. It's safer and more effective to lose weight gradually with a balanced diet that's easier to stick to over time.



Does washing your hands in hot water kill more germs?

You've probably heard that you need to wash your hands in hot water to kill germs that lead to disease. But is this true?

A 2017 study published in the *Journal of Food Protection* concludes otherwise. The Rutgers University researchers found that washing your hands with cold and lukewarm water was just as effective at getting rid of germs as washing them in hot water. This conclusion corroborates previous studies that failed to find evidence that washing your hands in hot water is necessary for killing harmful bacteria and viruses.

In the Rutgers study, participants had levels of a harmless strain of *E. Coli* applied to their hands and were told to wash them in water that was either 60, 79 or 100 degrees Fahrenheit. The scientists found that the temperature of the water had no effect on how well the participants were able to rid their hands of the bacteria.

While it's certainly important to wash your hands thoroughly and frequently, there's no scientific evidence that you need to use hot water for it to be worthwhile. As long as you're using soap and water at a temperature that's comfortable for you, you're doing your part to stay healthy and stop the spread of germs.



OUTLOOK 2019: BRICK BY BRICK

THURSDAY, FEBRUARY 21, 2019

SUNY Cortland

The next 150 years

By **ERIK J. BITTERBAUM**
Contributing Writer

As SUNY Cortland celebrates its 150th year, we're doing more than remembering a century and a half of accomplishment. We're looking to the future.

Although I can't predict what the next 150 years will bring, I can look ahead several semesters as we implement our plans for strengthening the college in the priority areas of academic excellence, health and wellness, hands-on learning and financial and environmental sustainability.

That focus is critical as we rise to meet the challenges that all higher education institutions in the region will face over the next several years. As the number of graduating high school students in the Northeast continues to decrease, the competition for students will grow more intense. I am confident SUNY Cortland will continue to enjoy strong enrollment and high graduation rates by offering a top-quality, career-focused educational experience at an affordable price.

Part of this means providing a modern and engaging campus environment where students have what they need to pursue their dreams. To that end, we recently renovated and expanded Bowers Hall, our science complex. And that's why in January we began a \$25 million transformation of Moffett Center from a 1950s-era sports and fitness facility into a state-of-the-art academic building. The modernized classrooms will be home for the math, health, economics, psychology, political science and African-American studies departments.



Joe McIntyre/staff photographer

SUNY Cortland students walk past a 150 Year emblem painted onto the lawn near the Broadway Avenue entrance to the campus.

The Moffett expansion is the latest of more than \$300 million in construction that's been completed on campus over the past 15 years. That includes Dragon Hall, built as the "greenest" residence building in the SUNY system, and the landmark, 150,000-square-foot Student Life Center. The next scheduled project will be an ambitious renovation of Casey and Smith Towers, the high-rise residential complex on Broadway.

As we broaden our base of applicants, we anticipate welcoming bright, ambitious students from increasingly diverse geographic, cultural and economic backgrounds. To ensure that our students continue to thrive and find academic success, the college is implementing a variety of new programs, including a center to develop writing skills,

peer mentoring through the Multicultural Life and Diversity Office and implementation of Starfish software, which offers early alert to academic issues and connects struggling students with assistance.

The economy is rapidly evolving, and SUNY Cortland will continue to adjust its course and major offerings to reflect the needs of students, employers and the community. Within the past year, for example, SUNY Cortland added three new majors: environmental geoscience, healthcare management and inclusive early childhood education.

The college, which was founded to educate teachers in 1868, will continue to play a leading role in preparing instructors and administrators to meet the many challenges of modern education. SUNY Cortland's century and a

half of experience will serve as the foundation for the college's new Teacher Education Institute, a state-funded initiative aimed at developing and sharing the best professional practices and helping working teachers become more effective.

The college's commitment to offer new ways for students to learn and gain critical professional skills will also grow and evolve. SUNY Cortland's Institute of Applied Geospatial and Drone Technology, for example, will give students in the growing field of geographic information systems hands-on experience as the initiative works with entrepreneurs and startup companies to establish Cortland as a hub for the technology used in digital map making and drones.

Last, but certainly not least, I see SUNY Cortland's powerhouse Division III athletic teams adding to their already crowded trophy case. Those Red Dragon achievements include 25 national team titles and 105 national individual titles.

In November, I fully expect our athletes to make national headlines again as the Cortaca Jug, our annual football rivalry game against Ithaca College, breaks a national record for attendance at a Division III event. That annual match, already termed "the biggest little game in the nation" by Sports Illustrated, will be Nov. 16 in MetLife Stadium near New York City with a goal of breaking the current record of 37,355 fans.

Erik J. Bitterbaum is president of SUNY Cortland.

