

FREE

April 1-14, 2026

54th CNY Maple Fest, Spring Motorcycle/Car Care & Easter Issue

Our 24th Year!

THE CORTLAND AREA TRIBUNE

YOUR REGIONAL BI-WEEKLY COMMUNITY NEWSPAPER
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WELCOME TO OUR 54TH CNY MAPLE FEST, SPRING MOTORCYCLE/ CAR CARE & EASTER ISSUE

The Cortland Area Tribune, nicknamed The CAT is published and distributed every other Wednesday. Look for it at 100's of area businesses in Cortland, Dryden, Whitney Point, Groton, Homer, Marathon, Moravia, Ithaca, Tully & LaFayette. Here's some upcoming issues for you to look forward to!

April 15 - Pre-Mother's Day & Lawn/Garden

Deadline 4/10

April 29 - Mother's Day & Pre-Memorial Day

Deadline 4/24

May 13 - Memorial Day

PLUS Spring & Summer Travel Guide

Deadline 5/8

May 27 - Dairy Days, Summer Car Care, Local Race Tracks & Pre-Grad/Dad

Deadline 5/22

June 10 - Grad/Dad, Summer Music, 4th of July & Local Wine/Brewery

Deadline 6/5

July 15 - BBQ, Outdoor Recreation & Hot Weather Car Care

Deadline 7/10

July 29 - Need for "Speed"

Deadline 7/24

August 12 - Pamper Your Pets, Back to School & Pre-Labor Day

Deadline 8/7

Words-only, 1/32nd page ad — 50-word maximum. Single font at a single size. \$20 for one-time run. 4 for \$75 — run consecutively, no changes. Payment must be included. No exceptions! Great for classifieds or businesses on a budget! Call 607-844-8228 or email tcatribune@gmail.com today to place your ad!



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BUMPER STICKER OF THE ISSUE

I HAD TO STOP DRIVING MY CAR FOR A WHILE, BECAUSE THE TIRES GOT DIZZY

Have you ever seen a clever bumper sticker on someone's car in front of you at the red light or fast food drive-thru and thought, "That's a good one"! Do you have one on your car that's worth sharing?! The newest addition to The CAT is quotes from Bumper Stickers! If you have one to share with our readers, please email it to tcatribune@gmail.com or call them in to 607-844-8228

The Cortland Area Tribune
P.O. Box 67 • Dryden, NY 13053
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Join The Business Service Guide And Have **YOUR BUSINESS** Featured Here!

TRIVIA QUESTIONS

See if you know the answer without looking it up! Answers in the back.

1. What 40-day period of fasting or reflection leads up to Easter?
2. Which Easter tradition involves rolling decorated eggs down a hill, famously held at the White House?
3. What flower is commonly associated with Easter because it symbolizes purity and new life?
4. Which country is credited with popularizing the legend of the Easter Bunny?

CHECK OUT THE BUSINESS SERVICE GUIDE!

Easily accessible at the back of the paper! Growing with every Issue! Take this handy pull-out 4 page directory with you in your car and leave it in your glove box for quick reference! Area businesses are listed alphabetically by services. When you patronize the businesses listed in the directory, please tell them you saw them listed in The CAT! *Shop local and save gas!*

SAVE A TREE—RECEIVE EACH ISSUE IN YOUR EMAIL INBOX

Email your request to tcatribune@gmail.com, or sign up at cortlandareatribune.com.

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SPRINGTIME PROJECTS AT NIGHTINGALE'S TULLY LAKES ACE HARDWARE

6 Elm St., Tully
315-238-7050

GETTING READY FOR WARMER WEATHER and Spring projects? Tully Lakes Hardware has everything you need and the best brands from Ace! From pressure washing the deck to planting a garden, or repainting the house- Nightingale's can help you get started. New this year: Nightingale's now carries gas and battery powered Stihl equipment! The new Stihl department is ready to help you tackle spring cleanup projects around the yard- along with other top brands like Milwaukee, Ego, Husqvarna, Dewalt and Craftsman. Also, you'll find a brand new assortment of fishing gear. Nightingale's now carries a full aisle of rod and reel combos, live bait, and

hundreds of different lures and tackle for bass, trout, walleye and panfish.

