

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



Website: [www.ontarionychamber.org](http://www.ontarionychamber.org)  
*Like Us on Facebook.com/ontarionychamber*

**Newsletter – March – April, 2018**

**National Small Business Week  
Display Case Features Local Businesses**



*Thank you to Jim Switzer for collecting items, and Joellen Simone, Nature's Way Floral & Garden, and Kathy Scheuerline, a graphic artist, for donating her time and artistic talent to the design element of the display. Thank you to the 100 or more businesses that contributed items!*

A display for National Small Business Week is in the lobby case at the Ontario Town Hall & Public library during the month of April. The display is one of several events planned for April in observance of National Small Business Week in Ontario. Stop by and enjoy both current and historic examples of products and services from over 100 small businesses in Ontario. Displays and suggested book titles are also available at the Ontario Public Library where resident and non-resident employees of local businesses can obtain free library cards all month.

- April 27<sup>th</sup> - Tour of Harbec Plastics, Inc. 358 Timothy Lane, Ontario, NY, 3 – 4:30 pm. To Register email: [dburolla@gmail.com](mailto:dburolla@gmail.com). By 4/20.
- May 2 – Developers'/Contractors' Luncheon held at Casey Park
- April 26 issue of Sun & Record/Wayne County Mail advertising all chamber members
- Proclamation Adopted By Town Board – See Page #2 of this newsletter

**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  
Joellen Simone - Nature's Way  
Floral and Garden - term expires  
2020  
Ray Cedruly, Community Liaison  
(585) 734-5526



**Help Emergency Vehicles Find You!  
Identification Numbers Are Required By Law**

Several residential and commercial buildings within the town lack proper address identification numbers. The fire code requires that all new and existing buildings have approved address identification. House and building **non scripture numbers should be visible from the street and be 4 inches in height.** If the building is not visible from the street, then a monument, pole, sign, or other means should be used to identify the building. Numbers should be in contrast with their background. Address identification numbers are required to be maintained by the property owner. Making sure your home or business is properly identified can save valuable time in the event of an emergency.

***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***

### ***National Small Business Week Proclamation***

**WHEREAS**, America's progress has been driven by pioneers who think big, take risks and work hard; and

**WHEREAS**, from the storefront shops that anchor Main Street to the high-tech startups that keep America on the cutting edge, small businesses are the backbone of our economy and the cornerstones of our nation's promise; and

**WHEREAS**, small business owners and Main Street businesses have energy and a passion for what they do; and

**WHEREAS**, when we support small business, jobs are created and local communities preserve their unique culture; and

**WHEREAS**, because this country's 28 million small businesses create nearly two out of three jobs in our economy, we cannot resolve ourselves to create jobs and spur economic growth in America without discussing ways to support our entrepreneurs; and

**WHEREAS**, the President of the United State has proclaimed National Small Business Week every year since 1963 to highlight the programs and services available to entrepreneurs through the U.S. Small Business Administration and other government agencies; and

**WHEREAS**, the Town of Ontario supports and joins in this national effort to help America's small businesses do what they do best – grow their business, create jobs, and ensure that our communities remain as vibrant tomorrow as they are today.

**NOW, THEREFORE**, I, Frank Robusto, Supervisor of the Town of Ontario, do hereby proclaim **April 29 through May 5, 2018** as

### ***NATIONAL SMALL BUSINESS WEEK***

**Adopted by the Ontario Town Board on the 12<sup>th</sup> day of March, 2018.**

*Frank Robusto, Supervisor*

*Joe Catalano, Deputy Supervisor*

*Jason Ruffell, Councilman*

*Richard Leszyk, Councilman*

*Scott TeWinkle, Councilman*

### **Volunteers Needed to Clean Up Town of Ontario Parks**

Volunteers are needed to "Pick Up the Parks" on **April 21<sup>st</sup> from 9 am to 11:30 am.**

Parks are Casey Park, Ontario Center Greenway, and Bear Creek Harbor. **REGISTRATION**

**REQUIRED.** Register at the Town of Ontario Community Center or Community Center website.

Celebration picnic to follow! **Call 315-524-7020 with questions.**



### **Pines of Peace News – Help Needed**



Pines is celebrating 20 years of serving the Ontario community. The annual charity luncheon/auction will be held **May 5 at the Sodus Bay Heights Restaurant.** Tickets are \$30. with bid auction items to support the work of the Pines. They are also looking for part time nursing staff and volunteers with a variety of jobs to choose from.

