

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, 2016



Pictured L to R: Richard Heintzelman, Bob and Dawn Heintzelman, Jim Switzer, Ontario Chamber Officer, Jeff Pringle, Brian Natale, Ontario Chamber Board of Director, Amber and Katie Heintzelman, and Ray Cedruly, Ontario Chamber Community Liaison

ONTARIO – Nov. 4, 2016 – Ontario Chamber members were on hand to help in the celebration of the grand-opening of Heintzelman's BBQ Pit with a ribbon cutting ceremony. Bob and Dawn Heintzelman are the new restaurant owners. Bob has just completed 22 ½ years in the U.S. Army and was looking for a second career. Dawn said, "The idea of operating a restaurant is not something we planned!" Bob and Dawn began the food service business by being asked by friends to cook for their parties. Soon they were given the opportunity to do food for fundraisers. The next step was the purchase of a food trailer and attending special events. Customers began asking when they plan to open a restaurant and the rest is history. The operation of the food trailer will continue as well as the restaurant. They employ around 31 full time and part-time personnel between the two businesses.

Heintzelman's specialty is smoked meats including brisket and pulled pork, but the menu at the restaurant also includes other non-smoked items such as steak and fish fry's on Friday nights and an expanded kid's menu. The Sunday specialty is sausage, biscuits and gravy. Take out service is also available. Heintzelman's BBQ Pit, located at 6361 Knickerbocker Rd., Ontario, is part of the LW Emporium complex. The main dining area can hold 90; the bar area 20; and the outside patio 40. They are open for banquets and parties and will help you plan your special event. Plans for the bar include serving only beer, wine and hard cider. Bob said, "We want to keep this a family friendly atmosphere."

Hours for **Heintzelman's BBQ Pit** are: Wednesday and Thursday – 10:30 am – 9 pm; Friday and Saturday – 10-30 am – 11 pm; and Sunday 8 am – 7 pm. Phone: 315-333-1235.

REVIEW REQUESTED
ONLINE CHAMBER BUSINESS DIRECTORY

The chamber is requesting that you review your online business listing to make sure all your information is up to date. Please pay particular attention to the category, or business genre your business is listed under. If you feel this is not appropriate, please email Cheryl Legg, at clegg@rochester.rr.com with a suggestion for the change in business category and any other revisions. To access our online directory, go to www.ontarionychamber.org and click on "Members" and type your name in the search area and scroll down.

Welcome Package Materials Needed!

The Ontario Chamber of Commerce will be distributing Welcome Packages to new residents and businesses in Ontario. If you would like to submit your marketing materials, pens, pencils, magnets, brochures, business cards, etc. to be included in this program, please drop off 50-100 items to:

Edward Jones Investments, 6323 Knickerbocker Road, Ontario, NY

Monday – Friday, between the hours of 9 am and 4 pm. Closed during lunch hour from 12 to 1 pm. Edward Jones Investment will furnish the delivery bags. They will also be storing, organizing, and helping with the distribution of the packages.

Thank you to Edward Jones Investments, Aileen Hurilman and Jon Wordingham for helping support the chamber with this program! If you have any questions about this project, please contact the chamber office at (315) 524-5886 or email, dburolla@gmail.com

Ontario Business Updates..

My Father's Place, antiques and collectibles, formerly located at 2001 Ridge Rd., Ontario, is now located within the LW Emporium Complex, 6355 Knickerbocker Rd., Ontario, NY. Phone: (315) 524-8841 for hours.

Precious Chinese Restaurant is now open, located at 2005 NYS Rt. 104, Ontario, NY. Online ordering is available at www.preciousontario.com. Takeout, delivery, and catering services are offered.

Wide array of Chinese dishes! Phone: 315-333-1199; Fax: 315-333-1192

Hours: Mon-Thurs: 10:30 am – 10:00 pm; Fri & Sat: 10:30 am – 10:30 pm; Sunday 12 Noon-9:30 pm

Fri & Sat: 10:30 am – 10:30 pm



Ontario's Annual Holiday Tree Lighting

**Sponsored by Ontario Business Improvement District, Ontario Recreation Department,
and Ontario Public Library**



Date: Wednesday, December 7th

Time: Fun begins at 5:45 pm at the Ontario Ambulance base, on Furnace Rd. with stories and caroling with Miss Anne

Pizza provided by BID; hot cocoa provided by Ontario Chamber; decorating cookies at Cam's Pizzeria; downtown scavenger hunt

