

## 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](http://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 – May – June, 2016



Pictured at right, L to R: Stephanie Maraldo-Carey, Nick Affronti, owners, and Jim Switzer and Sherry Verstraete, Ontario Chamber Officers helping cut the grand-opening ribbon

## Eastside Traders, LLC, 1208 NYS Rt. 104, Ontario, Celebrates Grand-Opening



The Ontario Chamber of Commerce welcomed Eastside Traders, LLC on April 15, 2016 with a grand-opening ribbon cutting ceremony. Eastside Traders, LLC is located at 1208 NYS Rt. 104, Ontario, NY 14519 in a building that was formerly occupied by Pizza Hut. The building had been empty for many years and has been renovated and made to look almost completely new. Bruce Carey owns the building and the manager is Nick Affronti. Nick said he previously operated this type of business in the City of Rochester and knew how it was done. The business is a buy, sell, trade, consign or pawn of used items. Nick explained that a consignment is when they obtain an item and take a percentage of what it sells for. If an item is pawned, it means it is a collateral cash loan with interest, which varies on the amount of the loan. Items can also be traded for another item in the shop of equal value without a cash transfer. Nick noted that business has been brisk since they opened and he has received many compliments on the improvements to the building. As the business grows they may list things on e-bay and include buying items directly from their website.

Eastside Traders is open Monday through Saturday, 10 a.m. to 7 p.m. and can be reached at (315) 333-5819 or emailed, [eastsidetraders2016@gmail.com](mailto:eastsidetraders2016@gmail.com). They can be reached on the web at [www.eastsidetraders.com](http://www.eastsidetraders.com).

The ribbon cutting ceremony is a service provided by the Ontario Chamber of Commerce. If you would be interested in becoming part of our team to welcome new businesses to Ontario, please contact the chamber at (315) 524-5886 or email, [dburolla@gmail.com](mailto:dburolla@gmail.com).



## **Pines of Peace Garage Sale – June 8<sup>th</sup> – 11<sup>th</sup> at Casey Park**

**~ 6551 Knickerbocker Rd., Ontario, NY ~**

June 6<sup>th</sup> – 8<sup>th</sup> – Donation Drop Off From 9am – 6pm

June 8<sup>th</sup> – 11<sup>th</sup> – Garage Sale Starts From 9 am – 6 pm

Donations Must be Good, Clean and Sellable!

Clothing Drive is Accepting Clean, Clothing in Garbage Bags

Looking for volunteers to help set up starting on June 6<sup>th</sup>

Contact: Michael: 585-485-4915 or Sherry: 315-524-2388

Please - No Tv's, Computers, Printers or Car Seats

## **Heritage Square Museum Opens For the 2016 Season**

**~ 7447 Ontario Center Road, Ontario, NY 14519 ~**

- June 4<sup>th</sup> and June 5<sup>th</sup> – 1:30 to 4 pm - Saturday and Sunday – Museum Tours
- June 18<sup>th</sup> – 2 pm – 4 pm Saturday – Music by ‘Special Blend – Music for Everyone’ Trio from Rochester, NY – Museum Tours and Ice Cream Social

### **Summer Sundays at the Square for Kids of All Ages**

July 10 – 1:30 pm – 4 pm – Sunday – Local History Day

August 7 – 1:30 pm – 4 pm - Sunday - Pioneer Family Life Day

(Admission: \$1.00 per person, free 3 yrs. And under)

Museum hours: June 4 to October 2, Saturday and Sunday, 1:30 pm to 4 pm. Suggested donation: Adults \$6.00, seniors and under 16 \$5.00, Families \$20.00. closed July 4<sup>th</sup> and Labor Day weekends. For more information or to schedule a private group or family tour by appointment, contact Ann Welker, 315-524-9330. For school tours contact Polina Doran, 585-627-3526. Heritage Square Museum is owned and operated by the Town of Ontario Historical and Landmark Preservation Society. All events take place rain or shine.

