

# WINTER FEST 2016

& OPEN HOUSE

Saturday, February 13

1:00 - 6:00 pm

Victor Recreation Center  
7891 Lehigh Crossing

## INDOOR ACTIVITIES to include:

- \* 1:00 - 2:30 pm Concert with Everhart
- \* 1:45—2:00 pm Ribbon Cutting
- \* 1:00—3:00 pm Inflatables for the kids
- \* 1:00—3:00 pm Roscoe the Clown
- \* 3:30—5:00 pm Mr. Loops family concert
- \* 4:00—6:00 pm Victor Art Group display
- \* 5:00—6:00 pm VPR Instructor Showcase

## OUTDOOR ACTIVITIES to include:

- \* 2:00 pm FLCC Woodsmen demo
- \* 2:00—3:30 Snowshoe demo, L.L. Bean
- \* 2:30—4:00 pm Pony rides
- \* 6:00 pm Fireworks
- \* FREE Coffee, hot chocolate and light refreshments provided by Cole and Parks

Bring your friends and family to tour our new facility!



## Board of Trustees

Brad Malone, President  
Geoff Bernhardt, Treasurer  
Suellen Christopoulos-Nutting, Secretary  
Pat Bartholomew  
Rose Hancock  
Bea Parker

## Our Staff

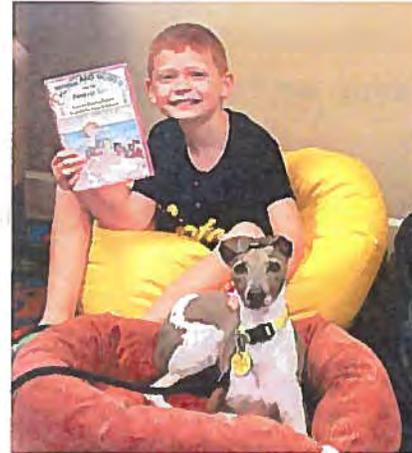
Elly Dawson, Director  
Lynne Madden, Youth Services Coordinator  
Tim Niver, Community Services Librarian  
Andrew Ceyton, Digital Experience Consultant  
Jenny Abbott, Bookkeeper

## Support Staff

Jane Durham  
Donna Biviano  
Bradleigh Ross  
Hannah Ralston  
Peggy Shea  
Amanda Ferguson  
Judy Plum  
Dori Eisenstat  
Missy Lindberg  
Steve Hearn, maintenance  
Nicole Gindling, page



# 2015 Annual Report to the Community



## Milestones

Community based funding initiative passed with overwhelming support, establishing secure and stable funding for the library's future.

Lighting was upgraded and enhanced throughout the library to be more luminous and efficient.

Our Summer Reading Program was a great success.

A new addition to children's programs was our Pajama Time Storytime.

Senator Funke awarded us a legislative grant that allowed us to purchase an additional literacy game computer for the children's area.

Sunday hours are increased and will continue throughout the year.

We welcomed new staff, and with appreciation celebrated the retirement of long time staff Maryanne Ainsworth & Mary Riggle.

We have a new roof!

The library is lucky to have had over 1,200 hours of service from our volunteers.



## More Items and Services

The library welcomed 4,960 WiFi users.

We added 3,334 books to our collection.

Staff catalogued 5,374 AV items.

We moved 37,473 items through the delivery system to share materials among the Pioneer System Libraries and their patrons.

The library provided access for 13,915 E-book downloads for our patrons.

195,229 physical items were borrowed in 2015.

*The Library would like to express gratitude for the years of service given by Eleanor Pagano who served as Library Trustee and President of the Board.*

---



15 West Main Street  
Victor, New York 14564  
(585) 924 2637  
[www.victorfarmingtonlibrary.org](http://www.victorfarmingtonlibrary.org)



The Firemen's Association of the State of New York (FASNY)  
[www.fasny.com](http://www.fasny.com)

Contact: Mike Loughran, [michael\\_loughran@dkcnews.com](mailto:michael_loughran@dkcnews.com), 212-981-5258  
February 2, 2016

## **ECONOMIC STUDY: VOLUNTEER FIREFIGHTERS SAVE NY TAXPAYERS MORE THAN \$3 BILLION EACH YEAR**

*FASNY releases the first comprehensive economic study in more than a decade outlining the fiscal impact of volunteer fire service on NYS Taxpayers*

(Albany, New York) – New York's Volunteer Firefighters not only save lives, they also save billions in tax dollars for the state. In fact, New Yorkers save more than \$3 billion each year due to the services provided by the State's volunteer fire service according to a financial impact study released today by the Firemen's Association of the State of New York (FASNY).

New York's nearly 100,000 volunteer firefighters are available at a moment's notice to mitigate emergency situations and disasters, both short-term and for extended periods of time. In recent years, volunteer fire departments have been called upon to respond to hurricanes, blizzards, floods and large scale emergencies. These men and women are constantly training, providing ongoing community outreach and fire safety education, all to help their fellow neighbors and on their own time. Although their impact is felt throughout their communities every day, this study now quantifies the full financial impact these men and women create as they volunteer their time all across New York State.

The report, titled "*Tax Savings and Economic Value of Volunteer Firefighters in New York State*" was prepared by ERS Group, and is the most comprehensive study of its kind to date. In addition to the fiscal impact that volunteers have on the State's taxpayers, the report also quantifies the addition of Federal Staffing for Adequate Fire and Emergency Response (SAFER) grant funding in recruiting more volunteer firefighter and the resulting effect of lowering response times across the State.

Among the findings in the report:

- New York State's nearly 100,000 volunteer firefighters save taxpayers \$3.87 billion **EVERY YEAR** in salary and benefits, and potential debt service
- If NYS switched to all-paid fire service:

see that the SAFER Program has been a success in New York,” said **FASNY Board Secretary and SAFER Grant Administrator John D’Alessandro**.

***About FASNY***

*Founded in 1872, the Firemen’s Association of the State of New York (FASNY) represents the interests of volunteer firefighters and emergency medical personnel in New York State. For more information, visit [www.fasny.com](http://www.fasny.com).*

###



**“Pasta for the Ponies”**  
**Pasta Dinner to Benefit:**  
**Finger Lakes Thoroughbred  
Adoption Program ~ F.L.T.A.P**



**Tuesday, February 23rd ~ 4pm-7pm at  
Finger Lakes Gaming & Racetrack, Paddock Room**

**\$8.00 Includes: Plate of pasta, salad, bread,  
soda/coffee & dessert. (Takeout available)  
Silent Auction Items to bid on!**

**For more information call: (585)924-3232 x210  
Pasta & Sauce donation from Barilla, Lake Beverage–water,  
Pepsico –soda, DiPaolo Breads**





**Bumper Cars**



**Laser Tag**



**Redemption Bowling**



**Huge Arcade**

**Your destination for family fun!**

4357 Recreation Drive Canandaigua, NY 14424  
 www.RoselandBowl.com • (585)394-5050



*Giving horses a second chance to be winners!*

**Located at Finger Lakes Gaming & Racetrack**

The nation's first adoption center located at, and supported by, a racetrack!  
 Tour the center and meet the loving horses up for adoption.

501(C)(3) Non-for-profit

**Please register for the event by calling Sandy Geen at 585-943-2422**

*Thank you for your support!*

To learn how your financial donation or volunteer commitment can make a difference, visit [fitap.org](http://fitap.org), or call **585-924-9510**.

**FINGER LAKES THOROUGHBRED ADOPTION PROGRAM**  
**1st Annual Bowling Fundraiser**



**Sunday, March 6, 2016 • 1:00PM**  
 Roseland Bowl







Save the Date  
**Women of Excellence Awards**  
(Nominations are closed)  
Thursday, March 10, 6-9 PM  
Ravenwood Golf Club



This year the chamber is offering chamber member non-profits a recruitment table at the event. Considering the fact that the Lantern Award is dedicated to a volunteer we are offering the opportunity for our non-profit members to recruit volunteers or members for their respective organizations.

Please bring membership applications, volunteer forms and any descriptive information that helps describe your organizations mission and needs. (We ask that people staffing the table be paid guests). To reserve a spot at a table please call Bonnie at 585-742-1476 or e-mail [bonnie@victorchamber.com](mailto:bonnie@victorchamber.com)

Tickets are available on the chamber website: [www.victorchamber.com](http://www.victorchamber.com)

<http://business.victorchamber.com/events/details/women-of-excellence-awards-2016-719>

37 East Main St. Victor NY 14564 Phone (585) 742-1476  
Email: [info@victorchamber.com](mailto:info@victorchamber.com) Web: [www.victorchamber.com](http://www.victorchamber.com)



## Ganondagan State Historic Site

7000 County Road 41, Victor, NY 14564  
585-924-5848 ganondagan.org



- **The Seneca Art & Culture Center at Ganondagan**
  - Explore Seneca and Haudenosaunee (Iroquois) history, culture and contemporary life through 15 interactive exhibits with over 300 objects including artifacts, contemporary artwork and multi-media displays, featuring the award winning “Iroquois Creation Story film”
  - Open year-round, Tuesday – Sunday, 10 am – 4:30 pm
  - Visit [ganondagan.org](http://ganondagan.org) or call 585-924-5848 for admission pricing, state holiday closings and mid-January to mid-February planning/refurbishing closing dates
- **The Ganondagan Gift Shop**
  - The finest Native American artisan crafts and jewelry, books, CDs, accessories, including Iroquois White Corn products and merchandise
  - Open year-round, Tuesday – Saturday, 10:30 am – 4:30 pm, Sunday, noon – 4:30 pm
- **The Seneca Bark Longhouse**
  - Experience a full size replica of a Seneca Bark Longhouse while learning about Seneca and Haudenosaunee life and culture in the 17th century and today
  - Open May 1 – October 31, Tuesday – Sunday, 10 am – 4:30 pm
- **Interpretive hiking trails on 569 acres**
  - Trail of Peace - .7 miles, Earth is Our Mother Trail - .89 miles, Granary Trail at Fort Hill - .64 miles

## Family-Friendly February

With Ganondagan’s Seneca Art & Culture Center open for its first winter, we’re launching “Family-Friendly February” featuring nearly 10 programs from mid-February onwards, including six days of Winter Break activities. Some activities are free with admission, \$3 material fee may apply.



**Conversations, Cookies and Crafts** - February 13, 11 am - 3 pm

Just in time for Valentine’s Day: Make-and-take heart crafts featuring traditional Haudenosaunee beading and cornhusk roses. Iroquois White Corn, heart cookies and heartwarming corn soup available for purchase.

## Family-Friendly February at Ganondagan (continued)

**Conversations, Cookies and Crafts** - February 13, 2 pm



*Esteemed guests Sally Roesch Wagner, PhD. and Freida Jacques, (Onondaga) give a special presentation on the impact Haudenosaunee women had on Euro-American women and the suffragette movement of NY.*

**Heart Friendship Bracelet-making** - February 14, (2) sessions 1-2 pm, 3-4 pm



**Ganondagan Winter Break Family Days** - February 16 - 21

*Haudenosaunee culture comes to life through a variety of hands-on activities - different each day featuring a themed storytelling event with related craft activities.*

- **Our Winged Friends** – February 16, 11am – 2pm
- **Our Winged Friends, Too!** – February 17, 11am – 2pm
- **Seneca Clay Pots** – February 18, 11 am, 12:00 pm and 1 pm
- **Hunters & Hunting** – February 19, 11 am, 12:00 pm and 1 pm
- **Animal Teachings** – February 20, 11 am – 3pm
- **Look to the Starts** – February 21, 11 am – 2 pm



**Native American Winter Games & Sports** - February 27, 10 am - 4 pm

*Traditional winter games including snowsnake, snowshoeing, dog-sled demonstrations, storytelling, winter artisan demonstrations, children's activities, and new this year—snowboats. Free and open to the public. Suggested donation - \$10/family*

[www.ganondagan.org](http://www.ganondagan.org)

FARMINGTON-VICTOR KIWANIS — 7-8AM - FRIDAY MORNINGS  
HAMPTON INN & SUITES, ROUTE 96, VICTOR

\*\*\*\*\*

PROGRAMS FOR FEBRUARY - 2016

\*\*\*\*\*

FEBRUARY 5 -----BUSINESS MEETING

\*\*\*\*\*

FEBRUARY 12 -----DR. PETE ZARINOWSKI - MANAGER  
OF THE ROCHESTER CENTER FOR WAR VETERANS - WILL SHARE HIS  
EXPERIENCE ASSISTING VETERANS WITH COMBAT RELATED  
ILLNESSES.

\*\*\*\*\*

FEBRUARY 18 - -----EVENING MTG. AT MICKEY FINNS  
6PM -

\*\*\*\*\*

FEBRUARY 19 -----NO MORNING MEETING

\*\*\*\*\*

FEBRUARY 26 -----RAY SULLIVAN - DIRECTOR OF  
VICTOR CHALLENGER BASEBALL - DIVISION OF LITTLE LEAGUE  
FOCUSING ON CHILDREN WITH SPECIAL NEEDS.

