

ONTARIO CHAMBER OF COMMERCE, INC.

P.O. Box 100, Ontario, NY 14519-0100 – (315) 524-5886

Officers: (terms expire in 2016)

Donna Burolla, President (315) 524-8286
Sherry Verstraete, V.P. (585) 820-8801
Jim Switzer, Treasurer – (585) 750-2277
Cheryl Legg, Secretary – (585) 315-0935



Board of Directors: (3 year terms)

Roger Legg - 2016
Sue Yantch - 2018
Vicki Steele – 2017
Ray Cedruly, Community Liaison
(585) 734-5526

Website: www.ontarionychamber.org

Like Us on Facebook.com/ontarionychamber

~Travel, community, and tourism information is located in the display racks, sponsored by the Ontario Chamber, in the Ontario Town Hall and Library foyer, 1850 Ridge Rd., Ontario, NY ~

Newsletter – November-December, 2015

Holiday Inn Express -Special Offer to Chamber Members

During the months of December and January we would like to offer 15% discount off of our best flexible rate.

Reservations may be made directly with me at [585-872-8211](tel:585-872-8211).



Carolyn Grim | Director of Sales | **Direct:**

[\(585\) 872-8211](tel:585-872-8211)

**Holiday Inn Express Hotel & Suites
Rochester/Webster**

860 Holt Road | Webster, NY 14580 | Hotel:

[\(585\) 872-0900](tel:585-872-0900) | [Fax: \(585\) 872-2350](tel:585-872-2350)

cgrim@buffalolodging.com

www.hiexpress.com/websterny

Lyons National Bank Celebrates Grand Opening at Ontario Branch

On October 19, 2015 Lyons National Bank cut the grand-opening ribbon to their new office located at 6280 Furnace Road, Ontario. The location is in the Benderson Plaza, next to Dunkin Donuts (corner of Route 104 and Furnace Road). The new, modern full-service office has:

3,400 square feet

Spacious lobby

Convenient drive-through banking window

State-of-the-art Community Room (a boardroom-style meeting area created to provide local organizations a space to meet and work). www.BankwithLNB.com
Contact Jean Tsepas, Branch Manager, (315) 524-9661 for more information.



Pictured left, Lyons National Bank officials and Ontario Town Supervisor, John Smith, helping cut the grand-opening ribbon on October 19th at their new office located at 6280 Furnace Road.

Photo by Cheryl Legg



New Construction Underway at 1873 NYS Rt. 104, Ontario

Driving along NYS Route 104 in Ontario you may have noticed new construction on the north side of Rt. 104, west of the Fastrac gas station. It is the future home of a Dunkin Donuts, owned by Rochester Developments, LLC, Luis Ribeiro. The proposal includes approximately 2,000 square feet for a new Dunkin Donuts and 4,800 square feet for added retail or professional office businesses.



Mr. Ribeiro feels Ontario is an excellent location due to the traffic count on Route 104. The anticipated completion date for the project is late January, 2016. The existing Dunkin Donuts, also owned by Rochester Developments, LLC will remain open on the south side of Rt. 104, next to the Tops Plaza. Mr. Ribeiro is the franchisee of 25 of the 61 Dunkin Brands Group Inc. franchises in Rochester. The territories he oversees are Chili, Henrietta, Penfield, Perinton, Pittsford, Rochester, Webster, Avon, Macedon, Newark, and Ontario. He is seeking tenants for the plaza and may be contacted at Rochester Developments, LLC, 2100 Empire Blvd., Webster, NY, 14580 (585) 217-9843 or © 585-202-7042.

Holiday Craft Show A Big Success



A holiday vendor and craft show was held on Nov. 14, 2015, co-sponsored by the Ontario Chamber and the Town of Ontario Parks & Recreation Dept. Over 45 vendors displayed various items in the gym at the Ontario Community Center building. Heintzelman's Marinade Magic, food catering trailer, provided a variety of delicious menu selections. The Chamber extends a big Thank You to Cheryl and Roger Legg for coordinating this successful event and to Pam Grundman and Bill Riddell, Town Parks & Recreation Department.