[www.heritagesquaremuseum.org](http://www.heritagesquaremuseum.org)



## **Ridge Road Rummage Run – June 3<sup>rd</sup> and 4<sup>th</sup>**

Giant, six mile garage sale taking place on June 3<sup>rd</sup> and June 4<sup>th</sup> (Friday and Saturday) from 9 am to 4 pm, all along Ridge Road in Ontario, beginning at County Line Road and going east to Fisher Road. Sponsored by the Business Improvement District (Friend's of Main Street Ontario). Any left over items can be donated to the Pines of Peace sale on June 6<sup>th</sup> – see above.



## Ontario Chamber Welcomes New Dunkin' Donuts at 1873 NYS Rt. 104 Ontario, NY

Pictured L to R, front row: Deb Debbtestito, Kim Crandell, Store Manager, Paula Vieira, Ray Cedruly, Ontario Chamber, Michael Videtti, Ashley Engelsei Todd Marconi, second row: Sean Killeen, Jim Switzer, Ontario Chamber, Cheryl Legg, Ontario Chamber, John Smith, Ontario Town Supervisor, Roger Legg, Ontario Chamber and Bill Bolling

On Saturday May 21, 2016 the Ontario Chamber helped cut the grand-opening ribbon for the new Dunkin' Donuts located at 1873 NYS Route 104. Kim Crandell is the Manager of the new store. Hours are Monday to Friday, 5 am to 10 pm and Saturday to Sunday, 6 am to 10 pm. Twenty full time and part time people are employed. Dunkin' Donuts is the first business located in the new strip plaza that was developed by Louis Riberio. The store has inside seating and a drive-thru. Business phone: 315-524-3012. Website: [www.dunkindonuts.com](http://www.dunkindonuts.com).

Pictured at left is Wayne Central student, Chris Cregin presenting a thank-you plaque to Dunkin' Donuts for their contribution of \$500.00 to the Wayne County Children's Cancer Fund. During the grand opening all tips received were also donated to the fund along with donations collected through the drive-thru. The total amounted to \$1,212.00.



### **Gail Adair Remembered**

The Ontario Chamber was saddened with the passing of Gail Adair on April 6, 2016. Gail was an active member and officer of the chamber for many years. Among other things, she was instrumental in organizing the Ontario Summerfest Festival and the chamber craft show which brought many out-of-towners to our region. She also served on the Ontario Town Board and worked on many community projects including the extension of sanitary sewer lines from Ridge Road to the doorstep of the Beh Industrial Park on NYS Rt. 104 which led to the expansion of the park with a concentration of optics industries. Other projects were widening NYS Rt. 104 to four lanes and the supercollider. Our sympathy and condolences are extended to the James Adair family. She will be missed.

### **American Pickers Looking to Film in New York**

The Ontario Chamber received a call from American Pickers looking for leads to be on their show. They hope to be in our area sometime this summer. Some of the items they are looking for are: vintage bicycles; toys; unusual radios; movie memorabilia; advertising; Military items; folk art; early firefighting equipment; vintage musical equipment, automotive items and clothing. To be considered, contact them at: [Americanpickers@cinelflix.com](mailto:Americanpickers@cinelflix.com) or leave a voice mail at 1-855-oldrust. Tell them your name, town and state, phone number, where your collection is located and a description of items. Note: No retail shops or flea markets are eligible.

### **Webster's Joe Obbie Farmers' Market, Inc. – Opening Day June 11, 2016**

The market is located at the Webster Towne Center (Kohl's and Target Plaza) on Holt Road, near the gazebo. Hours are every Saturday thru October 8:30 am to 1 p.m. Vendors are there rain or shine. Other activities are planned. Check the website for updates: <http://www.webstersjoeobbiefarmersmarketinc.org> or call 585-261-1533.