\*\*\*\*\*

“EVENING OF GREAT TASTES” - SAT. FEB. 6, - 6PM - RAVENWOOD  
(TICKETS AVAILABLE AT DOOR)

\*\*\*\*\*

SUBMITTED BY SUE STEHLING - PROGRAM COORDINATOR - 924-3409

Farmington - Victor  
Kiwanis Club

27th ANNUAL  
SENIOR CITIZEN DINNER

SATURDAY – MARCH 12, 2016

ST. Patrick's Church  
115 Maple Avenue  
Victor, NY

CORNED BEEF AND CABBAGE DINNER  
SERVED AT 3-00PM

FREE! - OPEN TO ALL SENIOR CITIZENS OF THE FARMINGTON AND  
VICTOR COMMUNITIES

Entertainment Provided - Please come and enjoy!

RESERVATIONS APPRECIATED — Call Jean at 727-6128  
[Please leave your name, telephone number and number attending]

QUESTIONS? Give us a call !

# Got Pills?



## Unwanted Pharmaceutical Collection

(outdated, unwanted, unusable medications)

**Saturday, April 30, 2016**

**9am - 12pm**

**at**

**Canandaigua Wegmans**

**Saturday, September 24**

**9am - 12pm**

**at**

**Victor Village Hall**

### Many Thanks to our Sponsors:



The Partnership for Ontario County, Ontario County Sheriff's Office, Covanta Niagara Center, Finger Lakes Visiting Nursing Services, Mead Square Pharmacy, Wegmans Food Market, Ontario County Office of the Aging, Ontario County Public Health, Sustainable Finger Lakes, Thompson Health and Village of Victor

The Partnership for Ontario County, Inc.  
&  
The Council on Alcoholism and Addictions of the Finger Lakes  
Present:

A Community Forum on the  
**HEROIN EPIDEMIC**

**Wednesday, February 24, 2016  
7pm – 8:45pm**

**Marcus Whitman High School Library  
4100 Baldwin Rd, Rushville**

First-hand experience & information on the  
heroin epidemic in Ontario County.  
Resources available for families and individuals.

Join invested community members, agencies, youth,  
and parents to better understand this issue



The Council  
on Alcoholism  
and Addictions  
of the Finger Lakes



The Partnership for  
Ontario County, Inc.  
482 North Main Street  
Canandaigua, NY 14424  
(585) 396-4554

[partnershipforontariocounty.org](http://partnershipforontariocounty.org)

Council on Alcoholism  
and Addictions of the Finger Lakes  
620 West Washington St.  
Geneva, NY 14456  
(315) 789-0310

[councilonalcoholism.net](http://councilonalcoholism.net)

## What Can I Do at a Funding Information Network Location?

- Conduct research on potential funders for my nonprofit work or artistic project
- Attend workshops to learn how to approach funders and write grant proposals
- Ask librarians my fundraising and nonprofit-related questions
- Network with my peers in the local social sector
- Find educational scholarships, fellowships, and loans
- See on maps who's getting and giving grants in my own community
- Stay up-to-date on funding trends



## Becoming a Funding Information Network Partner

The Foundation Center is always expanding its network of partners. If you or someone you know would like to suggest a host organization to join the network, please read the Request for Proposals at [foundationcenter.org/fin/rfp](http://foundationcenter.org/fin/rfp) or call (212) 807-2417.

## About the Foundation Center

Established in 1956 and today supported by close to 550 foundations, the Foundation Center is the leading source of information about philanthropy worldwide. Through data, analysis, and training, it connects people who want to change the world to the resources they need to succeed. The Center maintains the most comprehensive database on U.S. and, increasingly, global grantmakers and their grants—a robust, accessible knowledge bank for the sector. It also operates research, education, and training programs designed to advance knowledge of philanthropy at every level. Thousands of people gain access to the Center's free and affordable resources at its web site; in its five regional library/learning centers; through its Funding Information Network.



ONLINE  
[foundationcenter.org](http://foundationcenter.org)

MAIN OFFICE  
New York, 79 Fifth Avenue, (212) 620-4230

REGIONAL CENTERS  
Atlanta, 133 Peachtree Street NE, Lobby Suite 350  
Cleveland, 1422 Euclid Avenue, Suite 1600  
San Francisco, 312 Sutter Street, Suite 606  
Washington, DC, 1627 K Street NW

FUNDING INFORMATION NETWORK  
[foundationcenter.org/Find-Us](http://foundationcenter.org/Find-Us) 4-760-091M



## Grants Resource Center

Business and  
Social Sciences Division

Central Library  
115 South Ave.  
Rochester, NY 14604  
585-428-8130

Free resources  
for nonprofits and  
individuals  
seeking grants



Central Library  
of Rochester  
& Monroe County  
[www.libraryweb.org](http://www.libraryweb.org)

# Free resources for nonprofits and individuals seeking grants

Visitors to the Foundation Center's Funding Information Network locations gain access to the Center's wealth of information on grants and grantmakers in the U.S. and around the world, plus one-on-one assistance and training on how to use this information—all at no charge. This rapidly growing network of partners—located in libraries, community foundations, and nonprofit resource centers throughout the nation and in other places around the globe—gives grantseekers the dedicated support they want to find the grants they need.

Funding Information Network partners offer core Foundation Center electronic and print resources—databases, directories, and other publications—as well as fundraising research guidance, funding-related technical assistance, workshops, and programs for local nonprofits.



## What Will I Find at Funding Information Network Locations?

- **Foundation Directory Online Professional**, most comprehensive database of all U.S. grantmakers and millions of their grants
- **Proposal-writing guides** with step-by-step instructions and examples of successful proposals
- **Foundation Grants to Individuals Online**, a one-of-a-kind database of programs that provide support for students, artists, researchers, and other individual grantseekers
- **Philanthropy In/Sight\***, an interactive mapping tool that combines the Foundation Center's data on grantmakers and their grants with familiar Google maps
- **Research reports** on trends and patterns of giving by U.S. foundations
- **Free workshops** and orientations on how to effectively use these resources and identify potential funders
- **Expert staff** trained to help you make the most of your research

## Find a Location Near You

Our hundreds of Funding Information Network partners—in every state in the nation, Puerto Rico, and selected locations around the world—are conveniently situated in both rural and urban areas. To find the ones closest to you, visit [foundationcenter.org/Find-Us](http://foundationcenter.org/Find-Us).



## Selected Print Books

Below are examples of small business books available for borrowing from the Central Library with a library card.

### Every Landlord's Legal Guide

Marcia Stewart

### How to Write a Business Plan

Mike P. McKeever

### LLC or Corporation?

Anthony Mancuso

### Legal Forms for Starting & Running a Small Business

Fred Steingold

### Million Dollar Consulting Proposals

Alan Weiss

### Nolo's Patents for Beginners

David Pressman

### Women's Small Business Start-Up Kit

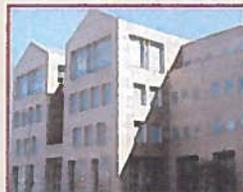
Peri Pakroo

## Downloadable eBooks and Audiobooks

Check out the Monroe County Library System website at: [www.libraryweb.org](http://www.libraryweb.org) for downloadable ebooks and audiobooks on small business topics. eBooks can be downloaded to your computer or ebook reader. Audiobooks compatible with Kindle readers, iPads, iPods, MP3 players, and other devices are available. A library card is needed to access these books from home.



Rundel Memorial Building



Bausch & Lomb Public Library Building

The Central Library is a two building complex including the Rundel Memorial Building and the Bausch & Lomb Public Library Building.

The Small Business Resource Center is located on the fourth floor of the Bausch & Lomb Public Library Building.

Convenient parking is nearby in the Court Street and South Avenue Garages.

## BUSINESS & SOCIAL SCIENCES DIVISION

Central Library of Rochester & Monroe County  
Bausch and Lomb Public Library Building  
115 South Avenue, Rochester, NY 14604  
[www.libraryweb.org](http://www.libraryweb.org)

For information call 585-428-8130  
Email: [busref@libraryweb.org](mailto:busref@libraryweb.org)



Central Library  
of Rochester  
& Monroe County  
[www.libraryweb.org](http://www.libraryweb.org)



Central Library of Rochester & Monroe County

## Small Business Resource Center



BUSINESS & SOCIAL SCIENCES DIVISION

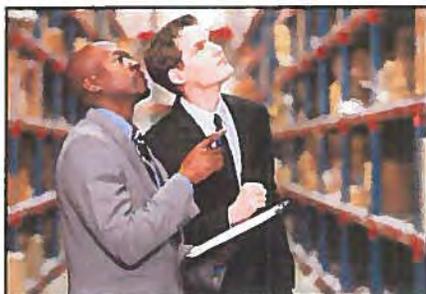


RESOURCES AT THE CENTRAL LIBRARY

[www.libraryweb.org](http://www.libraryweb.org)

## Your Small Business Library

The Small Business Resource Center is the aspiring and current small business owner's business library. The Center has a unique collection of books on starting and running a small business. In addition, the Business & Social Sciences Division has an extensive collection of books on topics of interest to the entrepreneur including management, leadership, and strategic planning.



Business Research Librarians can assist you with finding industry and market information, business plan samples, demographics and other statistics for the Greater Rochester area and more! We are eager to help you with your small business information needs.



## Databases Available in the Business & Social Sciences Division

### ABI/Inform Complete

A comprehensive business database with full-text articles from thousands of business magazines, journals and newspapers, industry overviews, and more. Articles from the *Rochester Business Journal*, *Wall Street Journal*, and *Barron's* are included. Industry Profiles are provided by Dun & Bradstreet's First Research.

### Business Insights: Essentials

A business resource, which includes company profiles, rankings and market share information, company histories, industry profiles and news, and articles from business periodicals such as *The Economist*.

### Rochester Democrat and Chronicle Newspaper

The greater Rochester area's daily newspaper. Included in the Gannett Newsstand database, D&C articles are full-text from 1999 to the present. The D&C is useful for researching local economic and industry trends, competitors, and more.

### AtoZdatabases

A powerful market research tool with information on millions of businesses and households in the United States. Make customized prospect lists, identify potential competitors, and create mailing lists.

### Standard & Poors Capital IQ NetAdvantage

An extensive source of business and investment information with industry surveys, stock reports, historical and daily stock prices and more.

## First Wednesdays for Small Business

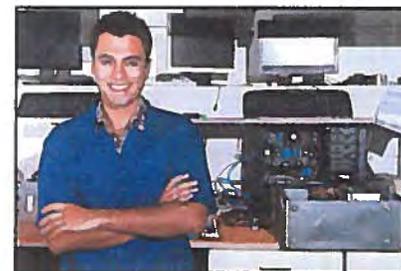
Free programs at the Central Library for aspiring and current small business owners are offered in partnership with the College at Brockport Small Business Development Center.

Recent programs covered small business financing, marketing, recordkeeping, business planning, and start-up.



For the upcoming schedule of small business programs and to register for a program,

call 585-428-8130. Program announcements are made through local news organizations and on the website of the Monroe County Library System. Go to [www.libraryweb.org](http://www.libraryweb.org) to see upcoming Library Events in Monroe County public libraries.



# CHECK OUT OUR WEBSITE!

Over 2,000 hits a month!

On our updated website, members receive **Complimentary Listings** in the **Business Directory** and the ability to post: **Hot Deals**, **Job Postings** and **Events**

The website also showcases: **Victor tourism destinations**, **Shopping** and **Dining Options.**

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



Connect. Participate. Grow.

2016  
Monthly Programs

designed by *wilow3*  
design,co

Scan QR & Download the  
**MY CHAMBER APP**



(585) 742-1476  
37 E. Main, Victor, NY  
[info@victorchamber.com](mailto:info@victorchamber.com)

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



Member Orientation Workshops  
at the Chamber Office:

FIRST TUESDAY OF EACH MONTH  
8:00 AM

## ASK THE EXPERTS!

Educational Programs  
Location Varies Monthly

**February 10**

2016 Tax Code Changes  
Allied Financial office

**May 11**

Victor Economic Development  
Town Hall

**August 10**

Pinnacle Athletic Complex Tour  
Pinnacle Athletic Complex

**October 12**

Social Marketing/On-Line Business  
Finger lakes Technologies Group

**Educational programming** will be a major focus for the chamber this year. Do you have a topic you would like to get some expert advice or training on?

Please forward an e-mail with the subject you are interested in to [mdonovan@victorchamber.com](mailto:mdonovan@victorchamber.com). We will tally the most requested topics and find an expert to provide a workshop.

