

Farmington

CHAMBER COMMERCE

1000 County Road #8
Farmington, New York 14425
farmclrk@rochester.rr.com
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Post Office Joins in Spring Fling Show

Hats off to the Farmington Post Office crew for helping make your Chamber's Spring Fling 2007 a resounding success. The people-stream was nearly endless for three hours as families queued-up at the passport application tables and photo booth preparing for future travel out of the country.

Held at DiPacific's Restaurant, Spring Fling '07 proved to be as strong as its predecessor a year ago, hosting over 15 companies and home-based occupations from Farmington and surrounding areas eager to display their vast array of products and services.

Spring Fling was initiated last year to stimulate business networking and to promote and showcase area businesses under one roof. Refreshments consisted of wine from local vintners and light hors d'oeuvres.

The Farmington Chamber Board would like to thank all who participated in Spring Fling 2007. You are the key to the health of our business community now and in the future.



There's No Place Like Home-Based Business

Statistics reveal that there are just over 4 million self-employed, home-based workers. Experts say that the rapid growth is found in the use of the Internet. It is and will be a major factor spurring creation of home businesses in the future, they claim. Many experts venture to say that the home is the business venue of the future.

Your chamber is finding that a growing number of our members are home-based occupations.

Here are some tips for people who are thinking about starting such a business:

- **FIND THE RIGHT MARKET:** Find out what product or service the public wants-and what isn't being provided by existing firms in the market area-before launching a business.
- **CONSIDER YOUR TALENTS:** Do you have the discipline to stick to a work agenda even if the faucet is leaking or the kids are fighting? Can you remain calm when it seems like no clients will ever call?

- **DON'T NEGLECT THE DETAILS:** Which zoning provisions, business licenses and fees should you incorporate; benefits for any employees and many other matters should be part of any business plan before taking the plunge. A business plan is just as important for a home office as it is for one in an office building.

- **SEEK MENTORS AND OTHER RESOURCES:** Chambers of Commerce, Cooperative Extension service representatives and Service Corps of Retired Executives (SCORE) volunteers can offer timely advice.

- **WATCH OUT FOR SCAMS:** Many scam artists promise riches to those who work from home, but "if it sounds too good to be true, it probably is." Research before committing money to any business. The library and bookstores contain a plethora of books on home-based businesses.

Even with the best business plan and a waiting market, "you are not going to become wealthy overnight." If new home-based business owners expect their venture to be their only source of income, they should have about a year's worth of salary in the bank.

Story continued on back page

FSI Systems Inc in its 25th Year

John Malvaso saw the light while working as northeast tech salesman of microprocessors for the National Semiconductor Company with headquarters in Santa Clara, CA. back in the early 1980's. The RIT schooled electrical engineer is a literal Mr. Wizard when it comes to micro-circuitry control and making gadgets perform from simple to the most complicated tasks.



John Malvaso, FSI Systems Inc. President, poses next to the company monument with the 23,000 sq. ft. blue-glass domed office and manufacturing facility in the background. The blue-glass, geodesic dome was imported from Canada and set in by crane by Rose City Glass of Canandaigua who also glazed the surrounding windows. FSI employees picked out the interior décor and helped with the landscaping.

finally building on a prime four-acre parcel of land on County Road 41 in Farmington. The year was 2002.

By now the name FSI Systems was penned on projects of his own product line as well as the circuit board design for the products of several large companies such as Fisher Price, Kodak, Xerox and Bausch & Lomb. "My market is literally the world," he smiled.

That world includes one of FSI's real niches: inexpensive wireless monitoring devices, creating "smart" machines for homes, cars, and industry. Some of the products John have developed use a format called Zigbee, an emerging new technique in inexpensive wireless devices today. FSI also developed a starter kit in 2004 for Motorola that picks up on trouble within a product's systems and the information is then

focus business

On the job, he saw the critical need for development in a newly emerging technology involving printed circuitry design. Wanting to travel less, he jumped off the corporate bandwagon and into his own out-of-the basement business of developing microcontroller software in Victor, NY.

Since then it has been success after success. His first major client was giant Emerson Electric. The product: electronic chime modules located under the dashboards of General Motors cars. As his business grew, the technology of wireless communications grew, forcing John to move FSI Systems several times before

relayed via the Internet to the customer who needs only log-on to read the transferred data. He has since introduced another internet-based, sophisticated telemetry system called Phoenix, which is his only standard FSI product line as FSI's mainstay business is providing custom design work for outside customers. This system actually calls an individual's cell phone during a problem, and also the customer's product data is picked up and sent via the Internet to the FSI web site. The data is then "massaged" and made available to the customer. The customer simply logs onto the FSI web site using his account name and password.