Welcome Santa at 6:45 pm with tree lighting at 7:15 pm

All Are Welcome! Go to facebook.com/ontarionybid for more details

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

Crown Electric Supply Co, Inc., Matt Hanlon, 75 NYS Rt. 104, PO Box 86, Union Hill, NY 14563-0086
Bene-Care Agency LLC, Matt Palmer, 1260 Creek Street, Suite 100, Webster, NY 14580-2297
Burkwit Engineering, Clarence K. Burkwit, P.E., 5978 Washington St., PO Box 77 Olcott, NY 14126-0077
Sue's Hair Trend, Sue Yantch, Chamber Board of Director, 2015 Ridge Rd., Ontario, NY 14519
Photon Gear, Inc. 245 David Parkway, Gary and Billie Sue Blough, Ontario, NY 14519
Furnace Mini Storage, Ray and Anna Cedruly, 6405 Furnace Rd., Ontario, NY 14519
Cross Keys Automotive, George W. Vargo, 1760 NYS Rt. 104, Ontario, NY 14519
webSURGE, LLC, Joe Crestuk, 195 North Ave. Suite 3, Webster, NY 14580
BME Associates, Fred Shelley, P.E., 10 Lift Bridge Lane East, Fairport, NY 14450
Joe's Meat Market, Joe Pagliuso & Bros, Inc. 6845 Slocum Rd., Ontario, NY 14519
Huss Properties, Joseph Huss, PO Box 211, Ontario, NY 14519-0211
Lyons National Bank, Jean Tsepas, Branch Manager, 6280 Furnace Rd., Ontario, NY 14519
Murphy Funeral & Cremation Chapels LLC, Wayne Brophy, 1961 Ridge Road, Ontario, NY 14519-0426
Lakeside Roofing & Siding, Jack and Brad Burns, 6296 Lakeside Road, Ontario, NY 14519
Integrity Tool, Inc., Mike and Pam Friedler, 6485 Furnace Road, Ontario, NY 14519
T. Nelson Sales, The Nelson Family, 964 Route 104, Ontario, NY 14519
Lazzaro Perforance Inc., Kevin Lazzaro, 1712 NYS Route 104, Ontario, NY 14519
Secor Lumber Co., Inc., Brian Secor, Tops Plaza, 6260 Furnace Road, Ontario, NY 14519
Donna Burolla, Chamber President, 722 Ontario Drive, Ontario, NY 14519
McDonald's of Ontario, Nancy Wilkes, Owner, 1204 NYS Rt. 104, Ontario, NY 14519
Konstantinou's Restaurant, Jeanne and Prodromus Konstantinou, 2030 NYS Rt. 104, Ontario, NY 14519
Town of Ontario, William Riddell, Director of Economic Development, 6551 Knickerbocker Rd., Ontario

Welcome New Members to the Ontario Chamber!

Sue's Little Pizza Shop, 1808 NYS Rt. 104, Ontario, NY, owned by Sue Lansing.
She opened in 2014 with one thought in mind: to bring our friends great food. The menu includes fresh hand tossed and specialty pizzas, slices and Calzones. They also offer a wide variety of hot and cold subs, burgers, hot dogs and garbage plates. Phone: 315-524-2222
Hours: Monday – Saturday – 11 am to 10 pm; Sunday – 12 Noon to 8 pm.

Cornerstone Realty Associates, 2015B Ridge Rd., Ontario, NY, owned by Paula Priest, Associate Real Estate broker and son, Luke Cino, Phone: 585-370-1725. Hours: 10 am – 5 pm or by appointment. Email: paulapriest@cornerstonerealtyny.com

**Merry Christmas and Best Wishes for a Happy and Prosperous New Year
to All Our Ontario Chamber Members!**

From the Officers and Board of Directors

Tips for Tax Season

Tis the season! In addition to the Holiday Season, Tax Season is quickly approaching!

Many find the tax season daunting and stressful. Much of this can be alleviated with some early planning and organization. Gather your tax documents such as W-2's and 1099's; these are the typical types of income documents. Also begin to think about your deductible expenses such as real estate taxes and mortgage interest and be certain to gather those documents as well. If you have made charitable donations, those records are also important at tax time. Tax credits are also crucial to consider. Some require documentation such as the College Tuition credit, the School will provide you with the form 1098-T.

If you have had a change during 2016 that may change your tax circumstances and are uncertain how it will effect your tax return, contact your tax professional and ask questions. Surprises and uncertainties can often be eliminated simply by asking a question.

I have worked in both corporate and personal settings for the past 20 years and would be happy to help you make the annual task as efficient and painless as possible.

Happy Holidays!

Lori

Lori Furguson's Tax Planning and Preparation

(585)748-4363

Lfurguson1@rochester.rr.com

"Business Promo" Award Winner Announced

Congratulations to **Green Team 100**, 6318 Furnace Rd., Ontario, NY, owned by Robert Billett as our 3rd business quarter winner of 2016 for the Chamber's Business Promotion Award. Green Team 100 offers roof cleaning as well as siding; decks; patio walkways; fences; concrete; and stucco. They use a process and products that are environmentally friendly to kids, pets, and plants. Contact Green Team 100 at 585-360-3698; or email bobbillett@greenteam100.com.

The award is sponsored by the Ontario Chamber and 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 2017.**

Chamber Membership Decals

The chamber has additional chamber membership decals available. If you need a replacement or would like an additional decal for display in another location, please contact the chamber office at (315) 524-5886 and leave a message or email dburolla@gmail.com.



