

HOOKED

on Oswego County



News from the Oswego County Tourism Office

Fall 2010

Oswego County Joins the Treasure Hunt!



Seaway Trail, Inc. recently launched its Great Lakes Seaway Trail GeoTrail. Developed by Jim "Boots" Hooper, the geotrail features 75 caches hidden along the 518-mile length of the Great Lakes Seaway Trail. Treasure hunters can use their GPS units to discover many historical, cultural and recreational points of interest along the way.

Designated as one of America's Byways, the Great Lakes Seaway Trail hosts five regions stretching from New York to Pennsylvania. They are: Lake Erie; Buffalo/Niagara Falls; Central Lake Ontario/Rochester; Eastern Lake Ontario; and the

St. Lawrence River/Thousand Islands.

There are 15 caches hidden in each of these regions. To begin the hunt, explorers need to pick up a geotrail logbook to mark their finds. Next, they go to www.seawaytrail.com/geotrail and click on the geocaching.com link to retrieve the GPS coordinates for those caches associated with the geotrail. When they find a geocache, they mark their logbook with the hand-stamp in the container. Those who locate 10 caches in each area will receive a geocoin (while supplies last) when they show their logbook at one of the regional distribution offices.

The geocoins represent each region and include the flagship Niagara; Maid of the Mist and the American Falls; the Charlotte Genesee Lighthouse; Fort Ontario State Historic Site; and a ship on

the river.

Participants can pick up logbooks at the Oswego County Tourism Office or at one of the following locations: The Tom Ridge Environmental Center; Niagara USA Official Visitor Center; VisitRochester and Wayne County Tourism; Screwy Louie's Sport Shop, Cayuga County Tourism; the Thousand Islands International Tourism Council and the St. Lawrence County Chamber of Commerce; and the Seaway Trail Discovery Center in Sackets Harbor.

For geocaching rules and details about the Great Lakes Seaway Trail GeoTrail, go to www.seawaytrail.com/geotrail. For more information about geocaching or letterboxing in Oswego County, contact our office at 315/349-8322.

Fall Tourism Update

More than 150 million international visitors visit the U.S. annually. Most of them land in New York and other large metropolitan areas. But more and more international travelers are traveling beyond the major cities to explore natural areas, learn about local history, and pursue fishing, hiking and other outdoor activities.

Working with state and regional tourism partners, Oswego County Tourism hosted a canal familiarization tour in May for leading members of the Israeli news media. We've learned that they are very interested in our waterfront, local history, and fishing opportunities.

We've already had wonderful media exposure - a large photo of Salmon River Falls was featured in "Passport News." The Safe Haven and H. Lee White museums and the Oswego lighthouse were featured in a TV documentary and in one of the leading daily newspapers in Israel.

Along with our state and regional partners, Oswego County Tourism is co-sponsoring a series of "Tourism Readiness Workshops" to help tourism attractions prepare for the international market. Workshops will be held Aug. 30 in Geneva, Aug. 31 in Sylvan Beach, and Sept. 1 in Latham for anyone who wants to get involved in the international tourism market. In Sylvan Beach, registration begins at 9:30 a.m. at Yesterday's Royal Restaurant Aug. 31. The workshop closes at noon with lunch and a question and answer session. (Continued on page 2)

News from



It's great harvest.

Inside this issue:

Page 1

Oswego County Joins the Treasure Hunt!
Fall Tourism Update

Page 2

Pro-Am Tournament Wrap Up
Meet Our New Staff Member!
Fall Tourism Update Continued

Page 3

2009 Fishing Report
U-Pick Farms
2010 Blog Updates

Page 4

2010 Fall Events

www.visitoswegocounty.com

Oswego County Pro-Am Tournament Wrap Up



L-R: A big fish winner; Am winners Five More Minutes; Pro Winners Cold Steel/Fat Nancy's

When it comes to fishing tournaments, consistency is the name of the game. For the Lake Ontario Pro-Am Salmon Team Tournament Series consistency must be combined with a sound strategy for big fish ... and a little bit of luck.

For 16 years, Oswego has gained a reputation for some nice boxes of fish coming to the scales, but has often been plagued by some difficult weather conditions due to the prevailing winds out of the west and northwest. This year, weather wasn't a factor and teams had to decide if they wanted to target the small brown trout or take a chance on going after the bigger king salmon, which were a bit more difficult to locate ... and catch. Coming up with a combination of two seemed to be the ticket for success – although not by much. Hosting over 60 teams from 36 communities throughout New York and 18 out-of-state entries, this year's event saw tight finishes across all three divisions.