Holiday Season Organizing Tips by Robin Harisis

- There are many traditions associated with the holiday season. Cutting down the perfect tree, Elf on the Shelf, and old family cookie recipes are all part of the traditional holiday fabric. Most customs elicit a sense of warmth and magic, but, over time, some can get mired down with a sense of obligation, leaving us feeling guilty if they are not done just right. It's as if the enchantment of the season depends on a permanent script, never to be altered, robbing us of Christmas joy.
- Analyze your traditions and start a conversation with your family and friends. Ask them what holiday traditions they like and dislike. Are there any new ones they want to try or eliminate, even if just for a year or two? What are the goals of your traditions? Is it to bring people closer, honor the past, or create special Christmas magic for the kids?
- Write down the answers and decide how you want to spend your energy and resources. Starting this conversation will ensure that your holiday season is fulfilling and joyful, free of obligation and guilt. Change may be uncomfortable at first, but once you start putting your energy towards the traditions you love, that feeling will diminish. Establishing a clear purpose for your holiday traditions can bring greater joy to the holiday season. Embrace it and then share it with those you love.

Robin Harisis is a professional organizer serving the greater Rochester, NY area. She specializes in organizing and productivity for home and business. She is accepting new clients and is available as a speaker for your next corporate or civic event. Contact her at 585.727.2005 or robin@robinharisis.com. Visit her NEW website at www.robinharisis.com.



Happy 100th Birthday to Gertrude Doyle!

Gertrude Doyle, 6144 Patriot Drive, Ontario, joined the **Centenarians Club** and turned 100 years old in November, 2015! The event was celebrated with a large family and friends dinner party at Carey Lake. Congratulations, Gert, from the Ontario Chamber for achieving this milestone!

The Ontario Chamber wishes all of its members a Happy Holiday Season and a Prosperous New Year!



From Left to Right: Roger Legg (Chamber of Commerce), Louis Dilella, dog Peaches, Julie Dilella, Jeanne Steffen, Mike Steffen, Jimmy Steffen (blue hoodie), Joey Dilella (brown hood), Joe Steffen, Anthony Sisca

Yesterday's Architectural Salvage & Gift Shop Celebrates Grand-Opening

Ontario – On October 17, 2015 Ontario Chamber of Commerce welcomed the grand-opening of Ontario's newest gift shop, Yesterday's Architectural Salvage & Gift Shop, 6372 Knickerbocker Road, Ontario.

The store is owned by Jeanne Steffen and began as an inspiration from her husband's business, Empire Wrecking, owned by Mike Steffen and family.

Mrs. Steffn said she had rented a booth at the L.W. Emporium for three years but realized the business was out-growing its space when she incorporated salvage items. Some of the items were large and needed more space for display. Moving the business into adjacent, renovated square footage next to Empire Wrecking seemed to solve the problem. The large, salvageable items are on display outside the gift shop building and include picket fences, doors, windows, pillars and more. Some of the items carried inside the gift shop are battery lighted candles, garlands, wreaths, granite platters, silver jewelry, and antique bottles. Store hours are Tuesday to Sunday – 11 a.m. to 5:30 p.m. Business phone: (585) 645-3512. The email for Yesterday's Architectural Salvage & Gift Shop is: shopyesterdays@yahoo.com.

Chamber Announces Winner of Business Promotion Award

Congratulations to Liberty Mutual Insurance, agent, Giuseppe Spano, 1140 Crosspointe Ln., Suite 8, Webster, NY as our 3rd business quarter winner of 2015 for the Chamber's Business Promotion Award. The award is a random drawing held once every business quarter to win \$100. to advertise your business. To participate you must be a chamber member and submit your business card with "Business Promo" written on the back. **New business cards** should be submitted at the beginning of each calendar year and sent to: Ontario Chamber of Commerce, PO Box 100, Ontario, NY 14519. **Business cards are now being accepted for 2016.**

Join Us For Our Christmas OPEN HOUSE, Sat., Dec. 5th from 10am-6pm

20% off most furniture.

10% off storewide all items over \$10.

This is the time of year to count your blessings!

Antiques Collectibles Gifts

My Father's Place

2001 Ridge Rd., Ontario, NY

Holiday hours: Open 10am-7pm everyday thru December 23rd.