**Call (315) 524-2388 and ask for Terry Whitt, Executive Director.**

## National Small Business Week April 29 – May 5, 2018

*In honor of National Small Business Week the Ontario Chamber of Commerce salutes and thanks our membership for their past support. Contact information for each business is located on our chamber website, [www.ontarionychamber.org](http://www.ontarionychamber.org) under Members. Please remember to shop locally and support our community.*

Adventures In Climbing, LLC, Jim Porcelli	Lakeside Restaurant, Niki & Jimmy Amaxopoulos
Altra Rental & Supply Inc., Jim Pedulla	Lakeside Roofing & Siding Materials Inc., Bradley Burns
Avalanche Fabrication Inc., Paul Duerr	Lazzaro Performance, Inc., Kevin Lazzaro
B&C Auto Restoration & Paint Inc., Bill Kilpatrick	Legg, Roger & Cheryl, Chamber Secretary
Basement Technologies of WNY, Kansas & Patrick McDonald	Leszyk, Richard, Attorney
Benchmark Hydraulics Technology, Richard Bebernitz	Linc Management LLC, George Leopard
Bene-Care Benefits Advocacy Agency Inc., Bill Bach	Lockwood's Old Time Stuff, Shirley Lockwood
Birthright of Ontario	Lori Furguson's Tax Planning & Preparation
Biscayne Auto Sales, LLC, Jim Tuchrello	L.W. Emporium, George Bernhardt, Mgr.
BME Associates, Fred Shelley	Lyons National Bank, Cathy DeMay, Asst. Mgr.
Farmers Insurance, Brian Natale Agency, Chamber Bd. of Directors	Mama Lor's Café Inc., Lori Rosenzweig
Brian Tolbert Automotive, Brian Tolbert	McConnell Editorial Service, Charles McConnell
Burolla, Vincent and Donna, Chamber President	McDonald's of Ontario LLC, Nancy Wilkes
C & D Service Center Inc., Dean DeMarree	Mehserle, Eric & Dawn, Management & Engineering
Cam's Pizzeria, Jason Benton	Mizelle, Thomas
Cavallaro-Neubauer Chevrolet, Rick Neubauer	Mr Auto / Parts Plus, Jan Leaty
Comfort Windows Co., Inc., Scott Brown	Murphy Funeral & Cremation Chapels LLC, Wayne Brophy
Concord Insurance Agency, Tom Glanton	Nature's Way Floral and Garden, Joellen Simone, Chamber Bd
Conifer Realty LLC-Brown Square Village	North Coast Catering, Jim Hall
Connors-Haas Inc., Brian Haas	Ontario Country Club, Melissa & Matt Mancine
Cornerstone Realty Associates, Paula Priest	Ontario Laser Wash, George Vargo
Cross Keys Automotive Inc., George Vargo	Ontario Public Library
Crown Electric Supply Co. Inc., Matt Hanlon	OptiPro Systems, Mike Bechtold
Deb's Lunchbox, Deb Bechtold	PhotoChica Photography, Jennifer Merida-Nudd
Deidre's Hair Design, Deidre Beach	Photon Gear, Inc., Gary & Billie Sue Blough
DPR Bookkeeping Services, Diane Romano	Pines of Peace Inc.
Edward Jones Investments, Jon Wordingham	Preston's Garden Center, Inc., Jesse Preston
Empire Wrecking Inc., Julie DiLella	Profetta Overhead Door Co. Inc., Dana Profetta
Exelon Ginna Nuclear Power Station, Maria Hudson	Pugsley's Marine Inc., Robert & Carol Cario
Factory Direct Trailers, Inc., Ray Brooks	Reliant Community Credit Union, Karen Dean
Financial Service Partners, J.R. Ruiz	Rochester Vapor, Mark Sullivan
Finger Lakes Trellis Supply, Todd Smith & Susan Caitlin	Russell-Cellular Verizon, Joe Kaluza
Furguson's Hair Care, Debora Ann Furguson-Leaty	Save-A-Lot, Suzanne Schmitz
Furnace Mini Storage LLC, Anna & Ray Cedruly, Chamber Liaison	Sea to Sea Diving Enterprise, Stephen Dunning
Gerber Homes & Additions LLC, John Graziose	Secor Hardware & Lumber Co., Inc., Brian Secor
GreenSpark Solar, Kevin Schulte	Sparky's Cans & Bottles, Jo Donnelly
Green Team 100, Robert Billett	Steele, Vicki, Mary Kay Independent Beauty Consultant
Heintzelman's BBQ Pit, Bob & Dawn Heintzelman	Stone Road Auto, Sammy Getiren
Holiday Inn Express & Suites, Francine DiTomaso	Sue's Hair Trends, Sue Yantch, Chamber Bd. Of Directors
Integrated Health Center, Teon Kowalyk	Sue's Little Pizza Shop, Sue Lansing
Integrity Tool Inc., Mike Friedler	Switzer, James, Chamber Treasurer
Jeffers & Birnie, CPA, Scott Birnie CPA	T Nelson Sales, Inc., Nelson Family
J.J. Scofero & Son Builders, Inc., Leonard Scofero	The Sun & Record/Wayne County Mail, John Addyman
James S. Sullivan Agency, Karin Montgomery	Tobin Center LLC, David Tobin
JD Chapman Agency, Inc., Bruce Chapman	Town of Ontario Economic Development, Bill Riddell
Jim Doyle Repair Service, James H. Doyle	Town of Ontario Historian, Liz Albright
Joe's Meat Market, Joe Pagliuso & Bros. Inc	Town of Ontario Supervisor, Frank Robusto
John Lockwood Plumbing, LLC	Tuscany to Tennessee, Mike Brandes & Terry Beardsley
Johus Properties & Development Inc., Joe Huss	Uno Pizzeria & Grill, Ann Kabel
Kimmie's Closet, Kimberly Brown	Verstraete, Sherry, Chamber Vice President
Konas Scoop Shop, Scott & Janet Smith	Victor Furniture and Flooring, Igor Baraniak
Konstantinou's Restaurant, Pro & Jeanee Konstantinou	Vision Resale Center II, Rick Peeso
Kunzer Electric Inc., Jeff Kunzer	Wayne County Automotive Inc., Michael DeMareo
Lake Country Geothermal, Steve Cooper	webSURGE, LLC, Joe Crestuk
	Yesterdays' Architectural Salvage & Gift Shop, Julie DiLella