## BUSINESS AFTER HOURS

Networking Programs  
Location Varies Monthly, 5:30pm - 7:00pm

**January 19**

P.F. Changs, 820 Eastview Mall

**February 16**

Ethan Allen, 2 Eastview Mall

**March 15**

The Lodge at Woodcliff, 199 Woodcliff Dr

**April 19**

3 Brothers Tasting Room  
7979 Pittsford-Victor Road

**May 17**

Uno Pizzeria & Grill  
7724 Pittsford Victor Rd

**July 19**

Distillery, 10 Square Dr

**August 16**

Biaggi's, 818 Eastview Mall

**September 20**

VB Brewery, 160 School Street

**October 18**

Six 50, 7217 Route 96

**December 1**

Christmas Party, The Barrel Room

## BE A PART OF THE CHAMBER'S *Signature Events!*



Women of Excellence Awards  
March 10th



School to Career  
Spring 2016



Food & Brew Fest  
June 16th



40th Annual Hang Around Victor Day  
September 10th



Techno Expo  
October 27th

For more info on how to get involved please contact  
Mitch Donovan at [info@victorchamber.com](mailto:info@victorchamber.com)  
or call (585) 742-1476

Ontario, Seneca and Yates Counties

## Cancer Services Program

Your partner for cancer screening, support and information



Jennifer Hurlburt  
Outreach/Eligibility Coordinator

2 Coulter Rd.  
Clifton Springs, NY 14432

Phone: 315.462.0602  
Fax: 315.462.0498

[jennifer.hurlburt@rochesterregional.org](mailto:jennifer.hurlburt@rochesterregional.org)

Ontario, Seneca and Yates Counties

## Cancer Services Program

Your partner for cancer screening, support and information



Live in Ontario, Seneca or Yates Counties?  
**UN-INSURED? UNDERINSURED?**

**Women 40-64** can receive **FREE**

- Clinical Breast Exams and Mammograms
- PAP Tests

**Men & Women 50-64** can receive **FREE**

- Easy Take Home Colorectal Screenings
- Colonoscopies (if necessary)

**MUST be qualified before services can be performed!**

**315.462.0602 or 866.442.CANCER**

The Cancer Services Program is funded by the New York State Department of Health

# Cancer Services Program

## NYS Medicaid Cancer Treatment Program (MCTP)

Women and men who are in need of treatment for breast, cervical, colorectal or prostate\*\* cancer may be eligible for full Medicaid coverage through the NYS MCTP. Coverage lasts for the entire treatment period and includes medications.

Clients must meet certain other eligibility criteria such as age, income, U.S. citizenship, New York State residency, and must not be covered under any creditable insurance at the time of application

All eligible individuals must be seen by a Medicaid approved provider for treatment

\*\* The CSP does not currently support routine population-based screening for prostate cancer. The CSP does not currently provide reimbursement for prostate cancer screening and diagnostic services.

## Public Education and Awareness

The CSP operates 1-866-442-CANCER (2262), a 24/7 toll-free referral phone line that refers callers directly to screening services, support services, legal services, and genetic counselors in their area. Interpreters are available.

Print materials about various cancers (breast, cervical, colorectal, ovarian, prostate, and skin) are available through the NYSDOH Distribution Center. Available informational materials include posters, brochures, fact sheets and pamphlets. Publications in quantities up to 200 are available free of charge to New York State residents and organizations. Requests for materials can be mailed, faxed or emailed using the form and instructions found on the NYSDOH website at [http://www.health.ny.gov/forms/order\\_forms/cancer.pdf](http://www.health.ny.gov/forms/order_forms/cancer.pdf)

## Professional Development

The CSP offers professional development opportunities and resources to clinical providers to ensure that CSP clients receive high quality screening, diagnostic and treatment services in a culturally sensitive manner. The following programs are a sample of available offerings:

*Cancer and the LGBT Community: Special Issues and Concerns*  
[http://www.albany.edu/sph/cphce/phl\\_1111.shtml](http://www.albany.edu/sph/cphce/phl_1111.shtml)

*Promoting Cancer Screening: Office Systems for Success*  
[http://www.albany.edu/sph/cphce/phl\\_0111.shtml](http://www.albany.edu/sph/cphce/phl_0111.shtml)

Appropriate Colorectal Cancer Screening: How are You Doing?  
[http://www.albany.edu/sph/cphce/phl\\_031711.shtml](http://www.albany.edu/sph/cphce/phl_031711.shtml)

*Cancer Clinical Trials: What the Public Health and Primary Care Provider Need to Know*  
[http://www.albany.edu/sph/cphce/phl\\_1211.shtml](http://www.albany.edu/sph/cphce/phl_1211.shtml)

For additional information about the CSP, and information about how to access professional development opportunities and public education resources, please call (518) 474-1222. To find a CSP screening program near you call 1-866-442-CANCER (2262) or visit the NYSDOH website at [http://www.health.ny.gov/diseases/cancer/services/community\\_resources](http://www.health.ny.gov/diseases/cancer/services/community_resources)

## Cancer Screening Quick Facts

More than 30% of New Yorkers are not up-to-date with their colorectal cancer screening.

1 in 5 New York women are not up-to-date with their mammography screening.

The Pap test has reduced cervical cancer rates dramatically since it was first introduced in the United States 65 years ago.

At least 6 of every 10 deaths from colon cancer could be prevented if every adult 50 years and older got tested regularly.

Adults 18-64 years old with no health insurance at all in the past 12 months were 7 times more likely to skip medical care for cost reasons, compared with those continuously insured.

# Medicaid Cancer Treatment Program

New York State Department of Health  
**Cancer Services Program**  
Your partner for cancer screening, support and information

## What is the Cancer Services Program?

The New York State Department of Health Cancer Services Program (CSP) oversees the delivery of comprehensive breast, cervical and colorectal cancer screening services to underserved populations in New York State through contractual agreements with local community-based organizations known as *partnerships*.

## What is the Medicaid Cancer Treatment Program?

The Medicaid Cancer Treatment Program (MCTP) is a Medicaid program for eligible persons who are found to be in need of treatment for breast, cervical, colorectal or prostate cancer (and in some cases pre-cancerous conditions of these cancers). To be enrolled in the MCTP, an individual must complete an application with a New York State Department of Health Cancer Services Program (CSP) Designated Qualified Entity (DQE). A DQE is a person designated and trained by the New York State Department of Health as a "Qualified" entity for the purpose of assisting individuals to complete the MCTP application.

Once an individual is enrolled in the MCTP, full Medicaid coverage is provided for an initial period of enrollment as determined by the type of cancer or pre-cancerous condition being treated. Recertification is required yearly, if the individual is still in need of treatment, at which time eligibility is reassessed. Enrollees must receive services from a Medicaid enrolled provider in order to have their services covered. MCTP coverage is limited to the individual enrollee and cannot be extended to family members or dependents.

## Who is eligible to participate in the MCTP?

### BREAST and CERVICAL CANCER TREATMENT

To be eligible for treatment coverage for breast or cervical cancer, or pre-cancerous breast or cervical conditions, individuals must be:

- Screened for and diagnosed with breast or cervical cancer, or a pre-cancerous breast or cervical condition, by a New York State-licensed health care provider, **OR**, if diagnosed with such in another state, were screened and/or diagnosed by that state's National Breast and Cervical Cancer Early Detection Program;
- Not** covered under any creditable insurance at the time of MCTP application;
- In need of treatment for breast or cervical cancer or pre-cancerous breast or cervical conditions;
- A resident of New York State; and**
- A United States citizen or an alien with satisfactory immigration status.**

### COLORECTAL CANCER TREATMENT

To be eligible for treatment coverage for colorectal cancer, or pre-cancerous colorectal conditions, individuals must be:

- Screened and/or diagnosed with colorectal cancer by a current CSP credentialed provider;
- Under 65 years of age;
- Income eligible (income at or below 250% Federal Poverty Guideline [FPG] at the time of MCTP application);
- Not** covered under any creditable insurance at the time of MCTP application;
- In need of treatment for colorectal cancer or a pre-cancerous colorectal condition;
- A resident of New York State; and**
- A United States citizen or an alien with satisfactory immigration status.**

### PROSTATE CANCER TREATMENT

To be eligible for treatment coverage for prostate cancer, or pre-cancerous prostate conditions, individuals must be **all** of the following:

- Screened and/or diagnosed with prostate cancer by a current CSP credentialed provider\*;
- Under 65 years of age;
- Income eligible (income at or below 250% Federal Poverty Guideline [FPG] at the time of MCTP application);
- Not** covered under any creditable insurance at the time of MCTP application;
- In need of treatment for prostate cancer or a pre-cancerous prostate condition;
- A resident of New York State; and**
- A United States citizen or an alien with satisfactory immigration status.**

\*For the purposes of program implementation, screened or diagnosed with prostate cancer through a current CSP credentialed provider is interpreted as a man having received screening or diagnostic testing by a health care provider or facility currently credentialed as a provider in the CSP. Please note that this eligibility criterion reflects the fact that the CSP does not currently provide reimbursement for prostate cancer screening or diagnostic services.

If an individual who meets the above requirements appears to be eligible for Medicaid in any of the mandatory categories, the individual will be given Medicaid coverage under the MCTP for a limited time pending a Medicaid eligibility determination.

**For more information about cancer screening, please call the toll-free CSP referral line at 1-866-442-CANCER (2262). For information about the MCTP, contact John DeFlumer or Sharon Bisner at 518-474-1222.**



# OFFERING PAID TIME OFF FOR CANCER SCREENINGS

Save Money & Save Lives:  
Implement a Screening  
Program Today



## Cancer prevention keeps your staff healthy and makes business sense

- ✓ Cancer is the second leading cause of death in New York State and cancer prevention screenings help detect cancer early, when treatments can be most successful.<sup>1</sup>
- ✓ Screenings for breast, cervical and colon cancers can prevent cancer from ever developing.<sup>2</sup>
- ✓ Research has shown that offering designated time off for cancer screenings increases employee screening rates.<sup>3,4</sup>
- ✓ A business can realize a return on investment for this policy. A cancer diagnosis is estimated to cost a business more than \$1,600 annually per employee in lost productivity.<sup>5</sup>
- ✓ Cancer is the second leading cause of long-term disability. Additional costs can be avoided from higher health care costs, short - term disability and life insurance premiums.<sup>6,7</sup>
- ✓ The sooner policies are implemented, the sooner businesses will realize the savings and a healthier workforce.

<sup>1</sup>[https://www.health.ny.gov/statistics/vital\\_statistics/docs/leading\\_causes\\_of\\_death\\_nys\\_2012.pdf](https://www.health.ny.gov/statistics/vital_statistics/docs/leading_causes_of_death_nys_2012.pdf)

<sup>2</sup>American Cancer Society, <http://www.cancer.org/cancer/news/features/cancer-screening-tests-all-women-should-know-about>

<sup>3</sup><http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3433348/pdf/1471-2458-12-520.pdf>

<sup>4</sup><http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3168716/pdf/nihms305969.pdf>

<sup>5</sup>Mitchell, R. and Bates, P. 2011. Measuring Health-Related Productivity Loss, 14 Population Health Management, 93, 96- 97. Retrieved from <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3128441/pdf/pop.2010.0014.pdf>

<sup>6</sup>[http://c-changetogether.org/Websites/cchange/images/Publications%20and%20Reports/Milliman\\_Report.pdf](http://c-changetogether.org/Websites/cchange/images/Publications%20and%20Reports/Milliman_Report.pdf)

<sup>7</sup><https://www.health.ny.gov/statistics/cancer/registry/>

Talk to your local Cancer Services Program and get started today.

# Cancer Screening is Important to Your Population

## Cancer is the Second Leading Cause of Death in New York State

- 1 out of every 4 deaths in NYS is due to cancer.
- Cancer results in more years of life lost than any other cause of death in NYS.
- Every day, approximately 300 New Yorkers are diagnosed with cancer.

## Fast Facts: Breast Cancer



- Breast cancer is the most common cause of cancer and the second leading cause of cancer deaths among women in NYS.
- About one in eight women will develop breast cancer during her lifetime.
- In NYS, white women are more likely to be diagnosed with breast cancer, but African American/Black women are more likely to die from the disease. The death rate for breast cancer is 25% higher in black women than in white women.

## Fast Facts: Cervical Cancer



- Cervical cancer is preventable. Screening can find abnormal cells and they can be removed before becoming cancer. Screening has helped lower the U.S. cervical cancer rate by more than 50%.
- Women without health insurance or without a regular health care provider are significantly less likely to have received a Pap test in the past three years.
- Compared to white women, black and Hispanic women in NYS are more likely to be diagnosed with and die from cervical cancer.

## Fast Facts: Colon Cancer



- Colon cancer is preventable. Screening can find abnormal growths (polyps) and they can be removed before becoming cancer.
- Combining men and women together, colon cancer is the second leading cause of cancer death in NYS.
- Adults without health insurance or without a regular health care provider are significantly less likely to have received a recommended colon cancer screening test
- Black men and women are most likely to be diagnosed with and to die from colon cancer.

## Early Detection Saves Lives

- Many cancer deaths could be avoided if people were screened for cancer.
- When found early, cancer is more easily treated and outcomes are better.
- Cervical and colon cancer can actually be prevented by finding and removing the growths that can become cancer.
- Cancer screening tests can find disease in people who have no signs of sickness.
- Screening has helped lower the U.S. cervical cancer death rate by more than 50% in the last 30 years.
- Across the nation, mammograms prevent 12,000 deaths each year.
- If men and women followed colon cancer screening guidelines, 33,000 lives would be saved annually in the U.S.

## The NYS Cancer Services Program Can Help

Healthcare is just one of many needs your clients may have. But as the data shows, the cancer burden in NYS is higher than many realize, so it is important that you help your clients get screened.