Nightingale's can help you with other spring projects! Ripped or damaged window screens? Drop them off for repair. Is your lawn a mess after this past winter? Rent a power broom to get rocks and gravel out of your lawn, and pick up lawn repair products and grass seed. Decided this is the year for a fresh coat of paint on the house? Stop in to pick out a color from the Benjamin Moore color collection. Ready to tackle your flower and vegetable gardens? Nightingale's rents rototillers and is stocked with garden soils, seed starting supplies, seeds, fertilizers, and mulches. Ready to kick off BBQ season? Find a full selection of new Weber grills, Treager Smokers, and Blackstone flattops- or pick up a new BBQ seasoning or sauce, or some new grilling accessories. Whatever project you are tackling- the friendly and helpful staff at Nightingale's can help you get started!

Located in the Village Plaza, next to the Tully Post Office. Nightingale's is open seven days a week. Monday-Friday 8am-7pm, Saturday 8am-5pm, and Sunday 9am-4pm.



"This is a fresh start for us," says the Robinson family. "We're making room for all the new inventory in the new location, and that means incredible savings right now for our customers."

From engagement rings and wedding bands to fine jewelry and one-of-a-kind pieces, every item in the current showroom is included in the sale. It's a rare chance for shoppers to find stunning, high-quality jewelry at deeply discounted prices.

But the excitement doesn't stop there.

With the move comes a major expansion in what customers will find inside Robinson Family Jewelers. The new location will introduce an all new watch selection, including Glock and Seiko timepieces, along with a wide variety of unique gift items. Shoppers can expect to find everything from GoatGuns (detailed 1/3 scale model firearms) to clocks, candles, frames, and other fun, easy-to-gift pieces — making it a true destination for more than just jewelry.

The move isn't just about more space — it's about a better experience. The new West Road location will feature a significantly expanded bridal selection, more opportunities for custom design, and a more open, comfortable environment where customers can take their time and enjoy the process.

"We've always focused on helping people celebrate life's biggest moments," the family shares. "This new space allows us to do that on a whole new level."

Even with the growth, Robinson Family Jewelers remains rooted in what matters most — family values, personal service, and a genuine connection to the Cortland community.



BIG MOVE. BIGGER SAVINGS. EVEN MORE TO SHOP. ROBINSON FAMILY JEWELERS EXPANDS TO NEW CORTLAND SHOWROOM THIS MAY

3 Groton Ave., Cortland
4077 West Rd., Cortland

Something big is happening in Cortland — and it's sparkling.

Robinson Family Jewelers, a trusted family-owned staple in the community, is preparing for a major move this May to a brand-new, expanded location at 4077 West Rd. The new showroom will be three times larger than its current space, marking an exciting new era for the business and its customers.

And before the doors close on Groton Avenue, they're doing something just as big — a Moving Sale with up to 70% off everything in the store.



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Wishing Everyone a Safe + Happy Easter!



But for now, the focus is on the final weeks at 3 Groton Ave — and the once-in-a-move savings that come with it.

Inventory is moving quickly, and when it's gone, it's gone. Customers are encouraged to stop in soon, take advantage of the deep discounts, and be part of this exciting transition.

One chapter is closing. A bigger, brighter one is about to begin.

Robinson Family Jewelers invites the community to shop the Moving Sale now — and get ready to experience something entirely new this May.



CREATURE FEATURE ANGRY BIRDS

SOMETIMES, WHEN A BIRD COLLIDES with one of our windows it's not by accident, especially during spring and early summer. Rather, the birds are attacking their own reflection which they think is an intruder in their territory. As much as I love our feathered friends, this behavior seems to support the term, "bird brain."

