



# 2007 P4P Summit

**February 23, 2007  
Elmira College**

**People Creating Potential**

[www.p4pnetwork.com](http://www.p4pnetwork.com)  
**Welcome!**

The 2007 Pipeline 4 Progress (P4P) Summit Planning Committee and the many companies and organizations supporting the Summit welcome you to our 2007 P4P Summit!

In January of 2006 nearly 350 people participated in our first annual P4P Summit. The support and energy was overwhelming.... And today, the momentum continues!

Whether you are already in The Pipeline or joining us for the first time, we thank you for taking part in our collaborative effort to make our area a more vibrant place... so congratulations!

Today you will meet hundreds of other bright and motivated individuals, like yourself, who recognize the potential that the Southern Tier holds.

This year you will find more activities and opportunities along with a variety of perspectives that will really make you think. Whether it is in one of the ten breakout sessions, our town hall meeting, or conversing and "NetWeaving" with other Summit participants throughout the day, you will become an intricate part of this unique effort.

We have a bright future, but we can't make improvements without your help. You have taken the first step by being here today, so now is the time to speak up! Ask a question or share an idea on how we might rejuvenate our area.

Together we can improve our economic vitality and quality of life!

So thank you for attending our Summit and putting yourself in The Pipeline. But most of all... have fun discovering our potential today!

All the best,  
Michael Fuller  
Chairman  
P4P Summit Planning Committee

# KEYNOTE ADDRESS LUNCHEON

## Bob Littell – Chief NetWeaver

Robert S. (Bob) Littell is unique within the Financial Services Industry. Over a career spanning more than 30 years, Bob has worn virtually every hat possible on both the field and home office sides of the insurance and financial services arena, and today continues to be involved in a broad spectrum of activities within that industry.

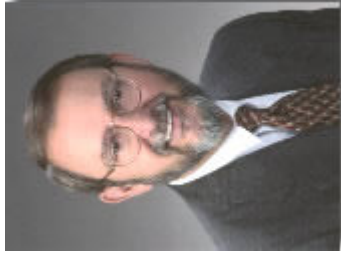
He has owned and operated a large brokerage wholesale agency, and served as the Chairman of that group's national organization (NAILBA), as well as served on the national board of the Society of Financial Service Professionals. He provides consulting services at the Home Office level on strategic planning, marketing and distribution issues, product design, development and implementation.

At the consumer level, he serves as an insurance broker, as well as a "second opinion" fee-paid consultant to a small group of high net worth individuals and other persons referred to him by attorneys and CPAs, who typically locate him through one of his many published articles or speeches.

Bob is also a sought-after speaker at both a local and national level on a variety of timely topics within the entire spectrum of the Financial Services industry, especially on distribution, underwriting, and technology issues. He regularly authors articles within the Financial Services industry as well as contributes to many of the major consumer financial publications.

But Bob's passion today is the word and concept he created - NetWeaving. Although Bob spend about 80% of his time on activities related to NetWeaving, 100% of revenues generated in these activities are donated to Junior Achievement or other charities. He is pleased to report that he's now having some of his best revenue years in his insurance and consulting practice.

<http://NetWeaving.com>



## Breakout Sessions

Our Breakout Sessions are geared towards provoking creative thought, generating innovative ideas, and propagating motivating discussions. We hope to use each session to discover new ways in which we Engineer Change.

Each Session will begin with the Moderator and Panelists providing background on themselves, what they do, and where they come from. Following these introductions, your Moderator will then open the discussion to the room....

You have the floor to ask questions and mobilize the conversation.

Once the discussion gets moving, the Moderator and Panelists will transition the discussion into a Working Session as outlined below:

### Working Session / Engineering Change:

**Step 1 – Green Hat:** Identify priorities that are important to you and the community (in terms of breakout session). How can these priorities be supported? How will the community embrace these priorities? Is there any other research or analysis needed in order to initiate these priorities?

**Step 2 – Yellow Hat:** Discuss ways to launch the priorities and initiatives. What is the proposal? How can the initiative be approved? How will consensus be reached and supported?