TEACHERS

continued from page C5

■ They are pushed more to perform.

■ They consider furthering their education because of the role model relationship.

■ They learn better.

"...Students assigned to demographically similar teachers say their teachers notice if they don't understand a topic and explain it another way," states an article by researchers Anna Egalite and Brian Kisida of the think tank Brookings Institution. "Also, difficult material is explained clearly and teachers take the time to provide feedback on students' written work so they can understand how to do better in the future."

Brookes doesn't need the research to prove this. She lived it.

Growing up in an affluent district near Poughkeepsie though very close to a low-income urban district, Brookes saw the disparities between the districts. And she never saw any faculty that looked like her.

"I think that if I did then there would be kind of like a respect factor," Brookes said. "I was raised to respect people who had authority over me, so it was never anything I personally had to struggle with. But if I was coming from a background where I had personal struggles, family or financially, then having people that looked like me—I would be able to relate to them."

Burns Thomas said the program focuses on two benefits in particular.

"Two of the things we think are very important about having a diverse range of teachers in the classroom are providing role models to say, 'I just graduated from college and I came from a background similar to yours,'" Burns Thomas said.

Teachers also see students differently, she said. "If you see someone who shares your background — as a teacher, a student who shares your background — you are more likely to interpret challenges they have as something you can fix or something you can address."

Many of the challenges urban students face are similar to what rural students face, like extreme poverty, Burns Thomas said, but not all.

"If students are experiencing trauma at home, like poverty or hunger or they are unsure where they are going to be sleeping at night, then they can't focus in school," Burns Thomas said.

Teachers may be the bricks upon which educational systems are built, but Rhiannon Maton, an assistant professor in SUNY Cortland's Foundations and Social Advocacy department, said the real foundation lies in the schools and the funding and support they provide those teachers.

"We need libraries, nurses, psychologists, good principals and administrators," Maton said. "Everyone has to work together."

Ultimately, Brookes wants to be an advocate for students — perhaps as a social worker or an educational psychologist.

"I think advocating for students is the most important thing in education, and I want to be someone who can advocate for students inside and outside of the classroom," she said.

TC3

Challenges and opportunities

By **ORINTHIA MONTAGUE**
Contributing Writer

It's no secret that the past five years haven't been easy for New York's community colleges, including Tompkins Cortland Community College. Enrollments are down across the state, and budgets have suffered as a result.

This has been challenging, unquestionably, but it has also given us the opportunity to examine our mission and rediscover our commitment to our local communities. We are, after all, your college.

My time at Tompkins Cortland began with a community listening tour during which I heard a common refrain: You want more of Tompkins Cortland Community College. More partnerships. More presence in the community. More opportunities for students of all ages and abilities.

I am proud to say that one of the signature agreements of this past year was a direct outgrowth of that tour: We have partnered with Guthrie Cortland Medical Center to expand our nursing program. This was a no-brainer. Our nurses are ever-present throughout our communities, and our program is well-respected. It is also too small — too many students are unable to gain entry into the program due to its size. And, quite frankly, we did not have the resources to



Joe McIntyre/staff photographer

Tompkins Cortland Community College student trustee Naseem Fielder addresses the class of 2018 at last year's graduation ceremony.

expand the program.

Enter Guthrie. The medical center has a need for nurses. This partnership expands our program by 20 seats and offers classes in the evenings (better for working adults). Guthrie provides the funding for added faculty, and we provide the expertly trained staff they need.

It is an ideal model for a public-private partnership that meets a significant community need,

meets a significant business need, and allows us to do what we do best. It also is a low-risk venture. We know how to train nurses, and we know these nurses will be immediately employable.

It is our goal to expand and create more partnerships that directly benefit Cortland County. We already have a history of working with businesses and schools throughout the county, whether it be training Byrne Dairy scientists

at the new yogurt plant, offering a unique professional development opportunity through Leadership Cortland, or by helping local students to save thousands of dollars by earning college credits in high school.

And we only see more opportunity in the future. In the past year, we developed a new position on campus, director of outreach and community engagement, Deb Mohlenhoff, to make sure we are more connected to our communities and their needs.

We are changing our curriculum to pursue "microcredentials," which will allow students to get employable skills without dealing with all of the academic requirements of a degree program. We have a new director of continuing education and workforce development, Carrie Whitmore, who is ready to expand and develop new partnerships with Cortland County businesses.

And most importantly, we are ready to listen. We want our efforts, our resources and our expertise to be responsive to your needs and your vision for the future. This is your community. This is your college.