According to the avian experts at Audubon, robins and cardinals are especially notorious for attacking their reflections. I can vouch for this, because last spring there was a robin that repeatedly bonked one of our windows; and this year we had a cardinal picking fights in the same window. While this territorial behavior is not directly harmful, it does distract birds from other necessary behaviors such as feeding and nesting and also wastes precious energy. As well, the constant thump-bump noises are annoying for us to hear.

To deter birds from banging at your windows or car mirrors, you need to block or minimize the reflection. Installing screens helps, as does directing a bright light out the window. Temporarily soaping the window with bar soap works too, or you can simply apply window decals to the outer surface of the glass. For cars, hang a plastic

bag or a hand towel over the side mirrors -- just don't forget to remove them before you drive off! Rest assured, this type of bird behavior is temporary and typically wanes in 3-4 weeks.

And what about my cranky cardinal? I drew an owl face on a paper plate and taped it to the window. So far, it's working to stop the feathered fisticuffs!

Article & photo by Margie Manthey

SKIN SCHOOLED



By Ariel

CARING FOR YOUR SKIN STARTS WITHIN

Ariel Herrera

Owner/Licensed Esthetician/Reiki Practitioner, Guava Spa
315-636-0330
ariel@guavaspa.skin

Independent Sales Consultant, Cortland Area Tribune
607-745-0129
arielherreramolina24@gmail.com

YOUR SKIN IS MORE THAN what you see in the mirror. It is living, breathing, and listening. If you pay attention, it is constantly trying to tell you something.

Over the years, I have noticed how stress, lack of sleep, emotional buildup, and even the energy you carry can show up on the skin. Breakouts, redness, sensitivity, dullness, they are often signs, not just problems. And the thing is, the skin does not just care about what you put on it. It cares about how you live, how you feel, and how you treat your body and mind.

I get it. We live in a world that promises quick fixes. A new serum, a stronger peel, a harsher treatment. But what if your skin is not asking to be fixed? What if it is asking to be supported?

Slowing down can change everything. Drinking water, eating well, moving your body, getting rest, taking a moment to breathe or meditate, even setting aside time for rituals that make you feel good — these little things are what your skin actually craves.

When you start caring for yourself from the inside out, the skin reflects it. And not just temporarily but in a real, lasting way. That glow, that clarity, it is not just on the surface. It is emotional, energetic, and a direct reflection of self love.

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Board Certified.



Kimberly Welch, MSN, PNP



Wali M. Ahmadzai,
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CORTLAND COUNTY LEGAL NOTICE

ARTICLES OF ORGANIZATION OF MORGAN'S AUTOMOTIVE LLC
Under Section 203 of the Limited Liability Company Law

FIRST: The Name of the limited liability company is: MORGAN'S AUTOMOTIVE LLC

SECOND: The county, within this state, in which the office of the limited liability company is to be located is CORTLAND.

THIRD: The Secretary of State is designated as agent of the limited liability company upon whom process against the limited liability company may be served. The post office address to which the Secretary of State shall mail a copy of any process against the limited liability company served upon the Secretary of State by personal delivery is:

THE LLC
1327 STATE RT 41, PO BOX 152
WILLET, NY 13863

FOURTH: The limited liability company designates the following as its registered agent upon whom process against it may be served within the State of New York is: UNITED STATES CORPORATION AGENTS, INC.

7014 13TH AVENUE
SUITE 202
BROOKLYN, NY 11228

FIFTH: The existence of the limited liability company shall begin upon filing of these Articles of Organization with the Department of State.

I certify that I have read the above statements, I am authorized to sign the Articles of Organization, and that the above statements are true and correct to the best of my knowledge and belief and that my signature typed below constitutes my signature.