After being plagued by mechanical problems in the beginning of the series, the Cold Steel/Fat Nancy's team led by Capt. Tom Burke of Altmar came through with two days of nice fish – including some dandy king salmon – to put them over the top to win the Oswego Professional Division with a two day score of 427.57 points (based on 10 points per fish and a point per pound). Top Amateur Team was Team Five More Minutes led by Tony Chatt of West Monroe, NY.

This year's winners in the new Open/Recreational Division included the Sun-chaser/Blue Eyed Lady team led by Bill Kopek and Mike Lavenia (Manlius & New Haven, NY) capturing first place on Saturday and the Reel Addiction team led by Chris Frasier (Johnstown, NY) who outpaced the field on Sunday.

Oswego is also the third leg of the lakewide tournament series as the teams chase the Lake Ontario Challenge Cup for top team overall. A full listing of teams and their finishes can be found on the results page of www.lopacup.com.

Fall Tourism Update Continued...

This project is an outgrowth of the familiarization tour for Israeli news media that took place in May. You'll learn how international tourism works and how to get involved in bringing visitors to your business, how to market on an international Internet site, and what local and regional tourism partners are doing to bring visitors to our area.

The workshop is open to all who are interested in attracting more visitors to their business, hotel, restaurant, museum, historic site, etc. Presenters will include Avi Kaptzan, president of Kay Tours, and Markly Wilson of the I Love New York international marketing staff.

The registration fee is \$20 and includes lunch and workshop materials. To RSVP or for more information, contact Lori Duell of the Erie Canal National Heritage Corridor, at 518-237-7000, ext. 220, or lori_duell@partner.nps.gov

Fall is our busiest time of year - I hope you have your best season yet, and can take time to enjoy the fantastic fishing and lovely scenery that our visitors enjoy in Oswego County. ~ Jan

Meet Our New Staff Member - Heather Tebidor!



The Oswego County Tourism Department welcomes our new staff member, Heather Tebidor, to the team. A City of Oswego resident, Heather has lived in Oswego County her entire life.

Hailing from Central Square, she relocated to Oswego in 2002 to pursue her college degree at Oswego State University. While finishing her Bachelor of Arts Degree in Mass Communications and Broadcasting, she landed an internship at Oswego County BOCES in their Public Relations Department. She continued to work at Oswego County BOCES as an Educational Case Manager, Printing Assistant and Public Relations Assistant until making the move to our tourism office in May.

Heather is also a film enthusiast and an immense music connoisseur who enjoys reading and writing in her spare time (what little of it she has). She is very excited to become better acquainted with her new cohorts, citing her favorite Will Rogers quote, "Strangers are just friends I haven't met yet." So if you see her around, feel free to stop and say "hello."



Did You Know?

This summer, we hosted group tours from Ohio and Rochester. Three buses brought over 150 visitors to dine, shop and tour local museums. Two of the buses stayed in Oswego for three nights.

According to our most recent fishing report, there were 31,870 fishing licenses sold to out-of-state and international visitors in Oswego County in 2009. Increased 7.5% from 2008.

You could be famous!

(At least in Oswego County)

We need your fishing and hunting photos for our web site, ads, and other publications! We will credit all photos submitted. Please e-mail to tourism@oswegocounty.com!

U-Pick Fall Farms:

Appledale Orchards

6018 NYS Rte. 3, Mexico. 315-963-3628. Apples, hayride, corn maze

The Apple Grove Country Store

5987 NYS Rte. 3, Mexico. 315-963-7504. Apples, fruits, pies, etc.

Behling Orchards, LLC

114 Potter Rd., Mexico. 315-963-7068. Apples, pony rides, wagon rides, haunted maze, kid maze, inflatables

Ferlito's Berry Patch & Roadside Market

1269 Co. Rte. 53, Oswego. 315-343-7159. U-pick fall raspberries and roadside market

Fruit Valley Orchard/Greenhouse

507 Bunker Hill Rd., Oswego. 315-342-3793. Apples and other seasonal produce

Godfrey's Last Stand, Inc.

1232 NYS Rte. 264, Phoenix. 315-593-7291. U-pick tomatoes, wagon rides

Greco Family Farm & Orchard

297 W. 5th St. Rd., Oswego. 315-216-4180. Apples, hayride, treasure hunt, corn maze, pumpkin patch

Maple Help Stock Farms

207 Hurlbut Rd., Mexico. 315-963-7558. Apples and maple syrup, cream and sugar

Sage Creek Orchards

139 Minkler Rd., Mexico. 315-963-3486. Apples, hayride

Bloggīng in Oswego County: What's been goīng on in 2010?

Fishing & Hunting in Oswego County

by Spider Rybaak



Scottie VanDerWater, a little kid with a big talent for catching fish!