**Step 3 – Red Hat:** How can the proposal be implemented and executed? How will the intended outcome be insured? What actions need to happen in order to reach the desired change or solution? How can the outcome be sustained in a long-term scope? How can this initiative stimulate other complementary outcomes? What are those outcomes?

**Step 4 – Grey Hat:** Who should be responsible for driving the action or initiative? Are you willing to help? If yes, please write down your name, phone number, and e-mail address.

## **Transforming Downtown: Urban Renewal and Downtown Revitalization**

**Location:** *Tift Lounge West*

Discuss downtown revitalization and the building blocks for urban renewal. Learn why our downtown's are important and what it means to the future of our area – examine local and national trends. Discuss initiatives happening around the state and country. Learn how you can take an active role and make a difference in our community.

**Panelists:**

Susan Payne - Community and Economic Development Consultant

Suzanne Lee - Executive Director, Community Foundation  
James Johnson - Vice President, Southern Tier Economic Growth

**Moderator:** Dan Young – Metropolitan Development Association and New York State Urban Council

## **Diversity and Inclusion: Our Key to a Bright Future**

**Location:** *Buechner Room*

Discuss the importance of diversity in fostering a community and why it is important. Examine issues of race, sex, ethnicity, sexual orientation and different perspectives. Find out ways to promote inclusion within our community.

**Panelists:**

Rick O'Leary - Director of Human Resources, Corning Inc.  
Randy Reid - General Manager, WETM TV

Ayanna Hughey - Chair, Chemung County Commission on Human Relations

**Moderator:** Sky Moss, History Professor, Corning Community College

## **Civic Engagement: The Rewards of Giving Back**

**Location:** *Benjamin Room*

Discuss the rewards of giving back to the community and investigate ways to become involved with organizations and issues important to you and ones that are vital to the community. Find out about volunteer opportunities and which opportunities are right for you. Figure out if a board position is a good fit and calculate what some of the sacrifices involved with a leadership/board role might be. Discuss ways to get others involved (friends/family/co-workers) and how to volunteer in a meaningful way (not just stuffing envelopes).

**Panelists:**

Ron Hatch - President, United Way of the Southern Tier  
Christina Bruner - Davidson and O'Mara and City of Elmira Planning Commission

Sara Palmer - Director of Public Affairs and Communication, Planned Parenthood of the S. Finger Lakes  
Kathleen Bange - Chemung Canal Trust Company and Corning Area Chamber of Commerce  
**Moderator:** Randi Hewit - Community Foundation

## **Arts and Culture: The Secret to Fostering a Community**

**Location:** *Waters Gallery*

Aspiring artists and entertainers please apply - as well as those looking for social opportunities surrounding arts and culture. Learn about cultural events taking place in the area. Find out about various clubs and organizations that promote cultural opportunities. Examine where you can look to find people interested in similar activities and find out where to go to explore more arts and culture in the community. Also learn what you can do to promote your artistic talent and how you can get more involved with the arts.

**Panelists:**

Ginnie Lupi – Executive Director, ARTS of the So. Finger Lakes  
Steve Gibbs – Manager of Events Marketing, Corning Museum of Glass

Ann Welles – Local Artist

**Moderator:** Kristen Stewart – Gaffer District

## **Entertainment and Recreation: What to do**

**Location:** 1855 Room

Looking for things to do? Stop in, listen and participate with others wondering the same thing. Find out what our area has to offer. Discuss ways to create more opportunities. Find others with similar interests – from hiking to wine tasting to hearing live music.

**Panelists:**

Gabe Schmiege - Twin Tiers Young Professionals

Rich Hamula - Artist, Teacher, Outdoor Enthusiast

Brett Powell – Account Executive, Marketing and Corporate Sales, Watkins Glen International

**Moderator:**

Peggy Coleman – President, Steuben County Conference and visitors Bureau (morning sessions)

Lynn Rhoda - Community Arts Development Director, The ARTS of the Southern Finger Lakes (afternoon sessions)

## **Political Engagement: Make a Difference**

**Location:** *Tift Lounge East*

Learn how to become involved in the political process. Find out how to advance issues that are important to you. Hear from elected leaders and others about running for office and why their performance review is an important thing for you to be involved with. Chime in and ask questions about campaigning and how you might run for office and make a difference.