Paula Priest and son, Luke Cino

**Ontario Chamber of Commerce
Business of the Month
November, 2016
Cornerstone Realty
2015B Ridge Road
Ontario, NY**

Paula Priest, Broker Associate and manager of the Cornerstone office in Ontario, started learning the real-estate business working for a local real-estate company. After nine years Priest started Cornerstone on main street in Ontario. The original business was sold to a larger real-estate firm, however the sale did not work out because the big business did not understand how small communities function. R. Luke Cino (Priest's son) reestablished the Cornerstone in 2005. Cino says we in the smaller communities support each other. As the owner of the company, Cino decided to expand the company. That effort saw the opening of the Ontario office, as well as offices in Webster, and Newark. The company has twelve agents now and is recruiting more.

New York State requires 75 hours of class room study before a person can be licensed. A candidate must pass a state final exam before they can become a real-estate sales agent. At this point a sales agent must be associated with a broker.

In addition to selling real-estate, Cino and Priest enjoy teaching the real-estate business to prospective agents. Cino says "I like seeing people be successful." We are very proud of the successful realtors that started with us and wish them even more success. It is also important to educate buyers and sellers. We want them to know going in where they stand, what will be required of them and what their responsibilities are. Integrity is a very important part of this business and we stress that to our agents. Priest says it is about having a bigger heart, being the agent that goes the extra mile always. Cino says put the people first, if you do it right for the people you will grow your business. Generally buying a home is the biggest financial decision anyone makes and to be part of that is a privilege for us.

When selling a house, an agent will help to stage the home. It is important to have the property neat and tidy, no broken windows or dirty carpets. People just want to move in. They do not want to do anything. People are too busy these days.

Cornerstone sells most of it's property in the geographical area bounded buy Hilton/Parma on the west to Fair Haven on the east and south to Canandaigua. However Cornerstone will step out of this area to meet the needs of their clients. Having said that, each and every client is important to Cornerstone.

The real-estate market is the best it has been since 2005. However there were up turns when incentives were given to first time home buyers. Fortunately, Ontario is in a very steady area. When gas prices were higher, people wanted to live closer to their jobs. Reasonable gas prices have allowed clients to move further from the city.

Cornerstone uses all of the social media and digital tools available. The company is based off the cloud. You can do almost everything from a smart phone in real time. Even contracts can be signed on the phone. The Cornerstone main office is in Williamson, however we still like to maintain a physical presence in the communities we serve. We believe this presence helps support our local uptown areas.

Cornerstone Realty can be reached on the web at:

<http://www.cornerstonerealtyny.com/>

Phone: 315-589-7320

Cell: 585-370-1725

Fax: 315-589-7326

Congratulations to Cornerstone Realty 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.



**Ontario Chamber of Commerce
December, 2016
Business of the Month
Headwater Food Hub
6318 Ontario Center Road
Ontario, NY 14519**

Phil Bianchi, director of accounts at Headwater Food Hub is proud of the fact that Headwater is a certified B Corp. B Corps are for-profit companies certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency. B Corp is to business what Fair Trade certification is to coffee.

As a B Corp, Headwater Food Hub is an organization committed to the development of sustainable, localized food systems and the associated individual, social, economic, and ecological health of the community. Headwater Food hub is looking to understand the entire value chain associated with a socially and environmentally just food system. Their work has the key priority of creating access to fresh, healthy, sustainable, and affordable foods for all people. They seek to build an economy around a local food system, supporting local sustainable farmers, creating jobs for urban and rural people, and developing our region's ability to retain more of the wealth spent on food.

Bianchi says "We are very happy we came into the Victor Preserving building when we did. The building was starting to show signs of age. As we started to revitalize this historic building and existing piece of infrastructure, we began to understand how important it is to the community. There are many memories associated with Victor Preserving. Now we are part of the Victor Preserving legacy. We want to be entrenched in this community and to continue to grow this business."

Because this has been a food safe building in the past, they had a bit of a head start when adapting it to their needs. "The location is ideal for us. It is a great flyway for farmers. There is easy access to all of the things we need."

Headwater Food Hub was started by Chris and Vicki Hartman who also started the first producer run farmers market in Rochester. The farmers market opened their eyes to the opportunity to start a multi farm community supported agriculture (CSA) type business. This business is called "The Good Food Collective" and it's goal is to connect families and individuals to a rich network of good local organic sustainably grown food. Good Food Collective started with 100 members in 2008 and has grown to about 1,400. Check out The Good Food Collective @ thegoodfoodcollective.com.

In 2013 a wholesale operation was added to the project, expanding Headwater's ability to connect people with local food. Headwater Food Hub currently works with 80 different local institutions, including schools, restaurants, and other food hubs. To supply these institutions and the members of the Good Food Collective, Headwater works with over 60 local farms.

Headwater Food Hub has 13 full time employees year round and as many as 25 during the peak season. Next year they will begin to utilize their new vegetable processing facility, chopping and washing local, organic lettuce and other greens.

Headwater Food Hub can be reached @ <http://headwaterfoodhub.com/>

Congratulations to Headwater Foods Inc. 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 Ontario Chamber's website: www.ontarionychamber.org.