"Right now we are looking into a telemetry measuring system to precisely dispense fuel additives in trucks for the Town of Farmington Highway Department on a test basis," John said. "The results on other trucks we've tested have translated in up to a 10 percent increase in miles per gallon and a reduction of emissions."



FSI's manufacturing room is 75' long, housing a convection oven, two pick and place machines and a solder screener DEK265 machine. The manufacturing capacity is 10K parts per hour.

FSI Systems

FSI is a whirl of activity these days, as the 24 employees scurry to keep up with customer demand for FSI wireless control and measuring devices. It's all a labor of love for this pioneer in microcontroller printed circuitry development, whose long-term goal is reaching a labor force of 75 employees. "We really want to grow our Phoenix product line," he said. "We've just hired a new marketing manager to handle this proprietary product."

According to John, settling in Farmington was the right move. "It's truly become our business home. The Farmington Chamber of Commerce has helped us by providing an excellent system of networking with the town and local businesses," he said. "We think globally but act locally," he quipped. "Though our business takes us into the world at large, we try to support the people in our own neighborhood as well," John concluded.



Pat Coggi, Surface Mount Tech, solders tiny connections on mini-circuit boards.

Member Business Changes Name

One of our members, Angela Hilton, has changed the name of her company to H2Air Healthy Living Technologies (formerly Hilton Air Purification.) The new listing now appears on the chamber web site but is not listed correctly in the 2007 Chamber Directory. Please note the following change:

H2Air Healthy Living Technologies
3853 Stoddard Rd., Canandaigua, NY 14424
Web Site: www.ecoquestint.com/H2Air
Phone: 585-396-3035
Fax: 585-776-4601

Business and Membership Directory 2007 is Printed

Just to let our readers know that the 2007 Farmington Chamber of Commerce Business and Membership Directory is printed and copies have been mailed to members. If you need a copy or extras, call Bob Kleman at 585-398-2331.

Excellus Member Health Insurance Benefits

Health insurance benefits are available for business members of the Farmington Chamber of Commerce. For details contact Bob Kleman at 585-398-2331.

New Farmington Chamber Members

- Murphy Backflow Testing and Service:
1417 Tudor Way, Farmington, N.Y. 14425,
owned by Michael Murphy, 585-924-3738
- Right Choice Home Improvement: 5754
Wishing Well Lane, Farmington, N.Y. 14425,
owned by David Richards, 585-398-2744

Several New Farmington Commercial Developments are 'Going Up'!

Here's the latest news on commercial developments in the Town of Farmington. As you can read, our community continues to grow and broaden the tax base.

Comfort Inn Going Up...

A three story, 60 unit, Comfort Inn Hotel is commencing construction this month and expects to open later this year. The facility will have an indoor swimming pool, small conference room and continental breakfast area.

DiFelice Plaza Going Up...

Site development has begun on a 36,000 square foot plaza located at the northeast corner of State Route 96 and Elizabeth Way. Final Site Plan approval was granted by the Planning Board at their June 6th meeting. Now detailed building plans will be reviewed and building permits issued to enable the start of construction later this summer.

Alloway Estates Senior Housing Going Up...

Construction continues on a two-story, 50-unit, senior housing project on Elizabeth Way. The project is operated by Rural Opportunities, Inc., and is targeted to income eligible seniors (persons 55 and older). When completed the project will provide a sidewalk connection to the developing sidewalks along State Route 96.

Hale Court Townhouse Project Going Up...

Construction continues on a 32-unit rental townhouse project with a community center located south of Alloway Estates on Elizabeth Way. Occupancies are expected to begin this month. As with Alloway Estates Senior Housing, this project will also provide a sidewalk connection to the developing sidewalks along State Route 96.

Gelato Ice Cream, Coffee and Sandwich Store Going Up...

Remember the old red fish house on Route 332, well it is no longer. Work is winding down on a new ice cream shop (featuring Gelato Ice Cream), a coffee shop and a sandwich store at this location just north of the Farmington Plaza. Next up will be an 18-hole miniature golf course that is being designed to challenge the best golf duffer.

American Equipment Opens...

American Equipment of North America has opened its new equipment sales and leasing facility on Collett Road, just west of Rochester Lumber Company. This new facility provides the big toys for the big boys to play with and is a welcome addition to our diverse commercial services. Their unique sign identifies the construction trade services they provide along with their landscaped mounds used to display various pieces of equipment.

Finger Lakes Thoroughbred Adoption Facility...

Final Site Plan approval has been granted by the Planning Board for a new thoroughbred adoption facility to be located on property owned by Delaware North (Finger Lakes Racing and Gaming Casino), with access from Beaver Creek Road. The facility is approximately 10,220 square feet consisting of horse stalls, exercise area and observation areas for prospective adopters of these beautiful animals. This is a unique facility in New York State and is endorsed by the Finger Lakes Racing Association. Building plans are now being reviewed by the Town Development Office with construction to commence later this summer.