JAMES PATRICK MORGAN II (Signature)
JAMES PATRICK MORGAN II, ORGANIZER

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PUZZLES & GAMES

WORD FIND

Find the 'Easter' related words below! Can you find them all?
Good luck! Check our next issue for the solution!

a	s	i	o	a	i	h	n	e	w	c	u	l	r	b	
s	k	c	i	h	c	r	f	l	o	w	e	r	s	n	d
p	s	h	c	r	u	h	c	g	t	b	l	n	l	c	c
i	n	o	i	t	c	e	r	r	u	s	e	r	e	r	d
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a	w	b	p	l	d	n	e	d	d	i	h	y	s	e	l
s	h	r	o	e	d	g	e	i	e	s	a	b	r	r	s
r	e	c	g	y	o	g	s	n	t	c	d	c	i	d	n

chocolate • candy • basket • bunnies • eggs • chicks • jellybeans • treasure blessings • cross • faith • spring • flowers • color • dye • hunt • easter grass • church • resurrection • lilies • tulips • daffodils • ducklings parade • decorate • celebrate • hidden • holiday • renew • plant

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		1	3					9
8	6		7			5		
			5	6				4
	3			2				
2	8						4	3
				8			6	
3				7	5			
		8			6		9	5
5					1	3		

LAST ISSUE'S PUZZLES

SUDOKU

3	2	4	8	1	6	9	7	5
8	9	1	4	5	7	6	3	2
6	5	7	9	3	2	8	1	4
9	6	2	7	4	5	3	8	1
4	8	3	6	9	1	5	2	7
1	7	5	2	8	3	4	9	6
2	4	8	5	7	9	1	6	3
5	3	6	1	2	8	7	4	9
7	1	9	3	6	4	2	5	8

THIS ISSUE'S TRIVIA ANSWERS

1. Lent
2. White House Easter Egg Roll
3. Easter lily
4. Germany

WORD FIND

c	a	g	l	e	b	u	a	n	r	i	a	t	n	m	c	i
s	s	g	n	i	c	n	e	f	t	t	n	m	o	e	i	t
r	t	e	t	n	i	a	o	t	t	i	e	a	i	s	g	e
e	l	e	c	t	r	i	c	i	a	n	t	g	t	s	o	p
d	n	a	o	a	c	c	c	p	t	m	b	a	a	p	o	
d	e	r	n	s	l	i	a	n	a	a	i	l	r	m	o	
a	d	s	d	o	r	e	i	s	r	v	t	u	u	a	h	
l	i	l	t	s	s	t	e	e	s	g	l	o	s	c	s	g
m	l	o	r	e	e	c	m	d	a	e	p	s	n	e	o	m
s	u	o	u	r	t	e	a	r	l	r	g	s	i	e	n	n
l	o	t	c	u	n	l	d	p	i	e	r	n	e	r	a	
d	i	n	t	t	e	d	l	i	l	u	b	o	e	y	a	
a	o	s	i	x	n	i	s	g	n	i	b	m	u	l	p	
c	t	l	o	i	o	i	t	n	x	o	g	o	o	u	t	d
e	e	a	n	f	a	e	i	i	m	d	h	c	r	l	g	
s	n	g	d	u	m	h	o	d	r	e	w	o	p	s	o	a
i	r	d	e	h	s	r	n	n	l	i	d	a	n	s	l	i

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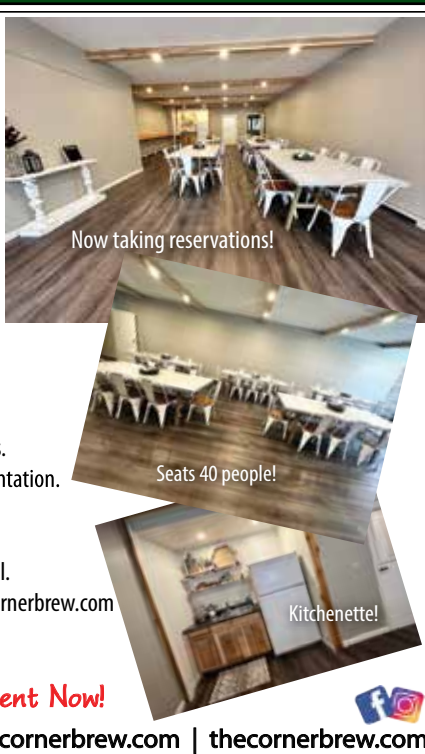
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The 54th Annual CNY Maple Festival in Marathon, NY, is scheduled for April 18-19, 2026. This downtown festival features a pancake eating contest, sugar shack maple demonstrations, a maple museum, artisan craft vendors, and maple mobile box cart races. Admission and parking are free, and it runs throughout the weekend.