# Ontario Public Library

## A Local Resource for Small Businesses

The library staff are offering new training classes for consideration in advancing your business skills and goals. In recognition of National Small Business Week, my staff and I will lead these classes over the next several weeks:

**Wednesday April 18, 8:30 - 9:30am [Resources for Market Research](#):** Jump start your business day at the library. Let's look at the Small Business Administration, US Census Data, and other no-charge resources to help you in your business plans and ideas. **PLEASE arrive at 8:15 to be ready to start at 8:30. Registration required.**

**Wednesday May 2, 6:00 - 7:30pm Letterhead & Mail Merge for Beginners:** Using your business stationary or a basic letterhead created in class, learn to communicate with bulk mail, labels, or envelopes. MS-Office will be used; addresses and data sources can originate with MS Word, Excel or delimited text files. Bring a few pages of your letterhead and envelopes if you want to work with them. ***Registration limited to 10.***

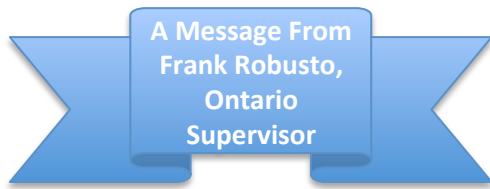
**Tuesday May 8, 6:00 - 7:30pm Create a Promotional Flyer Using MS-Publisher:** Promote your business, civic group, or club event as we work with MS-Publisher software to create your flyer. Training will discuss use of copyrighted images. Bring your own logos and/or images on flash drive or download a few for use in the flyer in class. Up to 10 color copies of your flyer available at no-cost for class registrants. ***Registration limited to 8 on library computers.*** All participants bringing their own MS-Office or Office 365 laptop may also register. Sorry, this class is not suitable for users with Apple devices.

### [The Best Card in Your Pocket](#)

**We also invite** you and your employees to visit the library and make use of the services and resources available. Business owners and their employees, even those residing outside of Ontario may request an OWWL library card from Ontario Public Library. OWWL (Ontario, Wayne, Wyoming, and Livingston County Libraries) is the system providing no-cost delivery from and to all 42 libraries for materials reserved through the OWWL online system.

Fiction and non-fiction materials are available for all ages. Blu-Ray and DVD feature films, TV Series, and other kinds of circulating or downloadable materials are available, too. With your membership other digital resources are available starting at: [OntarioPublicLibrary.org](http://OntarioPublicLibrary.org).