**Panelists:**

Tom Santulli – Chemung County Executive

John Tonello – Mayor, City of Elmira

Joe Brennan – Chemung County Legislator, Fourth District

Amy Gergely – Strategic Consultant / Political Activist

Chris Friend – Chemung County Legislator, Second District

**Moderator:** Tim Kolpien - President, Kolpien & Associates

## **Entrepreneurship and Community Support: The Essence of Economic Vitality**

**Location:** *Simeon's*

Hear from real entrepreneurs who have been successful and find out what the future holds for businesses in the area. Discuss what makes a successful entrepreneur, what challenges entrepreneurs face, and what resources are available to entrepreneurs. Examine factors between the entrepreneur and the community.

**Panelists:**

John Meier – President, Meier Industries

Mike Mustico – President, Mustico Financial

Bonnie Gestwicki – Director, CCC Small Business Development Center

**Moderator:** Amy Gush – Executive Director, Corning Community College Development Foundation

## **Continuing Education: Expand Your Opportunities by Expanding Your Mind**

**Location:** *Purple Iris Room*

There is a wealth of educational opportunities throughout our region, and yet many of us don't take advantage of those resources. Taking a few courses to explore your interests or pursuing a higher degree can be done in your back yard. Come learn about the options and opportunities available to you. If you want to advance and/or change your career path – this is one place to start.

**Panelists:**

Glenn Fried – Dean, Continuing Education, Elmira College  
Joan Ballinger – Executive Director, Corning Community College

Matt Shick – Executive Director, CSS Workforce New York

Lisa Braun – Recruiter, Manpower Professional

**Moderator:** Josh Palmer – Swan and Sons Morss Co.

## **YOU: Creative Marketing and Building Your Brand**

### **Location: MacKenzie's Pub**

We start selling things from the day we are born and continue to do so throughout our lives. (We hope we have sold you on P4PI!) Come learn innovative techniques and interpersonal skills to succeed. If you have fears about speaking up, join this panel for discussion on techniques to calm stress; make a great first impression and network (or NetWeave) for success.

### **Panelists:**

**Joanne Conley** – Human Resources Director, Chemung ARC  
**Kathy Rauch** - Principal & Co-Founder, The Satori Group  
**Brigid Allinger** - General Sales Manager, WENY TV  
**Leigh Kiekstad** - News Anchor, WETM TV  
**Scott Tinney** – Education & Resource Development, Lockheed Martin  
**Moderator: Charlene Secondo** – Three Rivers Development Corp.

## **Health, Wellness and Community: It Matters**

### **Location: Soaring Eagle Room**

Discuss what it means to be a health conscious community. Identify health and wellness options that could be implemented as a community wide program. Examine what other communities and regions around the country are doing. Find local opportunities and take inventory of what we have available. Learn about healthy living – from nutrition and exercise to the environment.

### **Panelists:**

**Scott Beres** – President, Market Street Chiropractic and Nutrition  
**Rich Micelotta** - Executive Director, Chemung County YMCA  
**John Maio** – M.S. Ed., CSCS, New York Sport & Fitness  
**Moderator: Lee Welles** – Fitness and Wellness Consultant and Star Gazette Columnist

## **Pipeline 4 Progress Summit** **Elmira College Campus Center** **Friday, February 23, 2007**

<http://p4pnetwork.com>

**8:15 am to 9:00 am**

**Registration and Light Breakfast**

**9:00 am to 9:30 am**

**Welcome and Summit Overview**  
Location: Main-East Dining Hall  
Tom Meier - President, Elmira College  
Mike Fuller - P4P Summit Planning Committee