Festival Highlights

Pancake Eating Contest: Held on Saturday morning in the High School Auditorium.

Enjoy the sugar shack (sap-to-syrup demos), Maple Museum, live music, historic reenactments on the town green, and over 60 vendors.

Extensive maple products, including hot syrup over pancakes.

Check the official CNY Maple Festival website or their Facebook page for a detailed, hour-by-hour schedule.

Wood Carver
Village Green

Maple Mobile Race
Behind Bank

Music
Village Green

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High School Auditorium

Saturday, April 18

- 9am Pancake Eating Contest
- 10:30am The Maple Sugaring Story
- 11am The Maple Sugaring Story
- 12pm Cortland Performing Arts Institute
- 1pm The Maple Sugaring Story
- 2pm Jen With Line Dancing
- 3pm The Maple Sugaring Story

Sunday, April 19

- 10am The Maple Sugaring Story
- 11am The Gospel Way
- 12pm Melanie and the Boys
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THE MAPLE SUGARING STORY

VISITORS TO THE 54TH ANNUAL Maple Festival, especially the folks who don't know the history of how Mother Nature's gift was discovered, will want to view a 28 minute presentation entitled The Maple Sugaring Story, in the Marathon High School Auditorium. The information is highly recommended for youngsters and certainly important for all northeasterners to know and understand.

The video introduces science, history and geography as it spans the time from the Northeastern American Indians to the technology of today in the maple industry.

LOCATION MAP (Not to Scale)

MAP KEY

1 - Legion Hall	10 - Masonic Lodge
2 - High School	11 - Fire Station
3 - Presbyterian Church	12 - Morton Building
4 - Baptist Church	13 - Old School House
5 - Village Green	14 - Sugar Shack
6 - INFO BOOTH	15 - Trapper's Cabin
7 - Old Town Hall	16 - Maple Museum
8 - Methodist Church	17 - 1861 Building
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PANCAKE EATING CONTEST

9am
Marathon High School Auditorium

BE IN THE MARATHON HIGH School Auditorium Saturday morning, 9 a.m. to see these Pancake Eaters down pancakes in the Maple Festival Pancake Eating Contest. These eaters are representing a not-for-profit organization that is hoping to earn funds for their projects. Cheer them on, be there to see who wins!

Kristen Gregory
American Heritage Girls

Caleb Rogati
The Chapel

Joe Caughey
MCS Golf Teams

Garry Lynch
MCA Pre-School

Luke Bertram
Cortland Jr. Holstein Club

Patrick Rand
TST BOCES Heavy Equip. Club

Todd Lisi
Homer Girls Soccer Program

Zander Gleason
MCS Class of 2029

Greg Smith
The Church at Freetown

VOLUNTEERS

VOLUNTEERS MAKE THE MAPLE FESTIVAL happen. Some of the people you see volunteering may be past mayors, past maple queens, you never know who you will find volunteering at the Festival. If you have a question just ask any of the volunteers and they will get you pointed in the right directions. The tapping of maple trees some as old as the area itself, has been a tradition in Cortland County since the days of the Iroquois Indian culture. Through the years, maple syrup production has provided income for many people in the area, and has grown with the times and advances in technology. The Maple Festival is made possible by: The combined efforts of some 1000 people, many organizations, public bodies and the Marathon Central School.