WELCOME BACK RENEWING CHAMBER MEMBERS!
Thank You For Being So Prompt With Your Dues
Your Continued Support Is Appreciated

Joe Pagliuso & Bros., Inc. 6845 Slocum Rd., Ontario, NY 14519
Lyons National Bank, 6280 Furnace Rd., Jean Tsepas, Ontario, NY 14519
Furnace Mini Storage, Ray & Anna Cedruly, 4279 Cream Ridge Rd., Macedon, NY 14502
Donna Burolla, President, Ontario Chamber of Commerce, 722 Ontario Dr., Ontario, NY
Integrity Tool, Inc., Michael & Pam Friedler, 6485 Furnace Rd., Ontario, NY 14519
Rochester Vapor, Mark Sullivan, 2006 Ridge Road, Sparks Wayne Heating & Cooling, Ontario, NY
Lakeside Roofing & Siding Materials, Jack Burns, 6296 Lakeside Road, Ontario, NY
T. Nelson Sales, Nelson Family, 964 NYS Route 104, Ontario, NY
Farmers' Insurance, Brian Natale, 1648 NYS Rt. 104, Ontario, NY 14519
Cross Keys Automotive, George & Martha Vargo, 1760 NYS Rt. 104, Ontario, NY 14519
Lazzaro Performance, Kevin Lazzaro, 1714 NYS Rt. 104, Ontario, NY 14519
Factory Direct Trailers, 240 NYS Rt. 104, Ontario, NY Craig & Nique Wilson
Vicki D. Steele, 90 Westover Drive, Webster, NY, Ontario Chamber Board of Director
N.J. Wilkes, LLC, 56 Water St. PO Box 403, Lyons, NY 14489, McDonald's of Ontario
Konstantinou's Restaurant, Prodromus & Jeanne Konstantinou, 2030 Rt. 104, Ontario, NY 14519
Sparks Wayne Heating, Cooling & Chimney, Darren Sparks, 2014 Ridge Rd., Ontario, NY 14519

Welcome New Members to the Ontario Chamber!

Stone Road Auto, Sammy Getiren, Independent Auto Dealer, 114 NYS Route 104, Ontario, NY
Email: stonerodaauto@gmail.com; website: stonerodaauto.com; business phone: (585) 671-4680; fax: (585) 671-2544.

Stone Road has been in business for more than a decade, in Rochester, NY from 2001 through 2007, in Webster, NY on Ridge Road from 2007 through 2015 and at our current location from August 2015. Our inventory is constantly growing with new additions daily! We specialize in high quality pre-owned vehicles of all makes, including Acura, Honda, Ford and many more. All vehicles are CarFax certified with the Buy Back Guarantee. We offer excellent after sale services at our very own service facility in Greece. Our service facility is located at 488 Stone Road in Greece, NY. The facility is a full-service shop employing automotive specialists with over 30 years experience, three service bays, and a satellite shop with an additional three bays, all ensuring fast and thorough automotive care!

Hours: Monday, Tuesday, Thursday – 9 am – 7 pm; Wednesday – 9 am – 6 pm; Wednesday & Friday – 9 am – 6 pm; Saturday – 10 am – 5 pm; Closed Sunday.

Jodie Johnson, Mary Kay Beauty Consultant, 1722 Kenyon Road, Ontario, NY 14519. Business phone: (585) 613-6530, email: jodiej@marykay.com; website: www.marykay.com/jodiej.

Heintzelman's Marinade Magic, Inc., 6525 Lakeside Road, Ontario, NY 14519, owned by Robert and Dawn Heintzelman. Food trailer and catering business. Business Phone: (315) 333-5002. Website: www.heintzelmansmarinade.com. "We are a family owned and operated business since 2015. We have enjoyed preparing and cooking for family and friends for over a decade. We've used this experience to perfect our recipes. We are certain you will enjoy flavors and love our prices. We offer a full catering menu, no party too big or small. We cook it all specializing in high end barbecue at back yard prices. Call us for your next event you won't have to think twice!"

Membership Update: Brian Masker is now a Licensed Banker at Citizens Bank, 711 W. Main St., Newark, NY 14513. Business Phone: 315-331-1830, email: brian.masker@citizensbank.com



L to R: Susanne, Ida, Kendra, Leigh, Brittany, Richard, and Melissa

**Ontario Chamber of Commerce
November, 2015
Business of the Month
Save-A-Lot
1250 NYS Route 104
Ontario, NY**

Suzanne Schmitz is the owner of the Ontario Save-A-Lot store and three others. All of the Save-A-Lot stores in the western New York area are franchised and independently owned. As her first job, Schmitz started working as a cashier at a Save-A-Lot in the Buffalo area and stayed with them until she opened her own store. Schmitz moved up within the organization to district manager of 5 stores. In 2010 Schmitz opened her first of 4 stores, opening the Ontario store in 2014.