### The NYS Cancer Services Program can help you:

- **Save a life.** Early detection of cancer can find cancer when it is most treatable – or before it starts.
- **Help those with a cancer diagnosis get treatment.** If cancer is diagnosed through a CSP, clients may be eligible for treatment through the Medicaid Cancer Treatment Program. CSPs provide case management services to help guide clients through the treatment process.
- **Save a family.** The age of individuals appropriate for cancer screening ranges from 40-64 years. Many in this age group are supporting and caring for their families.
- **Link clients to healthcare.** The CSP works closely with the New York State's Health Plan Marketplace and Marketplace navigators who can help your clients obtain health insurance coverage or apply for Medicaid. For those ineligible for insurance, the CSPs can help clients obtain health care through their community health centers.

*(Data Source: NYS Department of Health, NYS Cancer Registry, 2007-2011)*



**Colorectal Cancer in New York:  
PREVENTABLE • TREATABLE • BEATABLE**

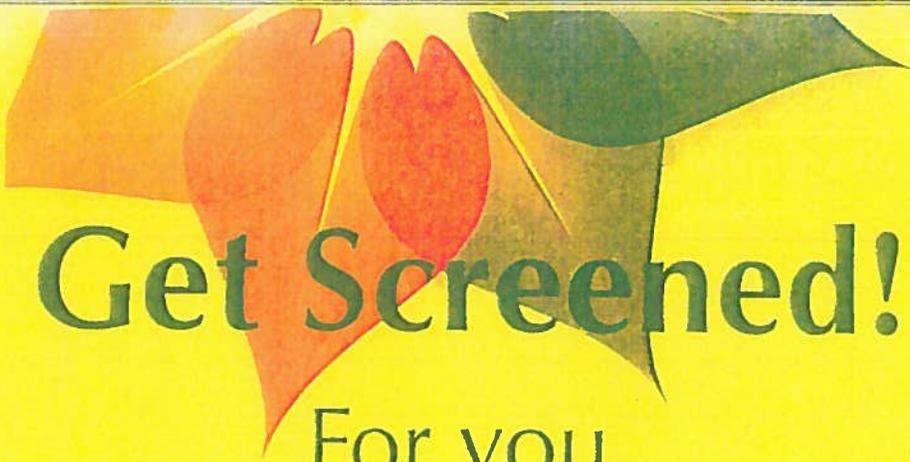
**If you are 50 or older, talk to your doctor  
about colorectal cancer screening.**

**If you are uninsured and need cancer  
screening, call the NYSDOH Cancer  
Services Program at 1-866-442-CANCER  
(2262) to find a free program in your  
community.**



**Colorectal Cancer  
in New York:**

- PREVENTABLE
- TREATABLE
- BEATABLE



# Get Screened!

For you.  
For your family.

## FREE Screenings

For eligible men and women with  
little or no health insurance!

### Colorectal Cancer Screenings      Cervical Cancer Screenings

Annual At-home Screening Kit

- Men and women age 50 and older

Pap Test and Pelvic Exam

- Women age 40 and older

### Breast Cancer Screenings

Mammogram and Clinical Breast Exam

- Women age 40 and older / men with symptoms

Screenings are provided at several locations throughout  
Ontario, Seneca and Yates Counties

The Cancer Services Program is funded by the New York State Department of Health

Ontario, Seneca Yates  
Cancer Services Program  
315.462.0602  
Toll free: 1.866.442.2262

Ontario, Seneca Yates  
Cancer Services Program  
315.462.0602  
Toll free: 1.866.442.2262

Ontario, Seneca Yates  
Cancer Services Program  
315.462.0602  
Toll free: 1.866.442.2262

Ontario, Seneca Yates  
Cancer Services Program  
315.462.0602  
Toll free: 1.866.442.2262

Ontario, Seneca Yates  
Cancer Services Program  
315.462.0602  
Toll free: 1.866.442.2262

Ontario, Seneca Yates  
Cancer Services Program  
315.462.0602  
Toll free: 1.866.442.2262

Ontario, Seneca Yates  
Cancer Services Program  
315.462.0602  
Toll free: 1.866.442.2262

Ontario, Seneca Yates  
Cancer Services Program  
315.462.0602  
Toll free: 1.866.442.2262

Ontario, Seneca Yates  
Cancer Services Program  
315.462.0602  
Toll free: 1.866.442.2262



# Save the Date!!

**12th ANNUAL  
VICTOR BUSINESS AWARDS  
LUNCHEON**

**THURSDAY**

**MAY 5, 2016**

**11:30am – 1:00pm**

**At**

**Cobblestone Creek Country Club  
Victor, NY**

**(Formal invitation to follow)**



**2016**

**Victor Business Awards  
Nomination Packet  
Awards Luncheon: May 5, 2016**

**Nominations are due by March 4, 2016**

**Sponsored by:**

**Victor Local Development Corporation  
Kathy Rayburn, Executive Director  
85 East Main Street, Victor, New York 14564  
www.vicldc.org  
[sgeorge@town-victor-ny.us](mailto:sgeorge@town-victor-ny.us)  
(585) 742-5073**

**Eligibility and evaluation criteria for each award**

Individuals and Businesses can only be nominated for one award category and must be located in Victor, NY.

**The Awards**

**Business of the Year**

*Nomination Criteria:*

- Any business that has demonstrated staying power.
- Partners who jointly own and operate a business may be nominated as a team. Reasons for nominations could include: growth in number of employees, increased expansion, steady growth in net worth, increase in sales, innovativeness of product or service offered, response to adversity or contributions to the community.
- *This individual will be the Keynote Speaker the following year.*

## **Business Journalist of the Year**

### *Nomination Criteria:*

- Journalists representing television, radio, electronic or print media may be nominated.
- Concerted efforts to increase public understanding of the importance of business contributions of the economy.
- Contribution of news and feature stories, editorials, columns and commentary that highlight and analyze business issues.
- Voluntary community service aimed at enhancing business opportunity and growth.
- Or other achievements that exemplify the nominee's media efforts to improve the understanding of the role of business in Victor.

## **Business Exporter of the Year**

### *Nomination Criteria:*

- Any individual who owns and operates a business engaged in exporting may be nominated.
- Creative overseas marketing strategies.
- Increased sales, profits and/or growth of employment as a result of exporting.
- Effective solutions to export-related problems, demonstrated encouragement of other businesses to export.
- Volunteer assistance to other businesses entering the export market or cooperation with other businesses in the creation of export trading companies and/or introduction of unique trading relationships, products or services.

## **Developer of the Year**

### *Nomination Criteria:*

- Award was first given out at the 2013 ceremony. It is designed to recognize developers who have enhanced the footprint of the Victor community through their attention to detail and proven expertise in development.
- Reasons for nomination could include: knowledge and experience with Town/Village codes, approach in design of project.

## **Family Owned Business of the Year**

### *Nomination Criteria:*

- This award honors a family-owned and operated business where the owner serves as a majority owner, operator or bears principal responsibility for operating a business with at least a 5 year track record.

## **Financial Services Champion of the Year**

### *Nomination Criteria:*

- Individuals who assist businesses by providing financial services.
- Introducing cost-effective products to meet financial objectives.
- Education/guidance on accounting practices.
- Monitoring of financial goals and strategies to attain them.
- Nominees may or may not be a business owner

## **Health Service Provider**

### *Nomination Criteria:*

- This business/owner demonstrates a compassion for the clients they serve and has a proven track record in serving the Victor community.
- They should deliver a high quality of care.
- May demonstrate innovative solutions in delivering and improving care provided to their clients.

## **Home-Based Business of the Year**

### *Nomination Criteria:*

- Individuals who have experienced the rewards and challenges of owning a home-based business.
- Minimum of two years in business.
- Consistent/growing customer base.
- Positive customer reviews.
- Demonstrated financial stability.

## **Leader in Tourism**

### *Nomination Criteria:*

- Recognizes an individual or establishment that plays a significant role in attracting visitors to the Victor community.
- Tourist attractions and the promoters of such contribute to the local economy not only through the income generated at a particular site, but at the other stops a visitor makes along the way and potential return visits to the area.
- Consideration may be given to an individual for their commitment to promoting a particular destination or the destination and its staff for providing an environment that encourages visitors and promotes the area.

## **Technology Business of the Year**

### *Nomination Criteria:*

- This award honors a business that has contributed and demonstrated enhanced technology through products or services offered and made available to the community.

## **Veteran Business Champion/Owner of the Year**

### *Nomination Criteria:*

#### **Champion**

- Individuals who have demonstrated a commitment to advancing business opportunities for veterans of the U.S. armed forces may be nominated.
- Nominees may or may not be veterans.

#### **Owner**

- Any individual who owns and operates or bears principal responsibility for operating a business and is a veteran of military service may be nominated.
- Partners who jointly own and operate a business may be nominated as a "team," so long as the number of individuals in the team nomination does not exceed four.

## **Woman or Women Business Owner of the Year**

### *Nomination Criteria:*

- Committed to the advancement of business ownership for women.
- Demonstrates an entrepreneurial spirit.
- Solid financial management skills.
- Successfully managed the challenges to achieve success while balancing work and family.

## **Young Entrepreneur of the Year (Must be 30 years of age or under)**

### *Nomination Criteria:*

- Individual must serve as a majority owner, operator or bear principle responsibility for operating a business.
- Minimum of three years in business
- This individual will have successfully launched and continues to run his/her own business/
- Not exceed the age of 30 by June 1, 2016.

## **Retailer of the Year Awards**

Nominations for these awards are open to independent retailers. Nominations may not be for a retail chain or franchise. The intent is to recognize the entrepreneurial efforts of independent business owners who have toiled to build their business with personal capital, innovation and effort and without the benefit of national advertising, home office support or other “big box” benefits.

## **Emerging Retailer of the Year**

### *Nomination Criteria:*

- Been in business for a minimum of one year-maximum of three years.
- Utilizes creative communication strategies to reach its customers.
- Has become involved with the Victor community (networking, participates in special events).
- Demonstrates willingness to go the extra mile in customer service.

## **Retail Marketing Champion of the Year**

### *Nomination Criteria:*

- Any retail business that has launched an innovative, successful marketing program utilizing traditional and cutting-edge strategies to reach customers.
- Demonstrated a consistency of the marketing message and ability to utilize various forms of media to maximize outreach.

## **Customer Service Initiative Award of Excellence**

### *Nomination Criteria:*

- A retailer goes above and beyond the call of duty for the benefit of a customer and often these events or initiatives go un-noticed and without recognition.
- Intended to highlight the humble willingness of the retailer to serve its customers, and has

done so in the spirit of excellent customer service.

### **Retailer of the Year- Retail Merchant**

#### *Nomination Criteria:*

- Recognizes the retailer who has had an exceptional year.
- Retailer will have demonstrated innovation through its product/retail location and have a proven high customer acceptance.

### **Retailer of the Year- Restaurant**

#### *Nomination Criteria:*

- Recognizes a restaurant that has a proven ability to deliver what the customer wants and maintains high customer satisfaction with their food.
- An establishment that has proven themselves through diverse or creative menus, excellent customer service and the ability to respond to the ever changing expectations of the customer.

### **Retailer of the Year- Service Provider**

#### *Nomination Criteria:*

- Any establishment that sells a service rather than a product, such as banks, brokerages, financial services, hair salons, spas, business service centers, travel agencies, and generally speaking, telecommunications retailers.
- This retail/service provider will have demonstrated innovation through its product offering and have a proven high customer acceptance.

### **Retailer of the Year- Eastview Mall**

#### *Nomination Criteria:*

- Any establishment located within Eastview Mall.

### **Special Recognition Awards**

#### **Shining Star Award**

##### *Nomination Criteria:*

- Intended to provide recognition for excellence in community/business partnerships that work together to achieve outcomes for the benefit of our community as a whole.
- The Award was first introduced in 2005 to raise awareness of the contributions of business to the community to acknowledge that many businesses are helping and supporting the well-being of the Victor community.

#### **Ambassador Award**

##### *Nominations Criteria:*

- Recognizes an individual who acts as a representative, booster or promoter of Victor.
- This person may support the community through; volunteering, supporting local events.
- Demonstrates a passion for the community and quality of life provided.