### **Nominations Now Being Accepted For Chamber Annual Banquet**

The Ontario Chamber is now seeking nominations for its annual awards and recognition banquet to be held this fall. If you would like to nominate someone; business or organization, please call the chamber office at (315) 524-5886 and leave a message; email Donna Burolla, President, at [dburolla@gmail.com](mailto:dburolla@gmail.com) or print the nomination form from our website [www.ontarionychamber.org](http://www.ontarionychamber.org) under the Awards menu and mail to the Ontario Chamber, PO box 100, Ontario, NY 14519. Categories for nominations include: Lifetime Achievement Award/Citizen of the Year; Business Improvement Award; Volunteer of the Year; and Community Organization. Nominations are due by July 1, 2016 and winners will be announced at our banquet, Sept. 15, 2016.

### **Chamber Business Tour Planned for Headwater Food Hub**

Save The Date – **August 29, 2016 (Monday)** – Business Tour of Headwater Food Hub, 6318 Ontario Center Road, Ontario, NY 14519. **Tour to begin at 4 p.m.** Refreshments provided. Come and find out what a food hub is and how it interacts with our agri-businesses. Tour is open to the public and chamber members. Email RSVP to Donna Burolla, [dburolla@gmail.com](mailto:dburolla@gmail.com) if attending. Program is free, but reservations are required.



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

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Richard A. Leszyk, Attorney, 322 Ridge Road, Ontario, NY 14519  
Cam's Pizzeria, Jason Benton, 2002 Ridge Road, Ontario, NY 14519  
B & C Auto Restoration & Paint, Bill Kilpatrick, 6360 Dean Parkway, Ontario, NY 14519  
Optipro, Michael Bechtold, 6368 Dean Parkway, Ontario, NY 14519  
Concord Insurance Agency, Shavonne Glanton, E.F. Kelly Agency Inc. 6270 Dean Parkway, Ontario, NY Town of Ontario, Liz Albright, Town Historian, 1850 Ridge Road, Ontario, NY 14519  
Gerber Homes & Additions, LLC, John Graziose, Norm and Bruce Gerber, 1260 Ridge Road, Ontario, NY Adventures In Climbing, LLC, Jim Porcelli, 912 NYS Route 104, Ontario, NY 14519  
Benchmark Hydraulics Technology, LLC, Richard and Carol Bebernitz, 5708 Walworth Rd., Ontario, NY  
Green Team 100, Robert & Leona Billett, 6318 Furnace Road, Ontario, NY  
R.C. Kolstad Water Corporation, 73 Lake Road, Ontario, NY  
Board of Trustees, Ontario Public Library, 1850 Ridge Road, Ontario, NY, Sandra Hylen, Director  
Websters' Joe Obbie Farmers' Market Inc., 1028 Ridge Road, Webster, NY, Jason Blietk  
Deb's Lunchbox, Deb Bechtold, 6368 Dean Parkway, Ontario, NY 14519

***Welcome New Members to the Ontario Chamber!***

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**Preston's Garden Center, 1640 NYS Rt. 104, Ontario, NY 14519.** Preston's Garden Center is owned by Aaron Preston and offers all type of garden supplies. Business phone: 585-265-2490; or 315-524-2200. Email: [APlandscapeSrv@aol.com](mailto:APlandscapeSrv@aol.com); Hours: Mon-Sat 7 am to 7 pm and Sunday 8 am to 4 pm. We offer the following items for sale: bulk bagged products, pavers, firewood (delivery charge), hanging baskets, bedding plants including vegetables, annuals, and perennials, shrubs, ornamental trees, landscape supplies including tools, hoses, pots, bird houses and more. **Please Visit The Garden Center Website for one of the largest selections and variety of landscaping materials at [prestonsgardencenter.com](http://prestonsgardencenter.com). Free estimates and onsite consultation!**

**Ontario Chamber of Commerce Business After Hours**  
**Holiday Inn Express Suites, 860 Holt Road, Webster, NY**  
**June 20<sup>th</sup> – Monday – 5 to 7 p.m.**

