

ONTARIO CHAMBER OF COMMERCE, INC.
P.O. Box 100, Ontario, NY 14519-0100 – (315) 524-5886



Website: www.ontarionychamber.org
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Newsletter **January – February 2017**

Biscayne Auto Sales Ready for Business



Exterior and Interior of Biscayne Auto Sales, 1130 NYS Rt. 104

Jim Tuchrello is the new proud owner of Biscayne Auto Sales, located at 1130 NYS Rt. 104, at the corner of Slocum Rd. and NYS Rt. 104. Jim said he has been building his business for the last five years in Webster and is happy to be in Ontario. He has made expansive improvements to the building and will have approximately 30 vehicles on the lot, with a high volume of trucks and SUV's. Stop in to visit or check out his website: www.biscayneauto.com. Hours are Monday to Friday, 10 am – 7 pm; Saturdays 10 am – 3 pm. Phone: (585) 733-5304. Email: biscayneauto@gmail.com.

Officers: (terms expire in 2018)

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)

*Brian Natale, Farmers Insurance –
term expires 2019*

*Sue Yantch, Sue's Hair Trends –
term expires 2018*

*Carolyn Grim, Holiday Inn Express
& Suites - term expires 2017*

*Ray Cedruly, Community Liaison
(585) 734-5526*

New Area Code for 315 Coming Feb. 11

This is a reminder that there will be a new area code assigned to the present 315 area. This code will be 680. All persons or businesses getting a new phone number will be assigned 680. Calls made without the 315 or 680 will not go through. You will need to dial the full ten digits. You can use the ten digit numbers anytime but must use by FEB 11. Remember to add the code in all programmed numbers on phones, tablets, faxes, computers and other devices. Remember to update the numbers for elderly persons that you help by programming the 315 to their devices.

(from Lakeshore News, January 11, 2017)

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

2016 Craft & Vendor Show A Success!

On Nov 12, 2016 another successful Chamber Craft Show was held at Casey Park in the Community Center gym. There were over 70 crafters and vendors displaying a variety of items from woodworking, textiles, jewelry, ornaments, photography, and much more! Thanks to the Town of Ontario Parks & Recreation Dept. and to Cheryl and Roger Legg in coordinating this event and for all that worked that day to assist crafters. Your help was invaluable! The 2017 Craft & Vendor Show will be held on Nov. 11, 2017 (second Saturday in November). A registration form will be available by May, 2017 and posted on the chamber's website: www.ontarionychamber.org. Photos below are just a sample of some of the beautiful crafts that were offered.



New Addition at Altra Rental & Supply



A new 80 x 140 foot addition is almost complete for an expansion at Altra Rental & Supply, 2127 NYS Rt. 104. The business is owned by James Pedulla. Jim said the addition will be completed by May, 2017 and will be used to expand his product line carrying more supplies, parts and accessories plus expand the showroom area.

Altra Rental features rental and purchase of tools and equipment for residential and commercial use. Future improvements include alterations to the existing front of the building and roof line.

Thank You For Your Donations!

Brian Natale, agent for Farmers Insurance helped the chamber out by donating the cocoa, marshmallows, and cups for serving hot chocolate at the annual tree lighting event on Dec. 7th sponsored by the BID, Ontario Town Library and Town Recreation Department. Thanks is also extended to Barbara Boyce for the use of her porch as a serving location. The event was attended by many children and was enjoyed by all. Thank you to all who helped make this a successful event.

WELCOME BACK RENEWING CHAMBER MEMBERS!

Thank You For Being So Prompt With Your Dues

Your Continued Support Is Appreciated

Vicki D. Steele, 90 Westover Drive, Webster, NY 14580
John Lockwood Plumbing, Inc., 357 Timothy Lane, Ontario, NY 14519
Liberty Mutual Insurance, Giuseppe Spano, 135 Corporate Woods, Suite 100, Rochester, NY 14623
Tolbert Automotive, Brian Tolbert, 930 NYS Rt. 104, Ontario, NY 14519
Holiday Inn Express & Suites, Carolyn Grim, 860 Holt Rd., Webster, NY 14580
Jim Doyle Repair Service, 905 Ridge Road, Ontario, NY 14519
Thomas Mizelle, 719 Lakeview Knolls, Ontario, NY 14519
Farmers Insurance, Brian Natale, 1652 NYS Rt. 104, Ontario, NY 14519
Vision Auto Resale Center II, Al Antorelli, 1531 NYS Route 104, Ontario, NY 14519
Jim Switzer, Ontario Chamber Treasurer, 1291 Centennial Dr., Ontario, NY 14519
Ontario Foods LLC, d/b/a Save-A-Lot Food Store, Susan Schmitz, 1250 NYS Rt. 104, Ontario, NY
Altra Rental & Supply, Inc., Jim Pedulla, 2127 NYS Rt. 104, Ontario, NY 14519
Nature's Way Floral & Gardens, Joellen Simone, 7284 Knickerbocker Rd., Ontario, NY 14519
Pines of Peace Comfort Care Home, Inc., Sherry Verstraete, 2378 Ridge Rd., Ontario, NY
Stone Road Auto, Sammy Getiren, Independent Dealer, 114 NYS Rt. 104, Ontario, NY
Connors Haas Inc. Brian Haas, 6337 Dean Parkway, Ontario, NY 14519
Ontario Laser Wash, LLC, George Vargo, 1864 NYS Rt. 104, Ontario, NY
Lockwood's Old Time Stuff, Shirley K. Lockwood-Kushall, 7713 Tamarack Lane, Ontario, NY 14519