**Victor Business Awards Luncheon**  
**2016 Nomination Form**

Nominator's Name: \_\_\_\_\_

Nominee: \_\_\_\_\_

Nominee's Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Occupation: \_\_\_\_\_ Resident of Victor?  Yes  No

Number of employees \_\_\_\_\_

Comments: \_\_\_\_\_  
\_\_\_\_\_

**\*Nominations must be received by March 4th.**

**Nomination forms can be mailed to LDC at 85 East Main Street, Victor, NY 14564  
You may also fax back to 585-742-5089 or email to [sgeorge@town-victor-ny.us](mailto:sgeorge@town-victor-ny.us)**

Please check the award you are nominating this individual/business or organization for:

**Business Awards**

- \_\_\_ Business of the Year
- \_\_\_ Business Journalist of the Year
- \_\_\_ Business Exporter of the Year
- \_\_\_ Developer of the Year
- \_\_\_ Family Owned Business of the Year
- \_\_\_ Financial Services Champion of the Year
- \_\_\_ Health Service Provider
- \_\_\_ Home-Based Business of the Year
- \_\_\_ Leader in Tourism
- \_\_\_ Technology Business of the Year
- \_\_\_ Veteran Business Champion of the Year
- \_\_\_ Veteran Business Owner of the Year
- \_\_\_ Woman/Women Business Owner of the Year
- \_\_\_ Young Entrepreneur of the Year

**Retailer of the Year Awards**

- \_\_\_ Emerging Retailer of the Year
- \_\_\_ Retail Marketing Champion of the Year
- \_\_\_ Customer Service Initiative Award of Excellence
- \_\_\_ Retailer of the Year- Retail Merchant
- \_\_\_ Retailer of the Year- Restaurant
- \_\_\_ Retailer of the Year- Service Provider
- \_\_\_ Retailer of the Year- Eastview Mall

**Special Recognition Awards**

- \_\_\_ Shining Star Award
- \_\_\_ Ambassador Award



# VICTOR HIKING TRAILS

*FINAL DRAFT* STRATEGIC PLAN

*JANUARY 2016*



## CONTENTS

CONTENTS .....	iii
INTRODUCTION .....	1
VICTOR HIKING TRAILS .....	1
ORGANIZATIONAL ASSESSMENT .....	4
VHT SWOT ANALYSIS .....	4
VHT SURVEY .....	6
STAKEHOLDER INTERVIEWS .....	10
SUPPORT OF TRAILS IN LOCAL AND REGIONAL PLANS .....	11
TRAIL ORGANIZATION BENCHMARKING .....	13
STRATEGIC PLAN .....	17
PROMOTION AND PARTNERSHIPS .....	18
ORGANIZATIONAL CAPACITY .....	19
DEVELOPMENT OF NEW TRAILS .....	20
STEWARDSHIP .....	21
ACTION PLAN .....	22
SHORT TERM ACTIONS (0-2 YEARS) .....	22
MEDIUM TERM (3-5 YEARS) .....	23
ONGOING .....	23

## INTRODUCTION

The Victor Hiking Trails (VHT) organization is a successful organization that has developed and maintained a network of trails in the Town of Victor, New York which is the envy of many communities. In 2014 the group was awarded a Capacity Building Grant from Parks & Trails New York (PTNY) which is a non-profit group that provides advocacy and promotion of parks and trails in New York State. The Capacity Building Grant is part of PTNY's Growing the Grassroots campaign to "enhance the long-term sustainability of park and trail not-for-profit organizations by helping them better fulfill their missions; improve their reach, effectiveness and impact; leverage resources, and increase community support for park and trail planning, development and/or stewardship."

Therefore, to continue the success and to ensure the sustainability of the VHT organization a Strategic Plan was needed. The purpose of the plan is to assess the current organization and to develop strategies to sustain and grow the organization into the future supported by the group's vision including goals and actions for future trails and other activities.

## VICTOR HIKING TRAILS

The Victor Hiking Trail group was formed in 1991 with the approval coming from the Victor Town Board. While their basic mission is to preserve, protect and promote hiking and walking trails in and around the Town of Victor, they also want to preserve natural areas to improve the quality of life for the residents of Victor. In 1992 the group was formally incorporated as a non-profit group and their first trail opened in 1993.

Currently the VHT is responsible, in partnership with the Town, for more than 55 miles of trails. The trails provide recreational and physical fitness benefits to residents and visitors. Trails provide an alternative transportation option to connect residential areas with local and regional parks, other trails, schools and business areas.

VHT activities include, but are not limited to:

- Trail maintenance, trail improvements and building new trails;
- Working with landowners and the Town to develop trails;
- Sponsoring and promoting trail activities;

- Promotion of the trails and organization through a website, phone line, [www.victorhikingtrails.org](http://www.victorhikingtrails.org), and various brochures and maps;
- Provision of educational opportunities about trails or nature; and
- Administration of the non-profit corporation.

Leadership for the VHT is provided by a group of dedicated local resident volunteers that meet once a month and is governed by an official board. Many of the members have been part of the group since its inception and have provided stability, credibility and a lot of hard work to develop and maintain trails in Victor that residents in Victor as well as regional visitors have benefited from.

Anyone can become a member of the group for a nominal fee of \$10. The VHT's annual budget is approximately \$7,500 and is funded primarily through donations, grants and membership fees.

Trail maintenance is the group's largest expense and the group actively maintains the trails three times a week primarily between May and September. The VHT has more than 50 maintenance "events" annually that represent more than 600 hours of volunteer labor.

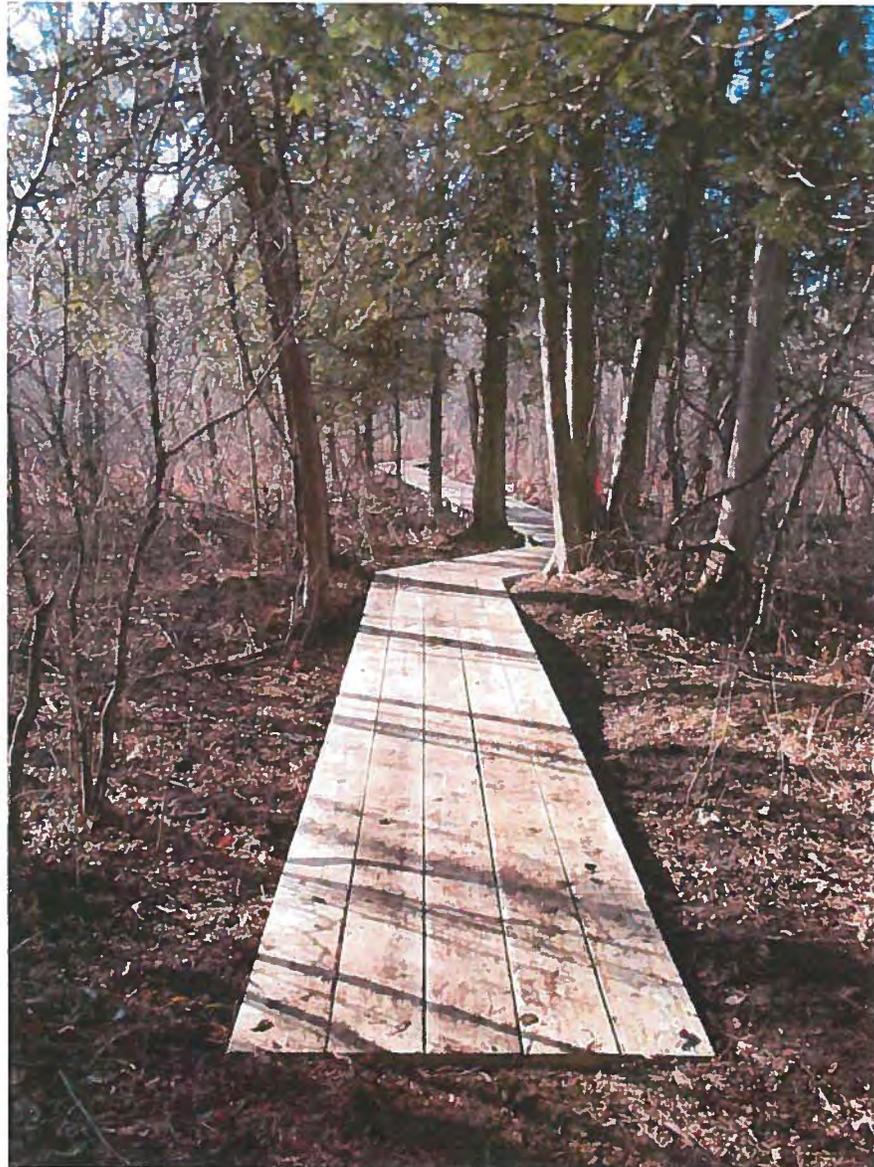
The current Vision and Mission statements for the VHT include:

### **VISION**

- Create and maintain foot trails and multi-use paths in the Town of Victor.
- Promote a meaningful relationship with nature.
- Promote individual responsibility for protecting the environment.
- Provide recreational activity through walking, biking, snowshoeing, and cross country skiing.
- Provide education to the public through nature interpretation, historical information and proper use of trails.
- Promote good relationships with all people (landowners, government officials, adjacent townships, and trail users).

## MISSION

- Trails of various terrain, landforms, views and habitats for various plant and animal species.
- Trails in various geographic sections of the Town of Victor with access by as many residents as possible.
- Trails of various lengths and difficulties.
- Trails for foot traffic and paths for multi-use including bikes.



## ORGANIZATIONAL ASSESSMENT

Before the group developed goals and objectives for the future of the organization, it assessed its current organization and activities internally through a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis. THE SWOT analysis was complemented by a resident survey.

## VHT SWOT ANALYSIS

Members of the group met in April 2015 to perform a SWOT analysis and the results are included in Figure 1.



Figure 1. SWOT Analysis

Based on the SWOT analysis the most common themes from the meeting were:

- Preserve the current trail system and build upon it
  - Trails should be considered part of Active Transportation system, not just recreational
  - Cost/Benefit with future maintenance costs
  - Include and incorporate in Parks Master Plan
  
- Maintain a good relationship with the Town
  
- Develop a Future, Feasible Maintenance Plan
  - Keep trails maintained as well as they are today
  - Build future trails and potentially retrofit existing trails to require less maintenance
  - Is there a threshold metric that defines when a community may need to add staff vs. recruiting volunteers?
  - Consider changing maintenance time periods (late afternoon weekday?) to encourage more participation
  
- Seek out Funding
  - Maintenance
  - New Trails
  - Trail retrofits
  
- Increase the number of involved members and/or sponsors
  - For maintenance and activities
  - 25-50 years
  - 45-55 years empty nesters ideal
  - Can local companies recruit groups of employees regularly to help out
    - “Adopt a Trail”
  - Scout help has been great – need to maintain relationship
  
- Promote the Group & Involvement
  - Brochure for local companies?
  - Update website – more interactive, organized and with a trail focus
  - Leverage Victor’s growth for more members
  - Social Media
  - Schools

- Document Historical Knowledge
  - Procedures
  - Maps
  - Easements

The ideas developed during the SWOT analysis provided a good starting point for discussions about the relevance of the organization and its sustainability into the future.

## VHT SURVEY

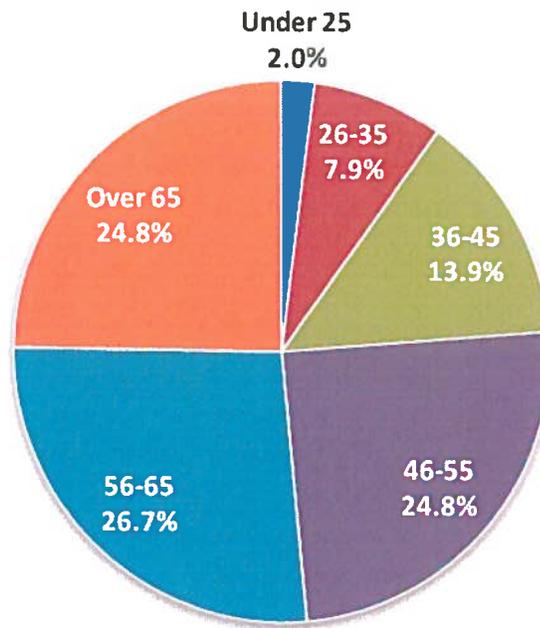
VHT members conducted a community survey to learn the community's opinions and ideas regarding the VHT organization, trails in Victor and potential future activities for the VHT. An online survey was launched in the summer of 2015 and residents could also fill in a paper survey and submit it to the Town. More than 100 people took the survey which provided valuable information to the VHT. Some general responses to the survey included:

- Most of the respondents, 66 percent, lived in the 14564 (Victor) zip code and a third lived in areas outside of Victor;
- 98 percent of respondents were aware of the trails in Victor, 91 percent were aware of the Victor Hiking Trails Organization and 98 percent actually used the trails;
- 96 percent support both maintenance of the existing trails in the Town and development of new trails;

Highlights of the survey which will help in developing goals and objectives for the VHT organization include:

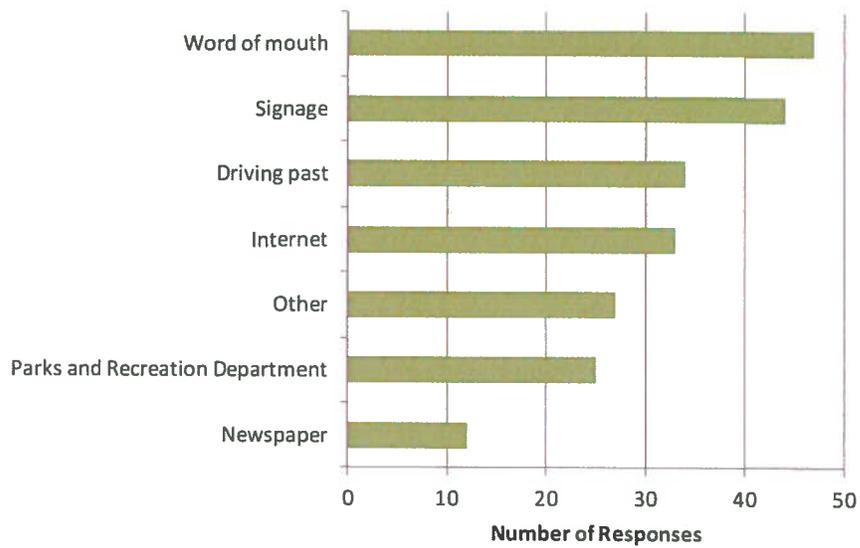
- Most of the respondents were 46 years of age or older but the overall age of respondents was evenly distributed among the 26-45, 46-55, 56-65 and over 65 age groups which is encouraging for a group interested in a broader base of future volunteers:

### Age Group of Respondents VHT Survey



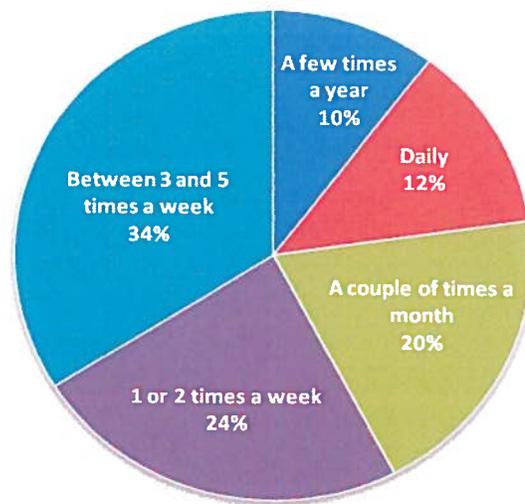
- There are a variety of ways people are aware the Victor Trails:

### How are you Aware of the Victor Trails? VHT Survey



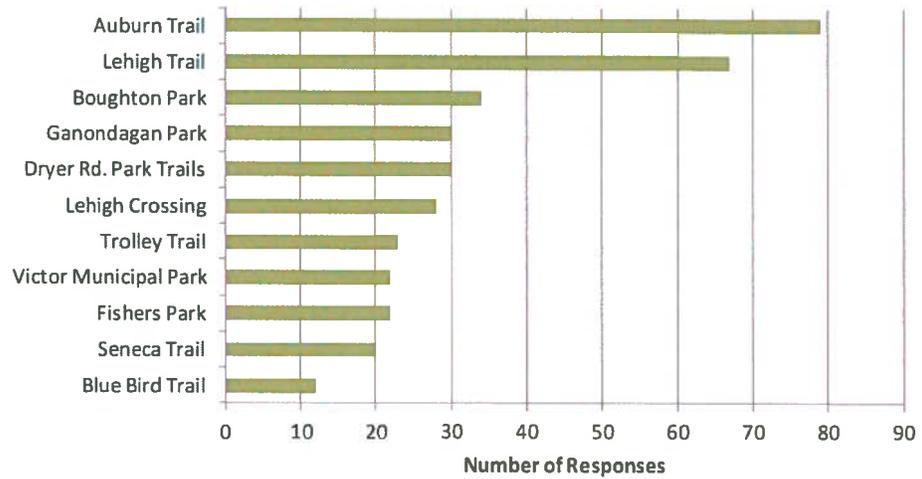
- Frequency of use for the Victor Trails varies but most respondents use the trails multiple times during the week:

### How Often do you use Victor Trails? VHT Survey



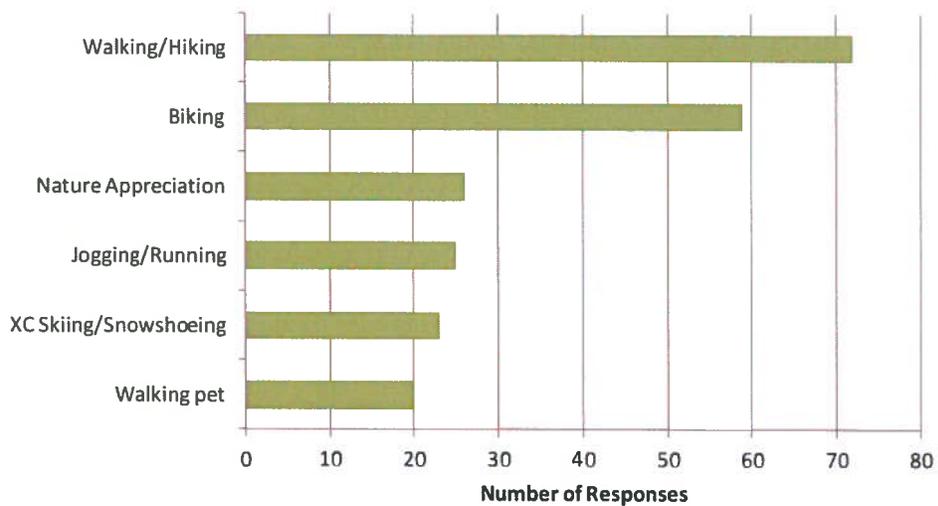
- The Auburn and Lehigh Valley Trails are the most popular trails in Victor but trail users take advantage of most of the trails (responses of 10 or more) in the Town:

**What Trails Have you Used Most Often?**  
VHT Survey



- Most people use the trails for walking and biking but the trails are also used for a variety of other activities:

**What is Your Primary Activity on the Trails?**  
VHT Survey



## STAKEHOLDER INTERVIEWS

As part of the Strategic Planning process, several stakeholders that use the trail were interviewed to provide their opinions on the trails. Some of the most common responses included:

- Trails provide an opportunity for every level of experience
- Trails are well maintained, safe and not crowded
- Please maintain the trails natural appearance

Some of the needs identified by stakeholders included:

- More cross country ski opportunities
- Trailheads near other recreational activities in the parks – get them there
- More Events:
  - Recycle existing events among other trails
  - Kid events will bring parents
  - Sponsored events will increase participation

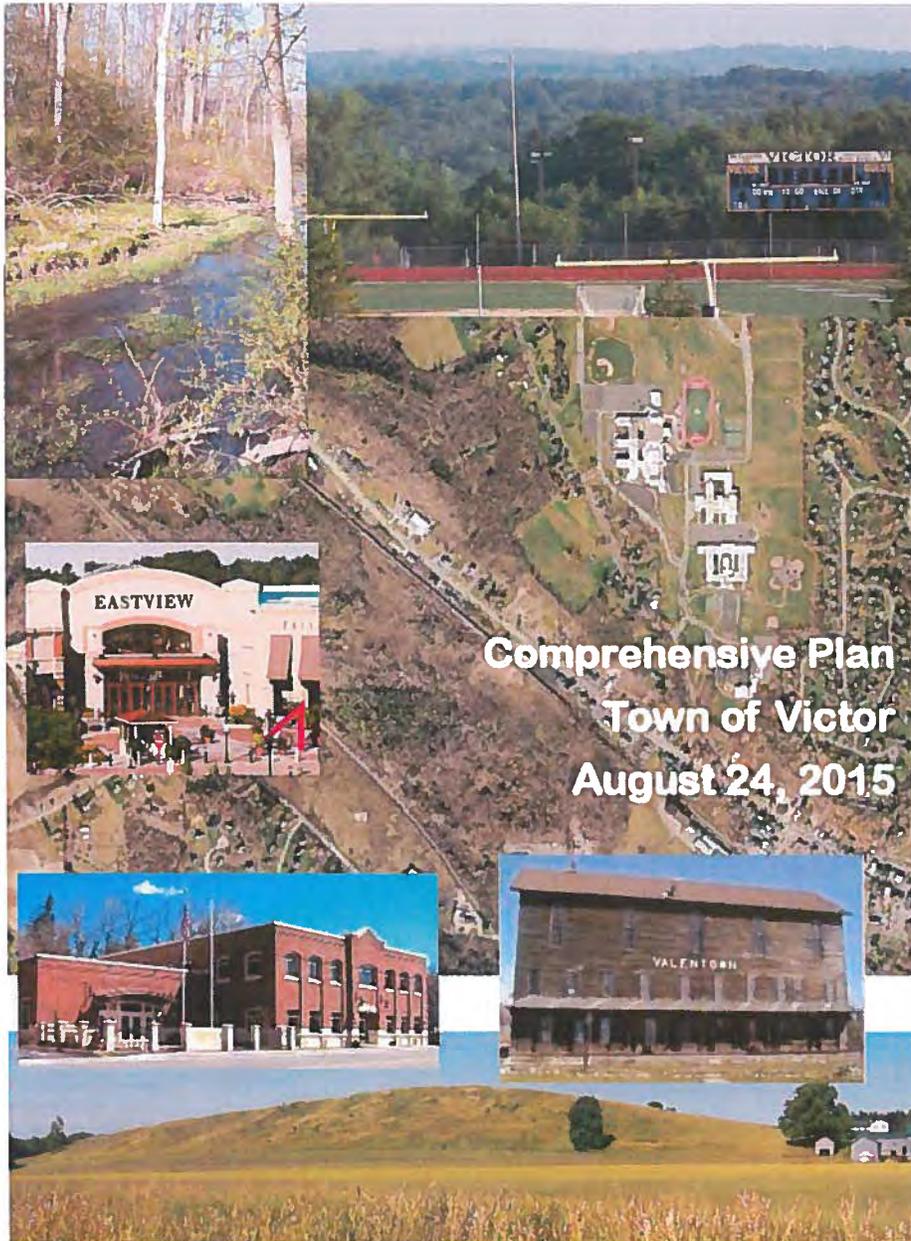


Staff of the Ganondagan Museum were interviewed as key stakeholders

## SUPPORT OF TRAILS IN LOCAL AND REGIONAL PLANS

Both local and regional planning documents were reviewed to regarding the support of trails in Victor. Plans included the Victor Parks and Recreation Plan, the Genesee Transportation Council Trail Plan, and the recently adopted Victor Comprehensive Plan. A summary of the relevant trail recommendations from the plan include:

- The need for an Alternative Transportation Network Plan (walking, biking) for Victor that will interconnect existing sidewalks and trails;
- VHT will work with Town and Genesee Transportation Council to prepare a long term trails master plan including:
  - Trail routes
  - Connectivity to regional trails
  - Construction/Maintenance Standards
  - Funding/Implementation
- Including the provision or accommodation of trails or trail connections in Planned Development District (PDD) criteria of the Town Code
- Promote connection of residential developments with trails to connect people to activity centers and recreational ways;
- Trails should be a key element of a “Green Infrastructure” system in the Town;
- The VHT “will be a key resource and stakeholder in preparing the Pedestrian/Bicycle plan” recommended as part of the Comprehensive Plan;



The recently adopted Town of Victor Comprehensive Plan included multiple recommendations and references to trails and an active/alternative transportation system in the Town.

TRAIL ORGANIZATION BENCHMARKING

Benchmarking was also performed as part of the Strategic Plan process to understand the operations of the VHT in comparison to other trail groups. It also provides an opportunity to learn other practices from those trail groups.

Table 1. Trail Benchmarking – Local Trail Groups

Metric	Victor Hiking Trails	Crescent Trails Perinton	Friends of Webster Trails	Penfield Trails Committee	Saratoga PLAN	Pittsford Trails	Kingdom Trails, Vermont
Community Population	14,327	46,462	43,121	36,525	32,537*	29,577	1,171
Median Household Income	\$76,115	\$78,508	\$66,033	\$78,069	\$67,232	\$106,134	\$49,167
Miles of Trails	55**	35	22	15	23	42	40+
Number of Trails	12	12	10	15	9	10	70+
Membership Fee	\$10+	\$5	\$10		\$10+		\$75+
Number of Members	282	50	187		200+		
Volunteer Maintenance	✓	✓	✓	✓	✓		
Municipal Assistance w/ Maintenance	✓	✓	✓	✓		✓	
Fundraising /Donations – Individuals	✓	✓	✓	✓	✓		✓
Fundraising /Donations – Organizations / Businesses	✓		✓		✓		✓

\* County level organization

\*\* Genesee Region of Cyclists (GROC) maintains approximately 15 miles of Dryer Road Park trails; 28 miles of trails are maintained by VHT and the remainder are maintained by the Town

Generally, the Victor Hiking Trails group metrics are equivalent to other trail groups in larger communities. However, it should be noted that a municipal trail organization is unique to the Rochester area in Upstate New York. Most other trail organizations in Upstate New York and other states are regional in nature.

The benefits of a local trail group are that members have a stake in the trail system and are therefore motivated to participate in trail maintenance and other trail activities. However, the disadvantage of a local trail group is that the number of members is limited and there is no formal system for coordinating trail improvements or connections among different communities. In addition, multiple local trail groups are competing for the same grant funds instead of having a long term plan, and funding, for key sections of a regional trail network. At a minimum, a County trail organization, like the one in Saratoga, advances a regional trail approach.