OPERATION



SAFE CHILD

Cortland County Sheriff's Office

Sheriff Mark E. Helms

JOIN US AT THE 54TH Annual CNY Maple Festival, we will be providing the Operation Safe Child ID Cards again this year! We will be in the Marathon High School, across from the auditorium, April 18th from 9 AM - 4:30 PM and April 19th 9 AM - 3:30 PM, look for signs.

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Maple Mild Chicken Wings



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VICK THE TICK

THE SOUTHERN TIER LYME SUPPORT, Inc. will be at the Masonic Lodge Maple Festival weekend. STLS, Inc. will be selling tick removers, permethrin-treated socks, lime-colored bags, and permethrin-treated bandanas. They will also be passing out brochures about Lyme Disease prevention in pets and humans and have a roulette wheel for people to take a chance on winning repellent, socks or, tick removers. Make sure to bring your kids by to see Vick the Tick will be there too!



Catch a ride with Centro!

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More details to come!

54TH CNY MAPLE FESTIVAL 2026
April 18th & 19th, 2026
Saturday 9am to 5pm. Sunday 9am to 4pm.

Questions?
Contact Mobility Management at mobility@cortlandcountyny.gov
607-756-3416 or 607-758-5569

54th Maple Festival Activities @ First Presbyterian Church April 18 - 19, 2026

<p>Vendors Creative Creations Homestyle Custom Bakery Garden Flags Sew-Rite Jewelry by Linda Woodland Flame Crafts Homestyle Jams White Elephant Sale</p>	<p>Raffles \$100 bill 50/50 Homemade Jams Pampered Chef Maple Syrup & Pancake Mix Basket And Much More</p>	<p>Food Maple Pulled Pork Sandwich Maple Pulled Chicken Sandwich Chili - Maple, Regular, Vegan Salt Potatoes Chicken Noodle Soup Hot Dogs - Maple, Regular, Kraut, Chili Salad in a Bowl Yogurt - Assorted Flavors Peanut Butter & Jelly Sandwiches Maple Bacon Bagels Assorted Beverages</p>
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LINE DANCING

with Jen Passalugo

Tap into the fun at the 54th CNY Maple Festival. We're bringing the line dancing fun & you're invited! Never danced before? Perfect! Our beginner dances are simple, fun & great exercise for all ages. Bring your family & friends and make sweet memories at this year's Maple Festival.

Date: Saturday, April 18th
Time: Showcase begins at 2 pm with beginner lessons following
Location: Marathon HS Auditorium

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Gates open at 4 pm, Hot laps at 6pm and Racing at 6:30pm
- A full program consists of Modified, 358 Modified (alternating weeks), DIRTcar Sportsman, IMCA (alternating weeks), Factory Stocks, 600cc Modified, 600 Sprints unless noted otherwise

April 11 Open Practice

Fri., April 17 Jan Corcoran Memorial Weekend - 600cc Mod, Factory Stock, 600 Sprints, Open Practice Modified, Sportsman, IMCA

April 18 Jan Corcoran Memorial Weekend - Modified, Sportsman, IMCA, 600cc Mod

April 25 Opening Night (Points Begin) - Full Program plus 358 Mod

May 2 Full Program plus IMCA

May 9 Full Program plus 358 Mod

May 16 Full Program plus Classics on Dirt (IMCA OFF)

May 23 Full Program plus 358 Mod

Mon., May 25 Dale Planck "Natural 77" Memorial Super DIRTcar Series - Modified, DIRTcar Sportsman, 600cc Mod.