Welcome New Members to the Ontario Chamber of Commerce!

Biscayne Auto Sales, LLC, Joe Tuchrello, 1130 NYS Rt. 104, Ontario, NY 14519. Phone: (585) 733-5304. Hours: Monday to Friday – 10 am to 7 pm and Saturday – 10 am to 3 pm. Website: www.biscayneauto.com

JD Chapman Agency, Inc., Bruce Chapman, 66 Main St., Macedon, NY 14502. Phone: 315-986-4062; website: www.jdchapmaninc.com; email: bruce@jdchapmaninc.com.
With offices conveniently located in Macedon and Canandaigua, we offer all types of Personal Insurance coverage to our clients in New York, including Car, Home, Life, Motorcycle, and Boat & Watercraft. Our benefits department can also assist you in protecting the lifestyle of you and your family. Give one of our agents a call to save money on your Business Insurance. Some of our Commercial Insurance coverage include Business Owners Policy (BOP), General Liability, Commercial Auto and Workers Compensation.

Chamber's Business Promotion Award

4th Business Quarter Winner Announced

Congratulations to **Bill Kilpatrick, owner of B&C Auto Restoration & Paint, Inc.**, 6360 Dean Parkway, Ontario, NY, as our 4th business quarter winner for 2016 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 2017.**

OptiPro Systems Receives National Award

OptiPro Systems located at 6368 Dean Parkway in Ontario and owned by Michael Bechtold was honored with the 2016 Tibbets Award. This is a national award made annually to those small firms, projects, organizations, and individuals judged to exemplify the very best in Small Business Innovation Research (SBIR) achievement. The award was established in 1995 and the first awards were made in 1996. The award was named after Roland Tibbetts of the National Science Foundation.

Through the SBIR program OptiPro has developed new machines and processes that are commercialized and used by prime contractors and small to midsize optics manufacturers, and exported worldwide.

Mike Bechtold said, "It is truly an honor to be a recipient of the 2016 Tibbetts Award. Without the SBIR program, OptiPro would not have been able to make the research and development investments necessary to grow our company and advance our technology to where it is today."

The award was presented at a White House ceremony on January 3, 2017 and OptiPro was among 37 U.S. businesses to receive the award.

OptiPro was approved at the Nov. 22, 2016 Ontario Planning Board meeting to expand at its Dean Parkway location sometime in the near future. *(excerpts from the Rochester Business Journal article by Andrea Deckertt)*

Ontario Public Library to Host Rochester City Historian

The Ontario Public Library will be hosting Rochester City Historian Christine Ridarsky on the evening of **Wednesday March 15th at 6:30pm**. The following is a summary regarding the program:

Rochester City Historian Christine L. Ridarsky will provide an overview of the woman suffrage movement as it played out in New York State from 1848 to 1917. By exploring the wide variety of rhetorical and tactical strategies employed by women throughout the long campaign, Ridarsky will reveal the complexity of the process and the significant role played by women at all levels of the movement -- from Susan B. Anthony to state leaders such as Jean Brooks Greenleaf and Ella Hawley Crossett right on down to the thousands of unnamed women who organized meeting and went door to door in their local communities.

Please feel free to call the Ontario Public Library with any questions regarding this program (315) 524-8381.

In Memoriam

The Chamber was saddened to learn of the death of Norman Leenhouts on Jan. 7, 2017 at the age of 81. He was a graduate of Wayne Central High School and the University of Rochester. He and his twin brother, Nelson, formed Home Properties, which became a publicly traded, real estate company. Norman became actively involved in the University of Rochester, serving on the board for many years. He never forgot Ontario and was a life-long member and supporter of the Town of Ontario Historical Society. His impact on our local and Rochester community will always be remembered.



