

# ONTARIO CHAMBER OF COMMERCE, INC.

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



Website: [www.ontarionychamber.org](http://www.ontarionychamber.org)  
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## Strickland Family Proudly Opens Core Fitness Center & Life-Vest Financial January 18, 2019



Life-Vest Financial Ribbon Cutting: l to r, Brian Natale, Jim Switzer, chamber members, Tim Strickland and Brad Sheremeta, from Life-Vest Financial Group. (Story page #2)



Core Fitness Ribbon Cutting: L to R: Lucy Vermeulen, Ricardo Mastrodonato, Kim Strickland, Brian Natale, Colton Strickland, Jim Switzer, Tim Strickland, Barbara Strickland, and Tas Strickland. (Story page # 2)

## Heintzelman's BBQ Pit, December 2018 Business of the Month



Story page #6

## C P Kelly & Associates, LLC January-Business of the Month



Story page #7

## Newsletter – January – February, 2019

## Ontario Chamber Spreads Good Cheer with Hot Chocolate



Thank you to Brian Natale, Farmers Insurance Agency, 1648 NYS Route 104, for supplying the hot chocolate and other supplies needed for the chamber to participate in the annual Ontario tree lighting event held on Dec. 5, 2018. Thanks also to Roxanne Brown, owner of Twizted Creations, 2014 Ridge Rd., for providing an ample supply of candy canes and to Barbara Boyce for letting us use her porch as the hot chocolate “serving station.”

## Pet Passages, February Business of the Month (Pictured, Mike Harris & Andrea Dunadee)



Story page # 8

## Life-Vest Financial and Core Fitness Center Cut Grand Opening Ribbons

**ONTARIO – January 18, 2019.** A long time Ontario family of 53 years hopes to help re-energize Ontario's downtown business district on Ridge Road. Tim and Kim Strickland and their son, Colton, have opened two new businesses. Tim, a financial advisor, opened Life-Vest Financial Group at 2011 Ridge Road and Core Fitness Center, with son, Colton, acting as the manager, at 2013 Ridge Road.

The building for the two businesses has been purchased by the Strickland family and offers 4,100 sq. ft. of useable business space. The gym area consists of 3,000 sq. ft. and the office area for Life-Vest is 1,100 sq. ft. The facility has been completely renovated from top to bottom and in a couple instances uses the original oak wood from the bar that was previously located in The Barn Door, a restaurant/bar that occupied the space for many years.

**Core Fitness Center** offers customers use of a large variety of exercise machines including weights, dumb bells, medicine balls, battle ropes, and use of a private sauna. A barbershop is operated by Colton Strickland, a master barber, and is part of the Core Fitness Center environment. Hot towel and hot lather shaves are offered along with a full facial for men. He uses Reuzel products, which are all natural from Holland. Ricky Mastrodonato also works as an apprentice barber. A membership discount is available to Core Fitness members for barbershop services.

Core Fitness has different select plans for everyone's life style with no joining fees. The levels of membership are as follows: Standard - \$24.99/month; Premium \$29.99/month; VIP \$34.99/month; VIP Partner Plan \$44.99/month; Family Plan \$54.99/month. A standard month-to-month membership is available for \$29.99/month or \$39.99/month. A one-day pass can be purchased for \$5.00 with gym and sauna access. A \$5.00 discount is offered to Ontario Chamber members on any level of membership except family. Please visit [www.corefitnesswny.com](http://www.corefitnesswny.com) for details of each of the listed plans or call (315) 333-1244.

Staffed hours for Core Fitness are 5 AM to 10:30 PM, weekdays; 7 AM – 7 PM on Saturday; and 7 AM – 6 PM on Sunday. Twenty-four hour access will be coming soon.

**Life-Vest Financial Group** offers investment and retirement strategies, life insurance, and group benefits for employees. Tim Strickland and his partner, Bradley Sheremeta, opened Life-Vest Financial, both Financial Services Professionals. Hours are 9 AM – 4 PM, Monday – Friday. Evening appointments are available as well as walk-ins are welcome. They can be reached by phone, (315) 333-5139 or email: [tdstrickland@ft.NewYorkLife.com](mailto:tdstrickland@ft.NewYorkLife.com) or [swsheremeta@ft.newyorklife.com](mailto:swsheremeta@ft.newyorklife.com).

Ontario Chamber members were on hand to congratulate the Strickland family for their accomplishment. The ribbon cutting ceremony is a service provided, with chamber membership, by the Ontario Chamber of Commerce to welcome new businesses into our community.



Core Fitness Center  
Provides A Variety of  
Exercise Equipment

## Lake Country Geothermal Offers Heating Solution Is Geothermal Heating Right For You?



There has never been a better time to convert your home heating & cooling to geothermal! Through the end of June, government incentives cover 45 to 65% of the installation costs.

Residential geothermal systems can replace conventional – fossil fuel – furnaces and/or boilers... and, additionally, are capable of providing air conditioning and potable hot water heating. The average life and maintenance of the equipment are far better than conventional systems and they typically create a more comfortable living space. But the most common reason homeowners are converting to geothermal is their exceptionally low operating costs. Powered entirely by electricity, the majority of the heat is extracted from the ground, enabling geothermal systems to achieve efficiencies of 300 to 500%.