**9:30 am to 10:30 am**

**Breakout Sessions I**

- Transforming Downtown (*Tift West*)
- Diversity and Inclusion (*Buechner Room*)
- Civic Engagement (*Benjamin Room*)
- Arts and Culture (*Waters Gallery*)
- Entertainment and Recreation (*1855 Room*)
- Political Engagement (*Tift East*)
- Entrepreneurship and Community Support (*Simeon's*)
- Continuing Education (*Purple Iris Room*)
- YOU (*MacKenzie's Pub*)
- Health, Wellness, and Community (*Soaring Eagle Room*)

**10:40 am to 11:40 am**

**Breakout Sessions II**

- Repeat Breakout Sessions I

**11:40 am to Noon**

**Break and Partner Displays**

**Noon to 1:30pm**

**Lunch and Keynote Address**

- Bob Littell, Chief NetWeaver  
*The Heart and Art of NetWeaving*

**1:30 pm to 2:30 pm**

**Breakout Sessions III**  
- Repeat Breakout Sessions I

**2:40 pm to 3:40 pm**

**Breakout Sessions IV**  
- Repeat Breakout Sessions I

**3:40 pm to 4:00 pm**

**Break and Partner Displays**

**4:00 pm to 4:30 pm**

**Regional Perspective**  
- Amo Houghton, Former U.S. Congressman, Former Chairman and CEO, Corning, Inc.

**4:30 pm to 5:30 pm**

**Town Hall Meeting and Closing Remarks**  
- Featuring Listening Panel of Local Leaders  
Moderator: David Kubissa, Star Gazette

**5:30 pm to 7:30 pm**

**After-Party NetWeaving Reception**  
- Music by Joe Cavallaro Dixieland Jazz Band

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## ***After Party NetWeaving Reception*** **5:30pm to 7:30pm** **MacKenzie's Pub**

*Wrap up your day by netweaving and conversing with old and new friends at the P4P Summit after-party! Discuss your thoughts on the day, talk about how you plan to help your community and most importantly, have some fun!*

*Music by Joe Cavallaro's Dixieland Jazz Band!*

*Stay for food, beverages, music and fun!*

## **Regional Perspective**

**Amo Houghton** served as a United States Representative from the State of New York, 29th Congressional District. Houghton was a member of the House Ways and Means Committee; chaired the Oversight Subcommittee and was a member of the Trade Subcommittee. He was also a member of the International Relations Committee, Vice Chairman of its Subcommittee on Africa, and was appointed by President George W. Bush to serve as the Congressional Delegate to the 58th General Assembly of the United Nations. The only former CEO of a Fortune 500 corporation to serve in the House, Houghton joined Corning Glass Works (now Corning Incorporated) in 1951 after graduating from Harvard University and serving as a Marine during World War II. In 2002, Houghton was inducted into the Academy of Arts and Sciences, the group founded by John Adams and John Hancock in 1780. Before entering Congress, Houghton served on the boards of several major corporations, including Procter & Gamble, IBM, Citicorp, N.Y. Telephone, B. F. Goodrich, and Genentech. He is a former trustee of St. Paul's School, the Brookings Institution, a former member of the Harvard Board of Overseers, a past director of the Episcopal Theological Seminary, and holds 16 honorary degrees. He now serves as a Board member of the Republican Main Street Partnership, Co-chair of the Committee for the Future - a group committed to the economic revival of upstate New York - and is a special intern for Bishop Tom Shaw of the Episcopal Diocese of Massachusetts.



## Town Hall Meeting

4:30 – 5:30

**Moderator:** David Kubissa – Associate Editor, Star Gazette

During the Town Hall Meeting we will spend an hour brainstorming – individually and collectively – on thoughts, ideas and hopes for the region.

This is the chance for you to share your vision for the future of the Southern Tier. It is a chance for you to share your thoughts on the things you love about the region and the things you might change.

It is a time for you to offer real, concrete and realistic suggestions for how we – individually and collectively – can invigorate this region for many years to come

This is your chance to make your voice heard.