L to R: Kathy Rivera, Gail Fancher, Donna Miller, Marsha Fuller, Karen Beach

**Ontario Chamber of Commerce
January, 2017 Business of the Month
The Feathered Nest Gift Shop
6355 Knickerbocker Rd, LW
Emporium Complex**

The Feathered Nest Gift Shop carries a wide variety of items perfect for friends and family. When you walk into this charming shop, a part of The LW Emporium Village, you get the sense that the five owners are having a great time choosing the items they carry.

The Feathered Nest began two years ago, when a few vendors at the LW Emporium got together with the idea of starting a new gift shop, in a newly available building in the complex. With the addition of a new front entrance and display windows by Gerber Homes, the building's owner, the transformation had begun. The varied backgrounds of the five partners are part of the reason the shop is so successful. Kathy is a crafter, who managed the Emporium for six years, and has carried that function and expertise to the Feathered Nest. Gail has worked at IBM and Kodak, and specializes in country décor. Donna is a retired first grade teacher whose passion is floral design and home décor. Marsha, a retired dietician, carries sparkly jewelry and accessories. Karen, the newest member of the group, recently retired from Gannett Newspapers and carries a wide variety of candles, greeting cards, and all natural soaps. All are also vendors at the Emporium.

Each of these women has their own tastes, and these tastes blend together to make one cohesive shop. They strive to provide a unique gift for any occasion. Their customers appreciate the ever changing variety of merchandise. Marsha explained, "Customer feedback is very important to us. We have received many wonderful comments. Folks are thrilled to have a store like this in Ontario. We have shoppers from all over Wayne County, and many from Eastern Monroe County, even Oswego and Syracuse. Our selection and reasonable prices keeps them coming back. We plan to be here for many years to come!"

The Feathered Nest Gift Shop is open year round, Tuesdays through Sundays from 10 am – 5 pm. Winter hours for the months of January and February are Wednesday through Sunday, 10 am – 5 pm.

The Feathered Nest can be reached by phone at: 315-524-3343.

Congratulations to The Feathered Nest as Business of the Month for January. 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.



**Ontario Chamber of
Commerce
February, 2017
Business of the Month
Sue's Little Pizza Shop
1808 NYS Rt. 104,
Ontario**

Sue Lansing owner of Sue's Little Pizza Shop states that about two years ago I decided, "I was going to start my own pizza shop or I wasn't." This decision came after working for other people for many years. Sue owned several franchise pizza shops, managed a bakery and finally worked in a large corporate owned food service shop. I learned the food business by the seat of my pants.

With lots of encouragement from friends and family, Sue opened her shop. From the beginning, starting with the town and the landlord Sue says I have had lots of help getting this shop up and running. My brothers helped to convert this building into a pizza shop. I also had two friends come from Michigan to help put the finishing touches on the shop.

I believe this location on 104 encourages people to stop and check the shop out. I have regular customers and get new customers almost every day. I have the best customers in the world.

This is an extremely complete business. Sue says I can not afford to scrimp on the quality of my food. Customer service is very important. Customer service means talking to people and sharing stories with them. Hearing customers stories is one of my favorite things about this shop. I like to introduce my customers to each other. I have even introduced neighbors to each other. I really enjoy coming to work every day.

Tuesday is \$2 a slice day and that is the day I make my specialty pies. These could include dill pickles with pepperoni or mac and cheese or BLT or taco or barbeque steak, or what ever else is hitting me at the time. Then there are the just potatoes pies. We put what ever kind of potatoes we have in the store on the pies. I like to be creative with my pizzas. People have been extremely receptive to Tuesdays. Customers can not wait to get into the store to see what we have for the day.

I also do subs. In fact I had no idea how popular the sub part of the business would be. I do sub trays and meat trays as well. Once again, I had no idea how popular sub trays would be. Local businesses like the sub and meat trays for celebrations.

Plans for the future are swirling around in my head. Town restrictions limit the number of diners in the building to a maximum of 10. One of my ambitions is to convert the covered space to the east of the shop to an enclosed dining area. I would like to open a small bakery and maybe a small Taco shop. Friends have suggested that I do some catering. I also have friends suggest that I convert this business to a franchise. I have no idea how that would work. Ontario is a great little town and I believe there is space for what ever I envision.

I have 10 people working here. These folks include relatives as well as folks that have worked with me in the past.

Social media presence for Sue's is Facebook

Sue's Little Pizza Shop can be reached by phone at: 315-524-2222.

Sue and staff work hard to serve clients Monday through Wednesday 11:00 AM to 9:00 PM

Thursday through Saturday 11:00 AM to 10:00 PM

Sunday 12:00 AM to 8:00 PM

Congratulations to Sue's Little Pizza Shop as Business of the Month for February.

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