There is no charge for an OWWL membership card, but applications must be filed in-person at the library. Start here to get your OWWL card and see one way your business taxes paid to Ontario benefit you and the community! *S. Hylen, Director*



## Updates on Town Projects

Here are some of the things I've already been up to my first couple of months:

**New Confidential Clerk:** In January, I hired Josh Faulks to be my Confidential Clerk. On top of his typical clerical duties, Josh is updating the town website, developing our social media presence, and taking pictures of town functions. He's also working with our telephone provider, NFP Telecom, to create a brand-new website, one that is modernized and easy to navigate. I'm happy to have him on board, as are the department heads and residents of Ontario.

**Improvements to Town Facilities:** Our Code Officer Brian Smith has been coordinating with Casco Security and NFP Telecom to improve the faculties of our town hall and department offices. NFP has provided all staff with brand new Allworx phones, and connected every Ontario dept. under one phone line. In addition, they've fixed several broken fax machines and, as mentioned, are developing a brand-new website for the town. Casco has rewired our security systems and replaced some of our outdated cameras. We're also inviting a telecommunications firm to visit our town hall, and I am hoping they can improve the sound and projection systems in the meeting room.

**Meeting with Businesses:** Ontario has a rich tradition of business, and I've had the privilege of meeting with several different businesses this winter, including Optimax, Shadow Hill Syrup Farms, and Sue's Little Pizza Shop. Sadly, many of these great businesses don't get the publicity they deserve, which is something I want to change. We will be adding a section to the new website that profiles these businesses, with links to their contact information, social media accounts, and websites.

**Coordinating with FEMA:** Ontario Parks Director Bill Riddell, Deputy Supervisor Joe Catalano, Josh, various dept. heads, and I have been working with FEMA to obtain grants for damages to our town infrastructure suffered last summer from the rising water levels. Including in our reimbursement package would be the costs of sandbagging and damages to one of our main culverts and our town boat launch. We're hoping we can use this money to get everything back in working shape.

**Settlement with Justice Paul Sucher:** From new faces to old friends, the Town Board has finally reached a settlement with Town Justice Paul Sucher, after three years of proceedings. The settlement is \$60,000, with an additional \$15,000 going towards Selective Insurance Company. It feels good to bury the hatchet, and I'm sure Paul feels the same way.

**Potential Town Improvements:** So, what's next? In Ontario, there's always a new project, and I've had some great ideas for where we could make improvements. The Board has reached out to our Highway Supt. Marilee Stollery to organize **town-wide cleanup**, so residents have a centralized location in which to recycle their refuse. Ontario has many great farms, and a **farmers market** has been in the works for the coming summer, so they have a place to show the literal fruits of their labor. Most importantly, Joe and I have spoken with several residents regarding our **town's sign codes** at our recent Town Board Meetings, in order to build a better understanding of them.

(Frank Robusto can be reached at email, [supervisor@ontariotown.org](mailto:supervisor@ontariotown.org) or (315) 524-7105, ext. 105)



## Chamber Members' News Items

Colleen McCarty from **Reliant Community Credit Union**, Sodus, will soon be retiring. Her replacement is Karen Dean. Future emails should be directed to [marketing@reliantcu.com](mailto:marketing@reliantcu.com) or phone (800) 724-9282 (x3397). Reliant was also named #7 as **A Top Work Place in 2018** by the Democrat & Chronicle.

Jean Tsepas, Manager from **Lyons National Bank**, Ontario, has retired. Her replacement has not been chosen. Contact Cathy DeMay, Ass't Manager @ [cdemay@bankwithlnb.com](mailto:cdemay@bankwithlnb.com) or phone (315) 524-9661.

**Thomas Glanton, Concord Insurance Agency, LLC – 2018 New Referral Program** - 6270 Dean Parkway, Ontario. *"For many years we have sent our customers a Wegman's Gift Card every time they refer a new customer to our agency. We've decided to make an exciting improvement to our referral program in 2018. Every time a new customer calls and they mention your name we will not only send you a Wegman's Gift Card, you will also be entered into a quarterly drawing to win \$250! We love to reward our loyal customers."* Phone: (585) 265-6060; [www.concord-ins.com](http://www.concord-ins.com) for more details.

**Scott Birnie**, CPA of Jeffers & Birnie, will soon be opening his new Ontario branch office at **1454 NYS Rt. 104** (eastern portion of Howard Hanna office building). The main office is located at 31 N. Union St., Spencerport, NY 14559. Spencerport phone: (585) 352-2900; Ontario phone: (315) 524-7693; or email: [scott@jbcpas.com](mailto:scott@jbcpas.com)

**912 NYS Rt. 104, Adventures In Climbing**, owned by Jim Porcelli, has now added a **U-Haul rental center**. Call 585-615-3211 for details.