There's More!

Future commercial sites just now being made known include the Glacier Lakes Resort, hotels and conference center. A new commercial building at the Arrow Contracting Site on Route 96 to enable the expansion of Park Place Limousine Service and a new 17,000 square foot Aldi's Grocery Store on Route 332, just south of the Plaza. Other commercial ventures are being discussed but have not yet been made public, stay tuned.

Ron Brand, Farmington Director of Development & Planning

President's Musings

Let me begin by thanking all of our board members and member businesses for their help and participation in the recent and successful Spring Fling Trade Show 2007. A special thanks to Sherry Canzano and the Farmington Post Office staff for the terrific job they did handling the steady flow of people lined-up to apply for passports and pictures. (My official letter of appreciation to all is the insert included with this newsletter.)

Please take the time to peruse Ron Brand's column in this issue. He is Farmington's Director of Planning & Development and a quick scan will let you know right away that Farmington business is booming! This is so encouraging. It shows us that we are experiencing what experts like to term a "healthy business climate." Many areas of NYS reportedly have leveled-off or even declined. Farmington remains strong and vibrant, a real beacon for new business and commerce.

The new 2007 Business and Membership Directory was recently published. All Farmington business members should have a copy. If you need more or did not receive yours, call Bob Kleman at 585-398-2331.

I'd like to draw your attention to the Chamber web site. We are constantly updating and refining it to better serve our members. If you would like your business listing in the Members section linked to your business web site, just provide us with the World Wide Web (www) address and we'll create a business link on your member listing. We have more exciting changes we'll be adding soon...so always remember to check: www.farmingtoncofc.com for current events and chamber activities.

Soon we'll begin a series of what we call Quarterly Dinner Meetings with a line-up of excellent speakers. Fellow board member Sue Stehling and I are co-chairing the series. We will keep you informed via the web site and member mailings as the series develops. You won't want to miss these important informational and educational sessions.

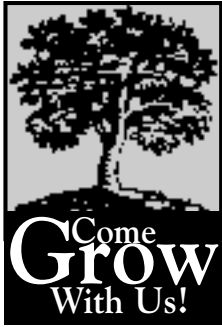
Thank you for your ongoing member support and participation. Until next time...

*Rose Kleman, President
Farmington Chamber of Commerce
315-986-8182*

Farmington

CHAMBER OF COMMERCE

1000 County Road #8
Farmington, New York 14425



Home-Based Business *continued*

A home-based business venture must be something you live, that you can do practically seven days a week without getting burned out. Rule of thumb is that those who survive the first year or two tend to hang on for a decade or more. Home-based business owners are a special breed that share the desire and ability to do business differently than the mainstream. They are very innovative. They look for niches and variety. In one community it's landscaping, in another it's taking care of people's dogs. They fill the niches big companies can't fill or don't want to fill.

Home-based Business Web Sites and Phone Numbers

Here are some organizations that offer help to people who have or are considering establishing home-based businesses:

- The American Association of Home-Based Businesses. Visit the site on the World Wide Web, www.aahbb.org or call 1-800-447-9710
- The National Association of Home-Based Businesses. Call 410-363-3698 or visit www.usahomebusiness.com
- The Small Office Home Office Association. Visit www.sohoa.com or call 1-888-764-6211

notes&news.....

- To find out more about joining the Farmington Chamber of Commerce, contact Rose Kleman at 315-986-8182. Business and commercial annual membership dues are only \$50! All Chamber Members will be listed in the Business and Membership Directory and will receive a copy of the *Come Grow With Us* Chamber newsletter.
- To find out how to advertise your business in the *Come Grow With Us* Chamber newsletter, contact Cal Cobb at 585-398-2861.
- **Chamber web site:**
www.farmingtoncofc.com

Farmington Chamber Officers and Board Members

- Rose Kleman – Chamber President, Town Clerk
- Calvin Cobb – Chamber Vice President, Marketing Marcom Consultant
- Chad Flansburg – Chamber Secretary, Phillips Lytle LLP, Attorney
- Diane Mordue – Chamber Treasurer, Canandaigua National Bank, Assistant VP
- Robert Arlin – Avanti Travel Agency Avanti Car Rental
- David Degear – Farmington Town Planning Board
- Jill Hotelling – McDonald's Restaurants®, CRR
- Robert Kleman – Chamber's Blue Cross Representative
- Kirk Locus, Walason Roofing, Owner
- Sue Stehling – Business consultant

Your Board of Directors meets the second Monday of every month at 8 a.m. at McDonald's®, Routes 96 and 332 in Farmington. Chamber members are welcomed to attend each and all sessions.