Orinthia Montague is president of Tompkins Cortland Community College

Moving beyond 'rigor' in the preschool-12 educational setting

By **JOSHUA BACIGALUPI**
Contributing Writer

Public education in the United States has deep roots. The first public school in the United States can be traced to Massachusetts in 1635, just 15 years after the landing at Plymouth Rock.

Through the remainder of the 17th, 18th, 19th, and 20th centuries, we have continued to strengthen our commitment as a nation to the idea of public education and its ability to give all students access to opportunity.

We have obviously stumbled as a nation in regard to this ideal, but along the way leaders have helped us move public education forward with course corrections such as the 1954 Supreme Court decision related to *Brown vs. Board of Education*.

In 1983, Ronald Reagan's National Commission of Excellence in Education published its report, "A Nation at Risk." This report touched off the modern public education reform movement that has been marked by key legislation and programs such as the No Child Left Behind Act in 2001, the Race to the Top grant, the Common Core Learning Standards movement, and most recently the Every Student Succeeds Act.

This reform movement has been punctuated by increased school accountability through standardized test results, teacher and administrator evaluation reform, and expansion of the role of federal government in education. In addition many of these reforms put an emphasis on increasing the rigor of teaching and learning in our nation's schools as we prepared for and entered the 21st century.

Over the past 18 years, we have talked a lot about what "rigor" looks like in the continuum of ages and grades in public education, and we spent a great deal of time talking about how increased rigor will allow our students to be college and



MetroCreative

career ready. While these conversations were ongoing, information and technology were growing exponentially and quickly it became impossible to teach everything every student would need to know in order to be college and career ready in the way we have traditionally defined this term.

There were many positive and forward-thinking initiatives that came out of discussions around "rigor," but if you speak with any public educator today they are a little burnt out on the word "rigor." In the constantly expanding world how do we teach everything that students need to know with "rigor?" The answer is we adapt. We shift. We evolve.

We are working to prepare students in this new age to be curious, ask questions, collaborate and solve problems. In order for our students to be ready for college

and career, we have to teach them how to wonder, how to be a learner, a researcher.

Students need to learn through computational thinking which includes concepts like creating, tinkering, persevering, using algorithms and looking for and using patterns to solve problems.

We have to start moving toward a project-based learning approach. Project-based learning focuses on a multi-disciplinary approach that allows students to investigate an issue or a topic deeply.

We have to give students multiple paths for success that include career and technical education programs that include culinary services, animal sciences and law enforcement, among others. The Dryden Central School District is proud to be a part of Tompkins-Seneca-Tioga Board of

Cooperative Educational Services, which offers our students many career and technical education programs.

We need to look at the talents of our staff, the resources in our community, and the interest in our students and develop district cased CTE programs such as our business program at Dryden High School and the Science, Technology, Engineering, Art and Mathematics Academy in the Groton Central School District that the Dryden Central School District has access to.

We need to continue to develop and nurture concurrent enrollment with local colleges and universities. The Dryden Central School District is a proud to partner with Tompkins Cortland Community College to concurrently enroll students in college courses while in high school. Routinely, we have students graduate with an associate's degree before graduating from high school.

Finally, school leaders need to be willing to practice what they preach and take risks, ask questions, research, create and tinker to give our students the best opportunities possible as they head into the world. This is exciting to me as the possibilities are endless.

I have been an educator for more than 20 years, and despite any issues that public education has in the United States, I still strongly believe and I am committed to the work that we do to support all students in a free and appropriate setting. I know my colleagues that I work with each day in the Dryden Central School District feel the same.

Through the history of public education it is this commitment of educators that has allowed us and will continue to allow us to address the needs of the future.

Joshua Bacigalupi is superintendent of the Dryden Central School District.

Had a Stroke. Back on Stage.

Musician Todd Hobin

KNOW THE SIGNS • CALL 911 IMMEDIATELY

F.

FACE DROOPING

A.

ARM WEAKNESS

S.

SPEECH DIFFICULTY

T.

TIME TO CALL 911



Central New York music legend Todd Hobin knew nothing about stroke — but he does now. That's why he's raising awareness about stroke risk factors and its signs and symptoms.

Fact: Stroke is the fifth leading cause of death and a leading cause of disability in the U.S.

Important to know: Stroke can happen to both men and women — at any age.

Good news: Stroke is preventable by managing medical risk factors and healthy lifestyle choices.

What to do: Time lost is brain lost. So it's vital to know the signs of a stroke — F.A.S.T.

Four words to live by: Call 911 and say, "Take me to Crouse."

When it comes to stroke, every moment matters. As one of just 10 hospitals in New York State to have earned Comprehensive Stroke Center status, and with the region's newest ER and hybrid ORs, Crouse offers the most advanced technology for rapid stroke diagnosis and treatment.

Read Todd's story and learn more: crouse.org/toddhobin.