May 30 Full Program plus 358 Mod - Youth Sports Night

June 6 Full Program plus IMCA - Bob Wildoner Night

June 13 Full Program plus 358 Mod

June 20 Doug Worthing Memorial - First Responders Night - Full Program plus IMCA

Wed., June 24 Chad Sindoni Factory Stock Memorial \$1500 to win, Modifieds, 600cc Modified, Sportsman, 600 Sprints

June 27 OFF for Graduation Weekend

July 4 Independence Celebration - Full Program plus 358 Mod

July 11 Full Program plus IMCA

July 18 Full Program plus 358 Mod



July 25 Full Program plus IMCA and Classics on Dirt-Throwback Night

Aug. 1 New York State Horse Pullers Association Horse Pull - NO RACING

Aug. 8 Full Program plus 358 Mod - Fan Appreciation

Aug. 15 Full Program plus CRSA Sprints (Factory Stock, IMCA OFF)

Aug. 22 Full Program - plus 358 Mod Championship, 600cc Hustling the Highway - Kids Powerwheels Races

Aug. 29 Championship Night plus IMCA - Final Points night

Mon. Sept. 7 DECKER MEMORIAL - Modifieds 50 Laps \$5,000 to win and Randy Decker Factory Stocks 40 laps \$1,500 to win! 600cc Modified Hustling the Highway Series

Sept. 12 Mountain Mashup - 100 Lap Enduro

Sept. 26 Mountain Madness - Modified, Sportsman, Sam Osborne Memorial \$1K to win - 600cc Modified Hustling the Highway Series, 4cyl Stock, Factory Stock

Oct. 30 Monster Bash Weekend - 600cc Modified Hustling the Highway Series, Ed Billings IMCA Memorial, 600 Sprints, Factory Stock, Open practice for Modified and Sportsman

Oct. 31 Monster Bash Weekend - Modified, Sportsman, 600cc Modified, IMCA, Mohawk Valley Vintage Dirt Modified Series

Schedule subject to change without notice

CORTLAND COUNTY HISTORICAL SOCIETY TRIVIA DID YOU KNOW?

By Tabitha Scoville, CCHS Director

DID YOU KNOW THAT CORTLAND was the home to a world-renowned fisherman? At just nineteen years old, J. Leon Chandler took a job with Cortland Line Company in 1941, and over the course of his more than fifty-year career there, he became known as Cortland's fly-fishing ambassador to the world.

Leon Chandler enlisted in the service in the aftermath of the bombing of Pearl Harbor, returning to his place at Cortland Line after his discharge from the US military. Once back at Cortland Line, Leon worked his way up from the personnel department to sales with a fly-fishing focus. He read and studied everything he could so he could answer questions from customers, and he began to travel a trade show circuit which included providing demonstrations with products from Cortland Line. He caught the attention of the United States Commerce and State Departments, and they asked him to give an angling demonstration in Helsinki, Finland. Leon did go to Helsinki, and after that, he

visited other countries to share the joy and skill of fly-fishing, becoming a world fishing ambassador, representing not only the United States in a post WWII world, but also putting Cortland Line on the map to an international audience.

During his travels, Chandler visited Japan several times, beginning in the early 1970s. At that time there were approximately three hundred fly fishermen in the country, but through his continued educational efforts and visits, the sport grew exponentially in Japan, and by the early 2000s, there were over 200,000 fly-fishermen there.

Chandler served on boards that related to the fishing industry such as that of National Trout Unlimited and the American Fishing Tackle Manufacturers Association, serving terms as president for both organizations. He was inducted into the Freshwater Fishing Hall of Fame in 1988. He also received the Dolphin Award, one of the most prestigious awards in sport fishing. In addition to admiration from around the world and the honors bestowed upon him nationally, Leon Chandler has a historic marker dedicated to his role as fly-fishing ambassador to the world. The marker was dedicated by Chapter 239 of Trout Unlimited and is in Homer.



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Ron and Mary Stanley and everyone from Ron's Body & Paint wish all their friends, family and patrons a Happy and Safe Easter.



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PLANNING A ROAD TRIP FOR Easter weekend?! Schedule your vehicle for new tires before you hit the road! Call Ron's Body & Paint in Cortland at 362 Route 13 to schedule your appointment at the Cortland location 607-662-4543. Since 1989, Ron Stanley and family have been offering the absolute finest in tires and towing services at their shop in Marathon at 31 Cortland Street (607-849-6898) and both locations are providing the same great services Ron's Body & Paint has been known for. They are also a Certified Tesla Repair Shop! Why would you ever need to call Ron's Body & Paint? Here are four reasons to call!