A panel of community leaders that share your passion and energy for this region will be on hand to hear what you have to say. They have invested themselves in this community for years. This is an incredible sign of their openness to new ideas and we welcome them to our Summit!



## 2007 P4P Summit Planning Committee

**Rebecca Bair**  
United Way of the Southern Tier

**Kathleen Bange**  
Chemung Canal Trust Co.

**Kerri Casey**  
Perry & Carroll

**Ryan English**  
inCommand Technologies

**Anthony Fisher**  
Lockheed Martin

**Michael Fuller**  
Assemblyman Tom O'Mara  
Fuller Group

**Joshua Fuksman**  
Five Star Bank

**Adam Gee**  
Ziff, Weiermiller, Hayden &  
Mustico

**Amy Gush**  
Corning Community College

**Joe Hockreiter**  
Elmira City School District

**Brian Klotz**  
Five Rivers Council

**Damien Mustico**  
Mustico Financial

**Josh Palmer**  
Swan and Sons Morss Co.

**Miriam Paul**  
Corning Museum of Glass

**Paul Rossi**  
Kolpien and Associates

**Lynn Rhoda**  
The ARTS of the Southern  
Finger Lakes

**Charlene Secondo**  
Three Rivers Development Corp.

**David Wilkins**  
Elmira College

*The 2007 P4P Summit Planning Committee would like to give a special thanks to our Community Partners.  
Without their dedication and support the Summit would not be possible.*

**Thank You!**

## 2007 Community Partner Links

**40 Below**  
<http://40belowsummit.com>

**Cameron Manufacturing & Design, Inc.**  
<http://www.camfab.com>

**Chemung County Chamber of Commerce**  
<http://chemungchamber.org>

**Corning Area Chamber of Commerce**  
<http://corningny.com>

**Corning Community College**  
<http://corning-cc.edu>

**Corning Incorporated**  
<http://corning.com>

**Corning Museum of Glass**  
<http://cmog.org>

**Elmira College**  
<http://elmira.edu>

**Elmira Rotary Club**  
<http://elmirarotary.org/>

**Elmira Savings Bank**  
<http://www.elmirasavingsbank.com>

**First Heritage Federal Credit Union**  
<http://fhfcu.org>

**Five Star Bank**  
<http://www.five-starbank.com>

**Howell, Liberatoro & Wickham**  
<http://hlwelmira.com>

**Howell Packaging**  
<http://howellpkg.com>

**inCommand Technologies**  
<http://www.incommandtechnologies.com>

**Keuka Construction**  
<http://www.keukaconstruction.com>

**Pembrook Pines Media Group**  
<http://www.pembrookpines.com>

**Quicker Printer**  
<http://www.quickerprinter.com>

**Schuyler County Chamber of Commerce**  
<http://schuylerny.com>

**Schuyler County Partnership for Economic Development**  
<http://scoped.biz>

**Sirianni & Company**

**Sprague Insurance**  
<http://www.spragueinsurance.com>

**Southern Tier Central Regional Planning and Development Board**  
<http://stcplanning.org>

**Southern Tier Economic Growth**  
<http://steg.com>

**Three Rivers Development**  
<http://www.threeriversdevelopment.com>

**Twin Tiers Young Professionals**  
<http://ttyp.org>

**Watkins Glen International**  
<http://theglen.com>

**WENY TV**  
<http://weny.com>

**WETM TV**  
<http://wetmtv.com>



**Corning Incorporated**  
<http://corning.com>

**Three Rivers Development Corp.**  
<http://threeriversdevelopment.com>



**inCommand Technologies, Inc.**  
<http://incommandtech.com>



**Elmira College**  
<http://elmira.edu>



**Corning Community College**  
<http://corning-cc.edu>

## 2007 P4P Educational Partners

## 2007 P4P Media Partners



**WETM TV**  
<http://wetmtv.com>



**WENY TV**  
<http://weny.com>

## 2007 P4P Cultural Partners



**Corning Museum of Glass**  
<http://cmog.org>



**Watkins Glen International**  
<http://theglen.com>