It should be noted however that there are some regional or multi-county trail networks within the Rochester metro area including:

- Genesee Valley Greenway (several Counties)
- Ontario Pathways (Ontario County)
- TrailWorks (Wayne County)
- Finger Lakes Trail (Statewide)
- Mendon Foundation



Table 2. Trail Benchmarking – VA, PA, MD

Metric	Chester County Trail Club <a href="http://www.cctrailclub.org/">http://www.cctrailclub.org/</a>	Allentown Hiking Club <a href="http://www.allentownhikingclub.org/">http://www.allentownhikingclub.org/</a>	Old Dominion Appalachian Trail Club <a href="http://olddominiontrailclub.onefireplace.org/">http://olddominiontrailclub.onefireplace.org/</a>	Garrett Trails <a href="http://garretttrails.org/index.html">http://garretttrails.org/index.html</a>
Community Population	509,648	119,104	Multiple Counties	29,679
Median Household	\$86,460	\$35,560	-----	\$45,206
Miles of Trails	61	10	19	150
Number of Trails	4	1	1*	37
Membership Fee	\$7	\$10 \$15 Families	\$15 \$20 Families \$250 Lifetime	Gold - \$100 Silver \$25
Volunteer Maintenance	✓	✓	✓	✓
Municipal Assistance w/ Maintenance	✓	✓		✓
Fundraising /Donations – Individuals			✓	✓
Fundraising /Donations – Organizations / Businesses				✓

\* Appalachian Trail in Blue Ridge Mountains

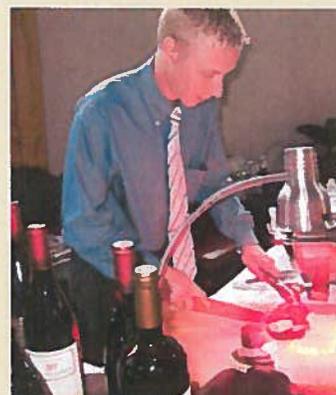
### Garrett (MD) Trails

<http://garretttrails.org/index.html>

The Garrett, Maryland Trail group is an interesting model for the future growth of the Victor Trails group. Although the group operates in a small county of less than 30,000 people, it is very active and successful. Garrett County is located in the western tip of Maryland near the Pennsylvania border and the group is responsible for 37 trails with 150 miles of hiking opportunities.

The primary difference with the Victor Hiking group is that the organization is a County based organization. In the future, a County based trail group may be a logical step but they have established a model for the kind of activities outlined in some of the recommendations in this report:

- Four levels of business sponsorship: Platinum \$4,000, Gold \$3,000, Silver \$1,000, and Bronze, \$500. There are currently 10 sponsors;
- Multiple fundraising events including a Taste of Garrett fundraiser where there is a Taste of Garrett supporter for \$5,000;
- Adopt-a-Trail Program open to schools, youth groups, scout troupes, churches, businesses, families or individuals;
- Several volunteer opportunities for different interests; and
- A well organized website (see link above).



## STRATEGIC PLAN

The following key initiatives will address many of the objectives of the Victor Hiking Trail group as it moves forward in the next phase of its journey. Initiatives have been divided into four categories:

1. Promotions and Partnerships: Initiatives to increase the awareness of the organization and to boost both membership and donations.
2. Organizational Capacity: Initiatives to increase volunteer memberships, encourage internships and document the historical knowledge of the trails organization.
3. Development of New Trails: Establishing a process to support future trail grant applications.
4. Stewardship: Develop a long term process to support trails in Victor for the future.



## PROMOTION AND PARTNERSHIPS

### **GOAL: INCREASE THE AWARENESS OF THE VICTOR HIKING TRAILS (VHT) ORGANIZATION TO THE GENERAL PUBLIC**

#### **Strategies:**

- Upgrade website and make it mobile friendly and interactive
- Develop a new brochure that is consistent with website (appearance, etc.)
- Presentations to schools to increase interest by younger audiences
- Prepare YouTube videos about the trails including the potential use of drone videos to provide an aerial “tour” of the trails
- Develop a VHT mobile app potentially with the help of a college student

### **GOAL: MAINTAIN AND GROW PARTNERSHIPS**

#### **Strategies:**

- Continue beneficial relationships with the Town of Victor
- Continue and develop partnerships with related groups:
  - Land Conservation / Farmland Preservation
  - Natural Resources
  - Recreational
  - Fitness
  - Tourism
  - Hotels

### **GOAL: BEGIN TO ESTABLISH PARTNERSHIPS WITH LOCAL AND REGIONAL COMPANIES**

#### **Strategies:**

- Develop VHT Brochure specific to businesses providing information on VHT and opportunities for sponsorship, donations and volunteering
- Distribute brochure to Victor businesses and regional businesses (i.e. Wegmans) that may have an interest in fitness, healthy lifestyles and/or nature.
- Request to speak to groups of employees interested in trails
- Distribute or continue to distribute brochures to Dick’s Sporting Goods, Northface, EMS, Athletica, LL Bean and pending Bass Pro.

## ORGANIZATIONAL CAPACITY

### **GOAL: GROW THE MEMBERSHIP OF THE ORGANIZATION BY RECRUITING NEW MEMBERS SO THE VHT GROUP IS SUSTAINABLE INTO THE FUTURE**

#### **Strategies:**

- Continue or initiate efforts to have membership applications at trails, recreational facilities, fitness centers, and, if possible, at schools
- Work with local and regional companies to recruit employees to become members to advance their community involvement and public relations goals
- Provide “tailored” volunteer opportunities. Some examples include fundraising, promotions, administrative, skilled trades (i.e., carpentry) and equipment use.

### **GOAL: DOCUMENT THE VHT HISTORICAL KNOWLEDGE**

#### **Strategies:**

- Meet with current active volunteers and Town staff to document the procedures for maintenance
- Collect and organize easement or property documentation and convert to digital format if feasible.
- Place geographic information – alignments, easements – in a Geographical Information System
- Prepare a guidebook for new volunteers including basic information about VHT and operational guidelines.

### **GOAL: BEGIN DISCUSSIONS WITH TOWN ON VHT INTERNSHIPS**

#### **Strategies:**

- Provision of an college internship to assist VHT and Town on trail work
- Provision of summer students to help with trail maintenance

### **GOAL: CONSIDER PARTNERING WITH OTHER GROUPS ON TRAILS**

#### **Strategies:**

- Using Saratoga PLAN as a model, join groups interested in protecting areas for recreation and appreciation of natural and cultural resources to help preserve areas for future trail extensions and to increase interest in trails for those not focused just on fitness or recreation.

## DEVELOPMENT OF NEW TRAILS

### **GOAL: DEVELOP AN ACTIVE TRANSPORTATION PLAN THAT INCORPORATES TRAILS**

#### **Strategies:**

- Apply for Unified Planning Work Program (UPWP) funds to develop an Active Transportation Plan for the Town of Victor to connect trails with sidewalks, other trails, and bike lanes throughout the Town as well as developing concepts for new trails

### **GOAL: APPLY FOR FUNDING TO DEVELOP NEW TRAILS OR EXPAND EXISTING TRAILS**

#### **Strategies:**

- Apply for grant funding to fund acquisition of land or easements, and/or to construct new trails:
  - Transportation Alternatives Program (TAP)
  - Recreational Trails Program (RTP)
  - Environmental Protection Fund (EPF)
  - NYSERDA Cleaner Greener Program (as part of a larger project)
  - Parks & Trails NY



**STEWARDSHIP****GOAL: CREATE ADDITIONAL OPPORTUNITIES FOR DONATIONS, SPONSORSHIPS AND FUNDRAISING****Strategies:**

- Work with local and regional businesses to sponsor trail segment maintenance including cash donations and employee volunteer hours
- Formalize opportunities for Planned Giving through Legacy gifts from wills, trusts and retirement funds.
- Develop corporate sponsorships at additional levels above \$250

**GOAL: DEVELOP A FORMAL CAPITAL IMPROVEMENT PLAN****Strategies:**

- In coordination with the Town develop a plan that formalizes the VHT's strategy for short and long term trail maintenance for the existing trail system as well as opportunities for future trail expansion.
- Identify current deficiencies in the existing trail system especially as they relate to safety and bridge/water crossings.
- Provide cost estimates for each item over time
- Use information to plan and apply for grant funding

**GOAL: INCORPORATE TRAILS INTO TOWN PLANS****Strategies:**

- Participate in the update of the Town's Parks Master Plan to insure trails are incorporated into the plan
- Participate in the anticipated Active Transportation Plan to insure trails are incorporated and to provide the community with information on VHT's efforts to date.

## ACTION PLAN

While the Strategic Plan provides the overall goals for the VHT, the Action Plan items provide a Roadmap for short, medium and long term actions

### SHORT TERM ACTIONS (0-2 YEARS)

- Update Website by using the latest templates from website software to organize and consolidate information under appropriate categories. There are several examples of good trail sites that area both easy to navigate and can be viewed on the desktop or mobile phones.  
(<http://www.appalachiantrail.org/>; <http://www.saratogaplan.org/>; <http://baytrail.org/get-on-the-trail/> ).
- Develop and distribute a new professionally designed brochure incorporating formalized donations (see below)
  - General
  - Business Focused
- Prepare trail videos for YouTube
- Begin discussions with partner groups (Land Conservation, Natural Resources, etc.) about joint projects to preserve natural resources
- Establish formal Business or Organization Donation levels above \$250; this may mean multiple donation categories
- Establish a formal Planned Giving procedure  
(<http://www.saratogaplan.org/get-involved/planned-giving/>)
- Establish tailored volunteer opportunities

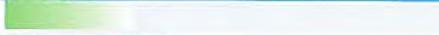
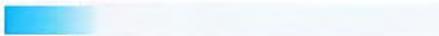
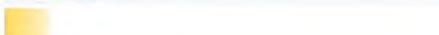
## MEDIUM TERM (3-5 YEARS)

- Document Historical VHT knowledge
  - Property Information – easements, titles, right of ways
  - Geographical – property maps, trail alignments
  - Guidebook for Maintenance Procedures
- Establish a College Internship program with the Town utilizing students interested in trails from local colleges or by coordinating with schools (i.e. SUNY Environmental Science and Forestry) or programs (Environmental Studies, Planning, Forestry) focused on nature, multi-modal transportation or forestry.
  - Promotions, Administrative, Social Media – semester based
  - Summer trail maintenance
- Develop an Active Transportation Plan
  - Incorporate a Trail Capital Improvement Strategy in the plan

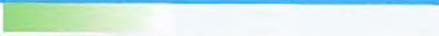
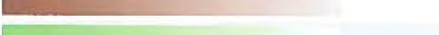
## ONGOING

- Presentations to School Groups to the younger population interested
- Presentations to companies and company employee groups (lunch and learn sessions)
- Preparation of grant applications for trails

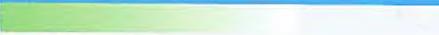
## How often did you use this trail in the past 12 months?

Response	Chart	Percentage	Count
Everyday		27%	34
Once a week		38%	47
2 to 3 times a month		18%	22
Once a month		6%	7
Less than once a month		7%	9
This is my first visit ever		4%	5
<b>Total Responses</b>			<b>124</b>

## Please check any months during which you generally use this trail:

Response	Chart	Percentage	Count
January		40%	49
February		39%	47
March		46%	56
April		71%	86
May		86%	105
June		91%	111
July		93%	113
August		94%	115
September		93%	114
October		83%	101
November		60%	73
December		43%	53
<b>Total Responses</b>			<b>122</b>

## Please check all of the activities in which you participated in on this trail during the past

Response	Chart	Percentage	Count
Walking/hiking		80%	99
Jogging/running		32%	39
Biking		69%	85
Snowmobiling		1%	1
XC Skiing/snowshoeing		25%	31
Horseback riding		0%	0
(I own a horse)		0%	0
Other, please specify...		2%	2
<b>Total Responses</b>			<b>124</b>

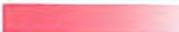
### Generally, when do you use this trail?

Response	Chart	Percentage	Count
Weekdays		14%	17
Weekends		7%	8
Both		80%	99
<b>Total Responses</b>			<b>124</b>

### Generally, what time of day do you use this trail?

Response	Chart	Percentage	Count
Morning		29%	36
Afternoon		11%	13
Evening		7%	8
Varies		54%	67
<b>Total Responses</b>			<b>124</b>

### On average, how much time do you spend on this trail each visit?

Response	Chart	Percentage	Count
Less than 30 minutes		3%	4
30 minutes to 1 hour		45%	55
1 to 2 hours		43%	53
More than 2 hours		9%	11
<b>Total Responses</b>			<b>123</b>

### Would you consider your use of this trail to be for....

Response	Chart	Percentage	Count
Recreation		26%	32
Commuting		2%	2
Health & exercise		65%	81
Fitness training		5%	6
Physical therapy		1%	1
Other, please specify...		2%	2
<b>Total Responses</b>			<b>124</b>

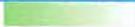
How did you find out about the {{ Trail }}? (Check all that apply)

Response	Chart	Percentage	Count
Word of mouth		39%	48
Roadside signage		24%	30
Driving past		27%	33
Newspaper		2%	2
Bike shop		3%	4
Tourism office		1%	1
Parks & Trails NY		7%	9
Rails-To-Trails Conservancy		11%	14
Internet web site		8%	10
New York or local government agency		2%	3
Local knowledge		66%	82
Other, please specify...		5%	6
<b>Total Responses</b>			<b>124</b>

How did you find out about the {{ Trail }}? (Check all that apply) (Other, please specify...)

#	Response
1	Helped create them
2	Behind my house
3	Victor hiking trails
4	live beside it
5	Meetup group
6	Victor Hiking Trails

Has your use of this trail influenced your purchase of: (Check all that apply)

Response	Chart	Percentage	Count
Bike		35%	41
Bike supplies		35%	41
Footwear		39%	46
Clothing		29%	35
Camping gear		1%	1
Auto accessories related to trail use		8%	10
Nothing		35%	42
Other, please specify...		4%	5
<b>Total Responses</b>			<b>119</b>

Has your use of this trail influenced your purchase of: (Check all that apply) (Other, please specify...)