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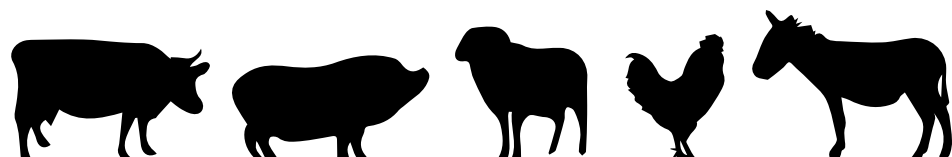


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(607) 344-3900

By Shana Karn, Owner

WE'VE HEARD IT REPEATEDLY: "THRIFTING and Flea Marketing is the next big trend for Gen Z and younger!" When it comes to small businesses tapping into what's trending and



how to tap into it, there is a learning curve. In the past, trends started in larger urban areas—not in Cortland/Dryden. Often, it would take years for a "trend" to finally make its way to Central New York. However, we've seen this fast forwarded thanks to social media—and most recently TikTok. Youth, teen and young adult trends that begin in the bigger cities now make it to little ol' CNY much faster. See?! TikTok isn't always a "bad" thing...at least for small businesses. A quick search for "thrifting" on Tik-Tok or Instagram brings up more results than imaginable. *Thrifting to resell, thrifting finds, thrifting near me, thrifting home décor, thrifting clothes* are just a few of the hundreds of results at your fingertips. And the reels, videos, & posts—predominantly from tweens, teens and young adults—most calling themselves "Influencers."

Very few people believe me when I tell them that "Influencers" became a thing in the early 2000's—2004 to be more precise. But it's true. Influencer marketing began with bloggers and "mommy bloggers" leveraging niche audiences for sponsorships— influencing didn't begin with Instagram and TikTok. It simply began with the realization that the Internet **connects** us all. YouTube "Creators" appeared around 2009-10 and helped turn "hobbies" into "careers." Between 2012-2015, with the rise of social media and the promotion of products on Facebook, Instagram, etc, the FTC (in 2015) started regulating these endorsements, marking the recognition of this work as a paid industry. By 2016-18, we saw an explosion of "Influencers" largely due to Instagram's shift in algorithm, Stories, and influencer agents becoming common. By 2018, "Influencer" was recognized as a potentially lucrative and highly sought after career. Virtual influence skyrocketed during the Pandemic (2020-2021) and parents of the Gen Z population cringed and asked "How? Why?" when their kids announced it as an *actual* career goal. I want to note here that, currently, 1 in 4 Gen Zers say they plan to become social media influencers—and the industry is predicted to be worth billions.

The "how and why" are simple: Influencers **can** earn an income—a small percentage will earn millions; an Influencer is a non-traditional position and doesn't require formal education or starting in an entry-level position. The growth of social media platforms allows for faster career growth and monetization (earning money). But here is what it all boils down to: At some point, consumers began trusting "relatable" social media figures **more** than traditional celebrity advertisements, making influencers invaluable to brands. For those of us Gen Xers (and older) who are in retail, we need to pay close attention to this because if we want to take advantage of this thrifting



and flea trend happening with the next generation(s) we have to involve them in our marketing and promotion.

While I've had a stagnant TikTok for The Second Knob for a few years, last week we introduced **TSK.Warehouse** to TikTok with a bright, young assistant creator and guess what? We saw results within days. It is a new era, and we are embracing it with a semi-Gen Z vibe that inspires (and influences) thrifters and antiquers of all ages—not just the younger one. The feedback on our new TikTok account has been amazing and we believe it will only get better from here on out.

Haven't checked out TSK Warehouse? Now is the time to do so! We are open Tues-Sat from 9am-6pm and Sun from 10am-4pm. Our outdoor flea markets begin on Saturday, May 16 and we still have a few vendor spaces available! Call today to reserve yours: (607) 344-3900.



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