Local businesses and chamber members are invited to attend a Business After Hours to be held at the Holiday Inn Express Suites, 860 Holt Road, Webster, NY on **Monday, June 20<sup>th</sup>, from 5 to 7 p.m.** This is an opportunity for networking with other businesses so please remember to bring your marketing information. It will be catered by the Holiday Inn, free of charge. This is a free program, but the courtesy of an **RSVP is requested by June 13<sup>th</sup>.** To reply, please email **confirmation of attendance to Donna Burolla, email: [dburolla@gmail.com](mailto:dburolla@gmail.com) or call the Chamber office at (315) 524-5886 and leave a message.**



Pictured, L to R: Nick Danizio, Michelle Baraniak, Igor Baraniak, Jim Switzer, Anthony Formicola, Amanda Giglio, and Ray Cedruly helping cut the grand-opening ribbon

## **Victor Furniture and Flooring Cuts Grand-Opening Ribbon 1418 NYS Rt. 104, Ontario**

### ***Hometown Woman Helps Bring Business to Ontario***

Victor Furniture and Flooring, Inc., 1418 NYS Rt. 104, Ontario, celebrated their grand opening with a Chamber of Commerce ribbon cutting ceremony on Saturday, April 16, 2016. The store is owned by a partnership with Igor Baraniak and Amanda Giglio and employs three full time people. Amanda said she is familiar with our area since she grew up in Ontario and went to Wayne Central Schools. She explained there is a story behind the partnership. She was working for Calmes Auction House part time and also for Igor Baraniak as his assistant at Victor Furniture and Flooring. When Calmes Auction House moved out and the space became available, she mentioned it to Igor. To her amazement, he offered her the opportunity to form a partnership and expand Victor Furniture and Flooring to Ontario. The Ontario location is a good fit due to the visibility on NYS Rt. 104 and the high amount of traffic flow. Amanda acknowledged that Igor is giving her a great opportunity to move her career forward and praised him for always helping the younger generation get ahead.

Victor Furniture and Flooring offers all types of flooring: hard surface, tile, vinyl, and carpeting as well as a variety of furniture including living room, family room, dining room, bedroom, and accent pieces. An interior design specialist is available to help customers create the living space of their dreams. Delivery service is provided free of charge. They also have an additional store located at 21 Shoen Place, Pittsford, NY and have been in business since 1965.

Victor Furniture and Flooring can be reached at (315) 524-3567, or emailed: [atgiglio@yahoo.com](mailto:atgiglio@yahoo.com); website: [www.victorfurnitureinc.com](http://www.victorfurnitureinc.com). Store hours are Monday and Sunday by appointment; Tues. – 10 a.m. to 7 p.m. Wed. – 10 a.m. to 5 p.m.; Thurs – 10 a.m. to 7 p.m. ; Fri – 10 a.m. to 4 p.m.; and Sat – 10 a.m. to 2 p.m.

The ribbon cutting ceremony is a service provided by the Ontario Chamber of Commerce. If you would be interested in becoming part of our team to welcome new businesses to Ontario, please contact the chamber at (315) 524-5886 or email, [dburolla@gmail.com](mailto:dburolla@gmail.com).



**Pictured L to R: Jeff, Bob, and Katie**

**Ontario Chamber of  
Commerce  
May, 2016, Business of  
the Month  
Heintzelman's  
Marinade Magic  
Ontario, NY**

Heintzelman has always liked to cook and was taught culinary skills by his Italian mother and grandmother. In 2015 Heintzelman received several requests to cater parties. These parties were very well received and lead to people suggesting that Heintzelman start a catering service after his retirement from the Army. First Sergeant, Bob Heintzelman resisted this suggestion at first, but after thinking it through decided he needed to be his own boss. Heintzelman went ahead and did the research to start the business. He then bought all the necessary equipment, including the food trailer to go into business. New York State granted certification for the operation. That is when the Army extended him for another year. The equipment was already purchased and needed to pay for itself, so in October of 2015 the business got under way. Since then, Heintzelman's Marinade Magic has been very busy in the community. Heintzelman strongly believes in giving back to the community, so many of the events have been fund raisers for local organizations., including the Wayne Central and Webster school systems. Bob noted, "Our acceptance by the community has been fantastic. We have events booked into 2017, however we have room for more. In my wildest dreams, I never thought my business and my food would be accepted this way, but it has been a blessing from God and everybody else".