Store owners sign an agreement which allows the owners to use the Save-A-Lot name and also commits the owners to purchase the bulk of items sold at Save-A-Lot from the corporation. Most of the items come on one truck, a few times a week. In addition to supplying items for sale, the corporation also helps coordinate the advertising. There are 1,300 stores across 46 states in the United States.

Save-A-Lot supplies about 85% of the items in the store. Store owners buy some meat and produce locally. They purchase items such as Upstate Milk, Heluva Good Cheese, Zweigle's, and many others locally. Schmitz wants to stress that they do cut meat at this location. There are butchers on site every day. She takes pride in selling the highest quality fresh cut meat at very reasonable prices.

Schmitz is very happy with the sales at the Ontario location. The store is out-performing projected sales but there is still room to grow. This is a very competitive industry where everybody wants to be a discount grocery store. You are seeing more and more private label goods in the conventional grocery stores. They operate on a very low margin, relying on volume to offset higher prices. They are a hard discounter, with very low prices on canned goods and those kinds of staple items. While the store may not have as much variety as a conventional supermarket, they offer low prices on all the items customers buy most, while featuring the full produce and fresh cut meat departments.

Schmitz likes to respond to the local customers, so she tries to honor requests from clients for items that she would not normally stock. Melissa Jozwiak is the store manager and has been with the store since it opened. The store currently has around 15 employees.

The hours of operation are: 8:00 AM to 9:00 PM, Seven Days A Week

Save-A-Lot can be reached by phone at: 315-524-3810

Congratulations to Save-A-Lot as Business of the Month for November.

Ontario Chamber of Commerce is pleased to salute this Ontario Business as the **"Business of the Month."** The customized **"Business of the Month"** announcement sign is posted at their business. They are also featured in The Sun & Record with The Wayne County Mail



Prodomos and George Konstantinou

**Ontario Chamber of Commerce
December, 2015
Business of the Month
Konstantinou's Liquor Store
2024 NYS Route 104**

Prodomos (Pro) Konstantinou states that his father said ten years ago, "We should open a liquor store". This suggestion came from the lack of a reliable supply of wine and whiskey in the area. Konstantinou attempted to purchase the local liquor store but was unsuccessful. This unsuccessful attempt to purchase an existing store led directly to the renovation of existing space and opening the new facility at Konstantinou Corner.

The liquor store opened November 11, 2008. The store has been doing well ever since it opened. We have good visibility and access here. The size of this store is just right.

Konstantinou tries to carry the items that people want. To do this Konstantinou relied on the local distributors. As time advanced, Pro started to remove items from the shelf that did not move. This gave him the opportunity to place requested items on the shelf. The same held true for requested items, if they don't move, they are removed and replaced with another product. This is a great way to keep the stock fresh and interesting. In addition to Ouzo, Konstantinou Liquor stocks five Greek wines, and several Greek spirits, including "Metaxas", a Greek Brandy.

As one may expect, the Holidays are the best time to sell liquors. This includes all of the holidays but especially the time just before Christmas through the New Year. Konstantinou says "Those two holidays take the cake".

Konstantinou states that he deals with the two major distributors in the area, as well as several smaller ones. We also deal with several wineries directly.

Wine tastings are sponsored by the wineries. We have to coordinate with the winery for the dates and times. We usually do tasting on Thursday, Friday or Saturday. The tastings are usually between 5 to 8 pm. If folks choose to purchase wine at tasting, we usually offer a discount.

We offer a 10% discount if you purchase a case of wine. The case of wine can be a mixed variety. We do special orders, if a client asks us for something we do not stock, we will research the product for them and then order it if they wish. For our 187-milliliter products, we offer personalized labels. These make great favors for special events. There are 4 employees in the store.

The hours of operation are 9 am to 9 pm except for Sunday, which are 12 Noon to 9 pm

Konstantinou's Liquor can be reached by phone at: (315) 524-3015, Cell (585) 509-3829

and on the web at: <http://konstantinous.com/liquor-store/>

Congratulations to **Konstantinou Liquor** as Business of the Month for December. Ontario Chamber of Commerce is pleased to salute this Ontario Business as the "**Business of the Month.**" The customized "**Business of the Month**" announcement sign is posted at their business. They are also featured in The Sun & Record with The Wayne County Mail and on the chamber's website: www.ontarionychamber.org.