Congratulations to **Sea to Sea Diving Enterprise**, owned by **Stephen Dunning**. Steve has constructed a new building at 7447 Stoney Lonesome Rd., Williamson, NY for his business. Opening in May, 2018. Sea to Sea was previously located on Main St. in Williamson, NY.

**Rochester Vapor**, owned by Mark Sullivan has moved to **710 NYS Rt. 104, Ontario, NY**. They were formerly located at 2006 Ridge Road in Ontario. Ph: (585) 615-2536; website: [www.rochestervapor.com](http://www.rochestervapor.com).

**The Ontario Country Club**, 2101 Country Club Lane tentatively plans to open the first week of May for the 2018 season. Fish Fry Fridays begin on May 18<sup>th</sup>. A Mother's Day brunch is planned for May 13<sup>th</sup>. Call (315) 524-8495 to make reservations.

**Deidre's Hair Design**, 1781 Ridge Road, Ontario, NY is offering 10% off any chemical service to new clients. Call 315-524-8049. [www.dedrehairstylistsalon.com](http://www.dedrehairstylistsalon.com).



SunCommon, 318 Timothy Lane, Ontario, NY has been re-branded to **GreenSpark Solar**. Ph: (585) 265-2384; website: [www.greenspark.com](http://www.greenspark.com)

## Delivery Tips

### FedEx

Outdoor box

### Advantage Auto Supply

2045 NYS Rt. 104, Ontario, NY

Phone (store) (315) 524-2691

Daily Pickup @ 5 pm

Monday thru Friday

None on weekends/holidays

### Western Union

Send & Receive

Money/Messages

### Rite Aid Pharmacy

6296 Ontario Ctr. Rd., Ontario, NY

S.E. corner @ NYS Rt. 104

Phone (store) (315) 524-2511

### UPS (United Parcel Service)

### Secor Hardware (within store)

Tops Plaza, S.E. corner of NYS Rt. 104

and Furnace Rd., Ontario, NY

The service is available during regular store hours

Phone (store) (315) 524-4052

**Mobile DMV** at Webster Public Library  
**Mondays 10-3:30; except holidays**

## 2018 Chamber Meetings

January 15th

February 19<sup>th</sup>

March 19th

April 16th

May 21st

June 18th

July 16th

August 20th

September 17th

September 20 – Annual Banquet

October 15th

November 19th

December – No Meeting

All chamber members are invited to attend as well as the general public. Meetings are held at the Ontario Town Hall, 1850 Ridge Road in the town board meeting room and begin at 3:30 p.m.

## News From Lake Country Geothermal

On February 9 of this year, Congress reinstated the 30 percent federal tax credit for residential geothermal heat pump installations. Homeowners (and businesses) in New York State may also be eligible for the Ground Source Heat Pump Rebate through NYSEERDA. In combination, these two incentives could cover as much as two-thirds of the cost installing a residential geothermal heating & cooling system.

If you currently heat with propane or heating oil, that typically equates to a return on investment exceeding 20%, payback in less than 5 years or net cash flow of more than \$700 a year. However you measure economic value, that's a compelling reason to replace your oil- or propane-burning furnace or boiler with a modern geothermal heating & cooling system.

If you're building new or needing to replace your existing heating & cooling system, the net cost of replacing with geothermal is now comparable to that for a fossil-fueled furnace and conventional central air conditioning system... and you'll be saving energy costs versus natural gas, propane, heating oil, or electric resistance.

Geothermal systems are "among the most efficient and comfortable heating and cooling technologies available" according to the U.S. Department of Energy. They're also the most:

- versatile – hydronic and/or forced-air heating, domestic hot water heating, air conditioning
- durable – 25 years average heat pump life, >75 years for the underground portion
- green – more than two-thirds of the heat is clean energy from the ground (so you'll significantly reduce your carbon footprint).

There has never been a better time to convert to geothermal, but don't wait – these incentives won't last forever. Contact Lake Country Geothermal to schedule a free, no-obligation, in-home assessment. We design, engineer, install, and service customized geothermal and hydronic heating & cooling distribution solutions to the unique set of conditions and needs of each and every client... and guarantee our systems perform as promised. Due to the dramatic increase in demand since reinstatement of the tax credit, Lake Country Geothermal has expanded our team with additional office help and field crew to better serve the needs of our customers.

Lake Country Geothermal, Inc.