The food trailer is totally self contained. The health inspector was surprised to see that we have our own lavatory. We have our own fresh water system and waste water system. The unit has a full kitchen and a barbecue pit. The barbecue pit is capable of holding 800 pounds of product.

This is a family operated business with three core employees working at any given time. For large events there are as many as ten people working.

All of the food preparation is done in the commissary at the Heintzelman home. To prepare our pulled pork we will spend an hour and a half to prep the rub and the wet marinade. The pulled pork is marinated from 16 to 24 hours and then cooked for 14 to 16 hours. The brisket prep is about a half hour and cooking time is 20 to 22 hours. Chicken marinates from 24 to 36 hours and cooks from 4 to 6 hours. Ribs are similar to pulled pork in preparation. Everything, even the smoked mac and cheese slow cooks between 200 and 250 degrees. Cooking times vary, depending on weather conditions.

Heintzelman would like to have some sort of smaller building along the road for the preparation. Picnic tables would be available so people could sit and enjoy our food. "We talked about a restaurant, but I do not want to be tied down to a brick and mortar restaurant". We do believe we will need another trailer within the next year if business continues to grow.

Heintzelman is dedicated to the town of Ontario and the surrounding area. "I want to make sure we are here to give back and that people get what they want".

We have a good following on Facebook and you can see our schedule there.

If you call us with an order we will have it ready when you arrive. Just stop by, pick up your order, pay for it and go.

**Heintzelman's Marinade Magic can be found on the web at:**

**<http://www.heintzelmansmarinade.com>**

**And by Phone: 315-333-5002**

Congratulations to Heintzelman's Marinade Magic as Business of the Month for May, 2016.

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](http://www.ontarionychamber.org).





**Jeanne and Mike Steffen**

**Ontario Chamber of  
Commerce  
June, 2016  
Business of the Month  
Yesterdays Architectural  
Salvage & Gift Shop  
6372 Knickerbocker Rd.  
Ontario, NY**

Yesterdays Architectural Salvage & Gift Shop, established in October 2015, is owned and operated by Jeanne and Mike Steffen. It is conveniently located just north of the intersection at Route 104 on Knickerbocker Road in Ontario. A large portion of the material offered is obtained through Empire Wrecking Company, a successful family business that has serviced the Rochester and surrounding areas for over 54 years.

Customers are welcomed to enter through the tall wrought iron gates and become creatively inspired. Repurpose and construct unique works of art for your home, business, cottage and yard. The decorating and recreating possibilities are endless while using some items once considered for the landfill. Take a stroll through the salvage yard to find diverse items such as antique doors, apple picking ladders, and old windows that are perfect for transforming into headboards, tables, benches, coat-racks, shelves, and photo displays.

The quaint gift shop invites you with aromas of essential oils and warming Edison lighting. The shop offers an eclectic variety ranging from an assortment of antiques, silver jewelry, blacksmithing, handcrafted wooden bowls and pine trees, handcrafted granite cutting boards, clocks, birdcages, antique vents, corbels, one of a kind upcycles and much more. New and used items arrive weekly proposing new project ideas and designs. Keep a look out for expansion of our salvage yard in the near future.

**Yesterdays Architectural Salvage & Gift Shop hours are:**

**Thursday through Sunday 10:00 AM until 5:00 PM**

**E-Mail: [shopyesterdays@yahoo.com](mailto:shopyesterdays@yahoo.com)**

**Like Us on Facebook: Yesterdays Architectural Salvage & Gift Shop**

Congratulations to Yesterdays Architectural Salvage & Gift Shop as Business of the Month for June, 2016. 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](http://www.ontarionychamber.org).