Spider Rybaak has been on a blogging binge. The man just can't get enough! He blogs almost weekly, with varying topics such as Camp Zerbe, the sand dunes along Lake Ontario, fishing wiz kid Scottie VanDerWater and whitewater rafting along the Salmon River. To see what Spider has been up to, visit: <http://fishingandhuntinginoswego.blogspot.com>.

Top read post: Ox Creek Sunnies

Outdoor Adventures in Oswego County

by Jessica Burt



Hunter Birmingham getting kissed by a llama at R&J's Good Old Days Petting Zoo in Mexico.

This year, Jessica has been blogging about adventures as well as covering events. Two of these events were the Women's Fly Fishing Seminar along the Salmon River, and the Oswego County Pro-Am Tournament. She's also written about her trip to a Maple Syrup farm, and most recently her visit to R&J's Good Old Days Petting Zoo in Mexico. To keep up with all of her photos and to get a good laugh, check out <http://outdooradventuresinoswego.blogspot.com>.

Top read post: Ghost Hunting

Arts & Nature in Oswego County

by Kelly Jordal



Performers at the Third Annual Native Circle Touch the Earth Festival

Kelly has been getting in touch with her cultural side as of late, blogging about topics such as the Third Annual Native Circle Touch the Earth Festival, and local artisan, Harold Hubbard, who carves intricate Indian heads out of wood. She has also completed the third installment of her War of 1812 series. Kelly has a lot of great blogs lined up for the future. To keep up-to-date on Kelly's blogs, go to <http://art-sandnatureinoswego.blogspot.com>.

Top read post: Frenchman's Island

2010 Fall Events:

Sept. 4-5: Redfield Old Home Days. Sat: noon-midnight, Sun: 10am-6pm. 4879 Co. Rte. 17, 315/599-7750.

Sept. 11: Celebrate Mallory...yes-terday, today, forever. 11:30am-5pm. Mallory Wesleyan Church, 5 Baum Rd., 315/676-4792, www.celebratemallory.com.

Sept. 11: Rural Cemetery Tour. 10am. Oswego Town Historical Society, Cemetery Rd., www.townofoswego.com.

Sept. 11-12: Arts & Kites Festival. 10am-4pm. Fort Ontario, 1 E. Fourth St., 315/343-4711. www.fortontario.com.

Sept. 12: Wild Edibles with Nancy Kaiser. 2-4pm. Mexico Point Park, off NYS Rte. 104B. 315/963-3891 or 963-7657, www.howardsplace.net/manorhouse.html.

Sept. 18: Salmon River Festival. 9am-5pm. Downtown Pulaski. 315-298-6407.

Sept. 18: Historic Cemetery Ghost Walk. 11am. Hannibal Historical Society, Corner of Rte. 3 & West St., 315/564-5650.

Sept. 18: Barn Cat Boogie. 6-10pm. Fallbrook Recreation Center, 103 Thompson Rd., Oswego, 315/207-1070, www.oswegohumane.org.

Sept. 18-19: "Crank it Up," Antique Tractor & Engine Show. Sat: 9am-9pm, Sun: 9am-5pm. Oswego County Fairgrounds, Ellisburg St., Sandy Creek, 315/387-5365.

Sept. 25: NYSDEC Salmon River Hatchery National Hunting & Fishing Day Open House. 9am-4pm. Fishing seminar Friday evening, Sept. 24. NYSDEC Salmon River Fish Hatchery, 2133 Co. Rte. 22, Altmar. 315/298-7605

Visitors watch salmon swim up the ladder at the NYSDEC Salmon River Fish Hatchery Open House



Sept. 25-26: Central Square Apple Festival. 10am-5pm. Goettel Community Park. Route 11N. www.centralsquareapplefestival.com.

Oct. 2-3: CNY Pumpkinfest. Sat: 11am-6pm. Sun: 11am-5pm. Washington Square Park, Bridge St., Oswego. 315-343-7681.

Oct. 16: Parish Fall Festival. 10am-4pm. Mills and Petrie Memorial Gym. 2938 E. Main St. 315-625-4995.

Nov. 13-14: Holiday Train Show. Sat: 10am-5pm, Sun: 10am-4pm. Fulton War Memorial

Nov. 21: Hannibal Village Christmas Tree Lighting. 5pm. Village Square, St. Rte. 3 and Oswego St., 315-564-5650.

Nov. 28: Poinsettia Open House. 10am-4pm. Oliver Paine Greenhouses, 125 S. Granby Rd., Fulton

For a complete list of events, visit our Web site at: <http://www.visitoswegocounty.com/In/Festivals.aspx>



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