(585) 802-7924

info@lcgeo.com

[www.lcgeo.com](http://www.lcgeo.com)



Joe Crestuk, webSURGE & Sarah Compter, SYNACT

**Date: April 17, 2018**

**Time: 7:30 AM – 1:00 pm**

**Location: webSURGE Training  
Center**

**807 Ridge Rd., Suite 200, Webster,  
NY 14580**

**Price: \$499.00**

### Bridging the Gap: Integrated Marketing & Sales Strategies

**Workshop Offered at webSURGE, Webster, NY**

Sarah Compter (SYNACT) and Joe Crestuk, webSURGE, work with tech and manufacturing companies to develop and implement marketing and sales strategies that fill the pipeline with prospects, nurture those leads and consistently close sales.

In this workshop, Sarah and Joe will coach you on the strategies, tactics, and tools that are essential for success in 2018 and beyond.

The key: keeping communication open among marketing and sales teams, and using data to make educated decisions on your buyers, sales cycle, marketing initiatives, and more.

You will have an opportunity to practice 3 key marketing and sales processes, and walk away with a strategic workbook that you can bring back and implement in your company.

TO LEARN MORE OR TO REGISTER, GO TO:

[www.websurgenow.com](http://www.websurgenow.com) or Call 866-669-5404



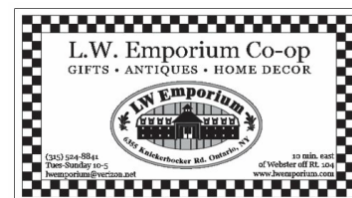
**Sue's Little Pizza Shop  
Moves to 1795 Ridge Road  
Ontario, NY 14519**

**Ontario, March 5, 2018.** Sue's Little Pizza Shop, owned by Sue Lansing is now located at 1795 Ridge Road, in Ontario, across from the Ontario Elementary School. The Ontario Chamber of Commerce coordinated a ribbon cutting ceremony to help get the word out about the new location. Sue noted her former location was on Route 104 and a lot of people did not like to drive on that highway due to the speed and high volume of traffic. The new site on Ridge Road also provides an easier entrance for customers. Sue was very enthusiastic about the Town of Ontario and said "Ontario has opened their arms to her business." Menu items include fresh hand tossed pizza; specialty pizzas, pizza by the slice; calzones; cold and hot subs; wraps; plates; grilled foods; fish; chicken; salads; and a variety of sides. Check out Sue's website at [www.sueslittlepizzashopny.com](http://www.sueslittlepizzashopny.com) or her facebook page for specialty pies of the day. Hours are Monday – 11 am to 8 pm; Tuesday, Wednesday, and Thursday – 11 am to 9 pm; Friday and Saturday 11 am to 10 p.m. Sue's Little Pizza Shop offers eat in – take out – or delivery and accepts Visa and Mastercard. Call (315) 524-2222 to place an order.



First row, l to r: Rob Mehlenbacher, Gunnar Bristol, Sue Lansing, John Alloco, Frank Robusto, Ontario Town Supervisor, Second row, l to r: Sarah Miner, Megan Lewis, and Brian Natale, Farmers Insurance Agency.

### **News From L.W. Emporium Co-op 6355 Knickerbocker Rd., Ontario, NY**



**April 19, 2018** is Senior Citizen's Day. You can spin a wheel and win a dollar amount off of purchase. Hours: Tues – Sunday, 10 AM – 5 PM. Phone: (315) 524-8841; website: [lwemporium.com](http://lwemporium.com)

**May 11, 12, 13, 2018** is Wayne County Shopping Fling. L. W. Emporium is one of various merchants from Wayne County who have joined together to offer special prizes and discounts. Go to [www.waynecountyshoppingfling.com](http://www.waynecountyshoppingfling.com) for more information.