#	Response
1	Looked for a house within 2 miles of the trail
2	dog supplies
3	One reason to stay in house is proximity to trail
4	Allergy meds (weeds surrounding trail)
5	our home

The maintenance of this trail is:

Response	Chart	Percentage	Count
Excellent		61%	76
Good		36%	44
Fair		3%	4
Poor		0%	0
<b>Total Responses</b>			<b>124</b>

The cleanliness of this trail is:

Response	Chart	Percentage	Count
Excellent		75%	92
Good		25%	31
Fair		0%	0
Poor		0%	0
<b>Total Responses</b>			<b>123</b>

What amenity, if any, would you like to see added to this trail?

Response	Chart	Percentage	Count
Restrooms		36%	38
Water fountains		19%	20
Benches		4%	4
Trail surface improvements		22%	23
Parking		2%	2
Other, please specify...		18%	19
<b>Total Responses</b>			<b>106</b>

What amenity, if any, would you like to see added to this trail? (Other, please specify...)

#	Response
	1 more benches
	2 Fill in the places where water creates channels during heavy rain
	3 Dogs leave their poop. Do not like this.
	4 None needed
	5 Snow plowing in winter
	6 Trash receptacles
	7 Dog/person water fountains
	8 Enforce dog leash law
	9 None
	10 None
	11 None
	12 None
	13 Dog waste bags, for owners to pick up after dogs
	14 None
	15 trash receptacles (some) along the trail not just at the ends
	16 Nothing
	17 Recomend paving it as this will encourage more families to use since it is har
	18 None
	19 Nothing

## 120

1%	14424	1 Canadaigua
16%	14425	19 Farmington
5%	14450	6 Fairport
4%	14453	5 Fishers
2%	14467	2 Henrietta
6%	14472	7 Honeoye Falls
1%	14485	1 Lima
1%	14505	1 Marion
5%	14506	6 Mendon
15%	14534	18 Pittsford
2%	14543	2 Rush
35%	14564	42 Victor
1%	14606	1 North Gates
1%	14617	1 West Irondequiot
1%	14618	1 Brighton
1%	14623	1 Henrietta
1%	14626	1 Greece
1%	23231	1 Henrico, VA
1%	33908	1 Ft Muers, FL
1%	63049	1 High Ridge, MO
1%	98103	1 Seattle, WA
1%	98155	1 Seattle, WA

\*Gender:

Response	Chart	Percentage	Count
Male		47%	57
Female		51%	62
Rather not specify		2%	2
<b>Total Responses</b>			<b>121</b>

Please select your employment status

Response	Chart	Percentage	Count
Employed full-time		44%	53
Employed part-time		4%	5
Self-employed		7%	9
Unemployed		3%	4
Homemaker		3%	4
Retired		35%	42
Student		2%	2
Prefer not to answer		2%	2
<b>Total Responses</b>			<b>121</b>

Are you a person with a disability?

Response	Chart	Percentage	Count
Yes		3%	3
No		97%	114
<b>Total Responses</b>			<b>117</b>

Approximately what is your household's total annual income?

Response	Chart	Percentage	Count
Under \$15,000		0%	0
\$15,000 - \$29,999		3%	3
\$30,000 - \$49,999		15%	16
\$50,000 - \$74,99		11%	11
\$75,000 - \$124,999		27%	28
\$125,000 - \$199,999		15%	16
\$200,000 or more		8%	8
Prefer not to answer		21%	22
<b>Total Responses</b>			<b>104</b>

### Did you arrive by car?

Response	Chart	Percentage	Count
Yes		50%	61
No		50%	61
<b>Total Responses</b>			<b>122</b>

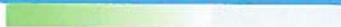
### If you arrived by car, was parking adequate?

Response	Chart	Percentage	Count
Yes		100%	55
No		0%	0
<b>Total Responses</b>			<b>55</b>

### If you did not arrive by car, what other transportation mode(s) did you use to reach the trail?

Response	Chart	Percentage	Count
Walked/biked		100%	60
Bus		0%	0
Boat		0%	0
Train		0%	0
Airplane		0%	0
Other, please specify...		0%	0
<b>Total Responses</b>			<b>60</b>

Which of the following influenced your decision to visit this trail today? (Check all that apply)

Response	Chart	Percentage	Count
Familiar with trail		63%	78
Proximity to home		85%	105
Exploring new location		11%	13
Trail accommodates my fitness level or ac		40%	50
Other, please specify...		10%	12
<b>Total Responses</b>			<b>124</b>

Which of the following influenced your decision to visit this trail today? (Check all that apply) (Other, please specify...)

#	Response
1	Hope to meet friends
2	We love it.
3	Dogs love it!
4	Love the trail
5	Includes footpath only sections
6	Dogs walk
7	Part of my commute by bike
8	Proximity to work (office)
9	hang out with people
10	visiting family
11	Have road this trail before and enjoy riding the many different ways and connection to other trails
12	beauty/peacefulness

Fish Creek  
Bridge Sight







# SERENITY HOUSE GALA

MARCH 12, 2016

## Arabian Nights



**HONORARY CHAIR**  
FAMILY OF  
PATRICIA SALSBURG

**LOCUST HILL COUNTRY CLUB**  
2000 JEFFERSON ROAD  
PITTSFORD, NEW YORK



*Thank You for Your  
Generous Support*



**6:00 PM**

**VALET ~ SILENT AUCTION ~ OPEN BAR ~ HORS D'OEUVRES**

**7:30 PM**

**DINNER ~ LIVE AUCTION HOSTED BY DOUG EMBLIDGE**

**8:30 PM**

**DANCING TO THE MUSIC OF THE ORIENT EXPRESS**

**TICKETS \$100 PER PERSON - TABLES FOR 8 OR 10**

**RSVP BY MARCH 1ST**

**FOR TICKET INFORMATION, PLEASE CONTACT TRACEY FULLER  
AT 585.752.7665 OR TFULLER@HEISERUSA.COM**



**PLEASE RSVP BY MARCH 1ST**  
*Thank you for your generous support*



**SERENITY HOUSE GALA**  
*Arabian Nights*  
MARCH 12, 2016 - LOCUST HILL COUNTRY CLUB

Name (s) \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Number Attending \_\_\_\_\_

Email \_\_\_\_\_

Request to be seated with \_\_\_\_\_

Serenity House Presenting Sponsor \$5,000 (includes tickets for 8)

Humanitarian \$2,500    Platinum \$1,000    Gold \$500    Silver \$250

I would like to contribute the Following:

Donation in Memory of \_\_\_\_\_ \$ \_\_\_\_\_

**If you would like to contribute an item please contact:**

SHARON CARY - SCARY001@ROCHESTER.RR.COM · 585-820-0419

Checks payable to Serenity House Gala 2016

Black Tie Optional

## Recurring Events and Classes

### Booked for the Evening

Book Discussion Group

2<sup>nd</sup> Tuesday of the month (Monthly excluding December, July & August)

### Ongoing Children's Events

Check the Children's Events pamphlet for details on recurring events for children of all ages

### Beginner's Mah Jongg

Occurs every Monday from 2-3pm.

### One-on-one Computer Help with Andrew

Request your topic for one-on-one help in computer skills. Register at the front desk. No question is too small.

### Writers Round Table – Feb 09, 23

A creative writing group that meets every other Tuesday. All are welcome.

Check our website for the most current information:

[www.victorfarmingtonlibrary.org](http://www.victorfarmingtonlibrary.org)

or our Facebook page:

[www.facebook.com/victorfreelibrary](https://www.facebook.com/victorfreelibrary)

Have an idea for a class or want to teach a class? Contact Tim at [tniver@pls-net.org](mailto:tniver@pls-net.org) or call him at 924-2637.



## February 2016 Events and Classes

15 West Main Street  
Victor, New York 14564  
585-924-2637  
[www.victorfarmingtonlibrary.org](http://www.victorfarmingtonlibrary.org)  
[www.facebook.com/victorfreelibrary](https://www.facebook.com/victorfreelibrary)

Hours:  
Monday – Thursday 10:00am – 9:00pm  
Friday 10:00am – 6:00pm  
Saturday 10:00am – 4:00pm  
Sunday 12:00pm – 4:00pm

## February Calendar of Events and Classes

Every Monday, 2:00pm – 3:00pm

**Beginner's Mah Jongg** – Experienced instructors will teach you how to play Mah Jongg. The first four sessions will be for instruction and learning the game.

Tuesday 02/02 6:30pm – 7:30pm

**Tang, Cheese Whiz and the Ever-Changing Food Industry** - a discussion on processed food and its potential connection to the obesity epidemic and disease rate in the U.S. Presented by FLCC professor Izy Grooms.

Thursday 02/04 6:30pm – 7:30pm

**Intro to Yoga** – Accessible for the beginner and/or will deepen the practice of experienced yogis. Please bring a yoga mat if you have one. Taught by Cindy Stevens from the Victor Yoga Studio.

Monday 02/08 6:00 – 8:00pm

**What is the Internet?** – Our tech expert Andrew breaks down and explains the basics of the internet.

Monday 02/08 6:00 – 8:00pm

**Make-n-Take Memory Wire Bracelet**– Get creative and make your own bracelet. \$5 supply fee.

Tuesday 02/09 7:00pm – 8:00pm

**Booked for the Evening** - This month's book is Queen of the Fall by Sonja Livingston.

Wednesday 02/10 6:30pm – 7:30pm

**How to Buy a Car** – Kitty Van Bortel from Van Bortel Subaru explains what to look for when buying a car.

Thursday 02/11 7:00pm – 8:00pm

**Make-n-Take Essential Oils** – Make a soothing bath salt soak from Essential Oils. \$4 at the door.

Monday 02/15 6:30pm – 7:30pm

**Summers Financial: Separated, Divorced or Widowed?** - Strategies for getting out of debt quickly, investment tactics, etc. How to invest, plan your retirement alone, and other topics.

Tuesday 02/16 6:30pm – 7:30pm

**Summers Financial Planning: Social Security and Medicare Planning** - This workshop is for individuals 60- 70 years old. This class will help clarify Social Security basics, early retirement benefits, plus much more.

Wednesday 02/17, 02/24, 03/02 6:30pm – 8:00pm

**Landscape Collage** – Create your own collage using paints and various materials such as old book pages. \$45 total for all three dates, plus a one-time \$8 supply fee. Total is \$53.

Thursday 02/18 5:30pm – 7:30pm

**Alzheimer's Awareness Class** – This month's class focuses on communication.

Monday 02/29 6:30pm – 7:30pm

**What is email?** – This time, our resident tech expert Andrew shows you how to use email.



# February



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1 Beginner's Mah Jongg, 2pm, every Monday.	2 Tang, Cheez Whiz and the Ever-Changing Food Industry, 6:30pm	3	4 Intro to Yoga, 6:30pm	5	6
7	8 What is the Internet, 6:30pm. Memory Wire Bracelet Make-n-Take, 6pm	9 Booked for the Evening, 7pm	10 How to Buy a Car, 6:30pm	11 Essential Oils, Make-n-Take, 7pm	12	13
14	15 Finances: Separated, Divorced or Widowed?, 6:30pm	16 Social Security and Medicare Planning, 6:30pm	17 Landscape Collage, Part 1/3, 6:30pm	18 Alzheimer's Awareness Class, 5:30pm	19	20
21	22	23	24 Landscape Collage, Part 2/3, 6:30pm	25	26	27
28	29 What is email? 6:30pm					

### Sign up for classes online!

We offer a convenient online way to sign up for our classes and events. Go to [www.victorfarmingtonlibrary.org](http://www.victorfarmingtonlibrary.org) and click on the Calendar of Events picture on the right. Find the event you'd like to attend and register. It's simple!

*Make sure you save a place for yourself...unless otherwise noted, all classes require **registration**. This helps us provide the best planned events and programs. **If you don't sign up, we cannot guarantee a seat for you.***

# Contemplating the 2016 Regular Maintenance Schedule

 Edit  Close  Add a poll

Victor Hiking Trails

The 2016 regular maintenance season is approaching fast. We have been thinking about changing days and/or times for the maintenance sessions. Sessions in the past have run 1 1/2 to 2 hours with an opportunity to hangout for coffee or a beer afterward. Please rank the times and days below for your personal preference for helping out. Helping out just one time during the season is a help so do not shy away from this poll just because you cannot help on a regular basis. Rate each 1 to 10 with 1 being not as desirable and 10 as being very desirable.

(Rate each option on a scale of 1-10, where 10 is best)

- |   |  |
|---|--|
| Monday 7:00am or 8:00am with a coffee stop afterward        |  (50%)   |
| Monday 6:00pm with a beer or other refreshment afterward    |  (62%) |
| Wednesday 7:00am or 8:00am with a coffee stop afterward     |  (48%) |
| Wednesday 6:00pm with a beer or other refreshment afterward |  (62%) |
| Friday 7:00am or 8:00am with a coffee stop afterward        |  (72%) |
| Saturday 7:00am or 8:00am with a coffee stop afterward      |  (52%) |
| Sunday 7:00am or 8:00am with a coffee stop afterward        |  (38%) |
| 7:00 am works better than 8:00 am                           |  (52%) |
| Keep weekends open for special projects, hikes, etc.        |  (76%) |

5 people have voted so far. [Change your vote](#)

Poll created on February 4, 2016