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

McConnell Editorial Service, Charles McConnell, 5943 Walworth Rd., Ontario, NY 14519  
Victor Furniture & flooring, Inc., Igor Baraniak, 1418 NYS Rt. 104, Ontario, NY 14519  
Tom Mizelle, 710 Lakeview Knolls, Ontario, NY 14519  
Rochester Vapor, Mark Sullivan, 710 NYS Rt. 104, Ontario, NY 14519  
Biscayne Auto Sales, LLC, Jim Tuchrello, 1130 NYS Rt. 104, Ontario, NY 14519  
Ferguson's Hair Care, Debora Ferguson-Leaty, 2005 Ridge Road, Ontario, NY 14519  
Vicki Steele, Mary Kay, Independent Beauty Consultant, 90 Westover Dr., Webster, NY 14580  
Nature's Way Floral & Garden, Joellen Simone, 7284 Knickerbocker Rd., Ontario, NY 14519  
Tobin Center LLC, David & Pam Tobin, PO Box 482, Ontario, NY 14519  
Profetta Enterprises, Inc., Dana Profetta, 6362 Dean Parkway, Ontario, NY 14519  
Sea to Sea Diving Enterprises, Stephen & Erin Dunning, 7447 Stoney Lonesome Rd., Williamson, NY 14589  
Edward Jones, Jon Wordingham, 6323 Knickerbocker Rd., Ontario, NY 14519  
Jeffers & Birnie, CPA, Scott Birnie, 1454 NYS Rt. 104, Ontario, NY 14519  
Eric & Dawn Mehserle, Project Management & Engineering, 1088 Hillsboro Cove Circle, Webster, NY 14580  
Uno Pizzeria & Grill, Ann Kabel, 910 Holt Rd., Webster, NY 14580  
Empire Wrecking Co., Inc. Julie DiLella, 6372 Knickerbocker Rd., Ontario, NY 14519  
Avalanche Fabrication, Thad Spaulding & Paul Duer, 6314 Dean Parkway, Ontario, NY 14519  
Heintzelman's BBQ Pit, Bob and Dawn Heintzelman, 6327 Knickerbocker Rd., Ontario, NY 14519  
Gerber Homes & Additions, LLC, John Graziose, 1260 Ridge Rd., Ontario, NY 14519  
Mama Lor's Café Inc., Lori Rosenzweig, 1891 Ridge Rd., Webster, NY 14580  
OptiPro Systems, Mike Bechtold, 6360 Dean Parkway, Ontario, NY 14519  
Cross Keys Automotive, George Vargo, Inc. 1864 NYS Rt. 104, PO Box 85, Ontario, NY 14519  
Richard A. Leszyk Law Office, 322 Ridge Road, Ontario, NY 14519  
Birthright of Ontario, 2003 Ridge Road, PO Box 474, Ontario, NY 14519  
Integrated Health Center, Teon Kowalyk, DC, 1422 NYS Rt. 104, Ontario, NY 14519  
Cavallaro-Neubauer Chevrolet, Inc., Rick Neubauer, 3740 NYS Rt. 104, Williamson, NY 14589-0028  
Deidre's Hair Design, Deidre Beach, 1781 Ridge Rd., Ontario, NY 14519  
Preston's Garden Center, Inc., Jesse and Aaron Preston, 1640 NYS Rt. 104, Ontario, NY 14519  
Ontario Country Club, Melissa & Matt Mancine, 2101 Country Club Lane, Ontario, NY 14519

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

**Kimmie's Closet**, 1998 Ridge Road, Ontario, NY. Kimmie's is owned by Kimberly Brown and is a second hand store carrying dresses, prom dresses, wedding dresses, shoes, jewelry, jeans, and accessories. Hours are Monday – Saturday 11 am to 7 pm and Sunday 12 noon to 5 pm. Items are purchased out right and the shop does not operate on consignment. Phone: (315) 333-5079. Kimmie's Closet is offering **FREE** prom dresses. Call for more details.

**L. W. Emporium Co-op**, 6355 Knickerbocker Rd., Ontario, NY, George Bernhardt, Manager. Antiques, crafts, and collectibles. Hours: Tues – Sunday, 10am – 5 pm. Closed Mondays and major holidays. [www.lwemporium.com](http://www.lwemporium.com); Phone: 315-524-8841

**Reporting Potholes on NYS Roads**

If you see a pothole and would like to report it, you may call New York State Department of Transportation (DOT) at their Newark, Wayne County Office (315) 332-4000.





Owner, Lori Furguson

**Ontario Chamber of Commerce  
March, 2018  
Business of the Month  
Lori Furguson's  
Tax Planning & Preparation  
2005 Ridge Road, Suite F  
Ontario, NY 14519**

*Tax Preparation with a  
Master's Flair*

The Tax Planning and Preparation office of Lori Furguson, MST, EA; offers clients additional private services. Lori's expertise also includes: sales tax assistance, tax consultation, and service with recovery of unclaimed funds.

After graduating from St John Fisher College in 2002, with a masters of science in taxation Lori worked in the corporate sector. Her ideal was to eventually work in a private setting, enabling greater focus on helping people. Lori has been in the Ontario office for three tax seasons, but her tax work experience exceeds 25 years. She is licensed by the IRS and completes annual CPE (Continuing Professional Education) to remain current in tax law.

Lori is an expert in the field of unclaimed property, she was published in the 2003, CPA Journal. Her work reunites the rightful owners with their property.

Lori also extensively networks with financial advisors, and continually consults experts as needed. In general, her work and her clients remain private and confidential, "which is the nature of the business". Repeat customers and referrals, are Lori's definition of success. Succinctly put, "if they come back that means I have done a good job. I do not advertise, referrals are the bulk of my business. When clients are happy and they tell their family and friends, that is exceptional". However, the path to starting and running a successful business, in Lori's opinion, "takes planning, education, and people skills".

The location for Tax Planning and Preparation is within Lori's family owned and occupied building (since 1977). For Lori, this seemed to be the most logical as well as the most personal setting to begin her endeavor.

Lori's father was her greatest inspiration. He was a self-employed small business owner and encouraged his children's autonomy in business. Most likely, his exemplary life helped to define Lori's exceptional attributes. Both Lori and her sister Debbie continue to serve the local community through the business improvement district, (BID). BID creates and carries out plans to spruce up Main Street Ontario and "is always looking for volunteers".

People visiting The Tax Planning and Preparation office of Lori Furguson will find a focused, dedicated individual who works to the best of her ability, and offers her clients a fair price point.

Where does Lori see herself and her business in 10 years, "maintaining and growing while I continue to serve my clients in Ontario. NY.

**The office is located at 2005 Ridge Road, Suite F, Ontario NY.**

**Office hours during Tax season are: 10am to 5pm, M-F, and 9am to Noon, on Saturdays.**

**Also, by appointment.**

Lori can be reached by Phone (585-748-4363), or Fax (315) 905-4112.

*Interviewed by Joellen Simone, Nature's Way Florist and Garden, Ontario, NY*

*Photo courtesy of PhotoChica Photographic Jennifer Merida*



Steve Stamp and Rodisha Patterson, Store Manager

**Russell Cellular Verizon**  
**6254 Furnace Rd., Ontario, NY**  
**Ontario Chamber of Commerce**  
**April, 2018**  
**Business of the Month**

*Russell-Cellular (Jeff Russell) Verizon Wireless  
 Proudly Serving Our Community, and Ontario  
 Chamber of Commerce.*

Russell-Cellular opened its doors in March of 2017. Jeff Russell is affiliated with over 400 Verizon stores located across the USA.

Ontario's Verizon store is located in the Tops Plaza, 6254 Furnace Rd. Ontario, NY. The new store manager, Rodisha Patterson, has been working in this location for one month. She has been employed within the Verizon Family for one year. Rodisha, likes the current store location, because it is in a busy area.

Russell-Cellular provides its customers with extra choices not accessible at other Verizon locations. For a \$20.00 fee, they will assist customers with data, phone, and picture transfer. They also afford employees of local and Rochester businesses up to 15% discounts on accessories. Inquire on your next visit to determine if you may be eligible.

The store exhibits an extensive collection of screen protectors, memory cards, dash mounts, and cases for iPhone, LG series, and Samsung products. The most popular product at this location is the iPhone. They are currently running a special for the month of April on an iPad 4, (\$99.00) with the purchase of an iPhone.

Rodisha commented Russell-Cellular's definition of success is to "maintain an open-door policy and be kind to customers". They also generate new business by passing out flyers listing their monthly promotional offerings. An impressive posting of the stores "Mission purpose" is boldly displayed with great pride; it reads...

"Russell Cellular's mission is to be the most successful and respected agent in the markets they serve. Our success will not be a matter of chance, but of commitment to the core values that define us. We are dedicated to being the model of integrity and excellence in our industry.

We build credibility through relationships and reputation that distinguish us from the competition. We continually strive to be valued by our carriers, admired by our competitors, preferred by our communities."

"To our customers: Russell Cellular is dedicated to offering consumers the best in wireless communication services. We consistently offer competitive professional service, delivered through friendly well trained, and motivated employees. We out-perform our competitors by providing exceptional customer service and quality products. We listen to each customer, identify their needs, and respond with products and services tailored to them. We value the lasting relationship we build with you, our customer. You are the reason we exist".

Where does Rodisha Patterson, store manager, see herself in 10 years? "As a district manager working for Russell – Cellular". A customer and employee focused company, pleased to improve communications within our community.

Contact information for Russell-Cellular: Phone: 585-736-0194,  
[ontario.ny.mgr@russellcellular.com](mailto:ontario.ny.mgr@russellcellular.com), [www.russellcellular.com](http://www.russellcellular.com).

*Interviewed by Joellen Simone, Nature's Way Florist and Garden, Ontario, NY  
 Photo Courtesy Jenniffer Merida-Nudd, PhotoChica Photography*