For those who may be concerned that the technology is “bleeding edge”, you may not be aware that:

The first geothermal systems were installed in the 1960s.

The heat pump, which is the heart of the system, employs the same basic refrigeration technology found in your refrigerator and freezer... except that heat pumps are reversible, moving heat from the ground in the winter and to the ground in the summer – all controlled by the thermostat.

Why are geothermal systems surging in popularity? Government incentives certainly are a big reason, but not the only one. Greater availability of long-term financing, ever-increasing fossil fuel costs, and the demand for clean, renewable energy are also key factors.

Under what conditions does a geothermal system make economic sense? The energy savings typically pays back the additional cost of the installation in 3 to 7 years, if:

you’re connected to the natural gas infrastructure and you need a new heating system, i.e. you’re building a new home or it’s time to replace your aging furnace or boiler

you’re not on the “nat” gas grid and you’re heating with (relatively expensive) propane, oil, or electric baseboard... or you’ve converted from one of these fuel sources to wood and you want to rid yourself of the effort and obligations to constantly stoke the woodstove.

To learn more, visit us at [www.lcgeo.com](http://www.lcgeo.com) or give us a call at (585) 802-7924 or (585) 773-8504 to schedule a free on-site assessment. Lake Country Geothermal, Inc. is based in Walworth; we design, install and service residential geothermal heating & cooling systems throughout Greater Rochester and the Finger Lakes Region

## New Construction In Ontario – Community Ridge Apartments



Fedyk Builders has begun construction on Phase I, Community Ridge, located at the east end of Community Lane in Ontario, NY. One and two bedroom apartments will soon be available. Contact Steve at (585) 729-5827. Website: [www.communityridge.us](http://www.communityridge.us)

- Located in the Town of Ontario, New York – off of Furnace Road and Community Lane; adjacent to a Tops Plaza
- Received approval for a Planned Unit Development on 53 acres between Community Lane and Ridge Road
- Phase I to include 46 units with one and two bedroom apartments
- Phase II to include bungalow style single family units – layout TBD
- Walking trails and sidewalks are included in the design
- Occupancy beginning June 1, 2019

### ***Tuscany to Tennessee Restaurant*** ***1250 NYS Route 104, Ontario***

*(Ontario Plaza, Corner Rt. 104 & Slocum Rds*

Welcome to homemade comfort food with a variety of locally grown chemical free produce used year round. Call ahead and ask about our soups and specials.



1250 NYS Rt. 104, Ontario Plaza  
(Corner Rt. 104 & Slocum Rds.

***A TASTE FROM THE SOUTH & AROUND  
THE WORLD***

All Meals Homemade  
Monday – Saturday – 8 a.m. – 7 p.m.  
Sunday 10 a.m. to 5 p.m,  
Weekly Specials  
Call Ahead to Order

Terry –(585)-474-4097  
Mike – (585)-284-9901



## **WELCOME BACK RENEWING CHAMBER MEMBERS!**

**Thank You For Being So Prompt With Your Dues  
Your Continued Support Is Appreciated**

**BISCAYNE AUTO SALES, LLC**, Jim Tuchrello, 1130 NYS Rt. 104, Ontario, NY 14519  
**MURPHY FUNERAL & CREMATION CHAPELS**, Wayne Brophy, 1961 Ridge Rd., Ontario, NY 14519  
**BRIAN TOLBERT AUTOMOTIVE, INC.**, Brian Tolbert, 930 NYS Rt. 104, Ontario, NY 14519  
**BASEMENT TECHNOLOGIES OF WESTERN NEW YORK**, Kansas & Patrick McDonald, 476 Rt. 104, Ontario, NY  
**SECOR LUMBER CO., INC.** @ Tops Plaza, Brian Secor, 6260 Furnace Rd., Ontario, NY 14519  
**JIM DOYLE REPAIR**, James Doyle, 905 Ridge Road, Ontario, NY 14519  
**ONTARIO LASER WASH**, George Vargo, 1770 NYS Rt. 104, PO Box 85, Ontario, NY 13519  
**LAZZARO PERFORMANCE, INC.**, Kevin & Christine Lazzaro, 1712 NYS Rt. 104, Ontario, NY 14519  
**SHERRY VERSTRAETE**, Chamber Vice President, 2840 Ridge Rd., Williamson, NY 14589  
**SCOTT D. BIRNIE, CPA**, 1454 NYS Route 104, Ontario, NY 14519  
**McCONNELL EDITORIAL SERVICE**, 5943 Walworth road, Ontario, NY 14519-9592, Charles & Kathleen McConnell  
**VICTOR FURNITURE & FLOORING**, Igor Baraniak, 21 Schoen Place, Pittsford, NY 14534-2054  
**LOCKWOOD'S OLD TIME STUFF**, Shirley K. Lockwood-Kushall, 7713 Tamarack Lane, Ontario, NY 14519-9713  
**FURGUSON'S HAIR CARE**, Deb Furguson-Leaty, 2003 Ridge Rd, Ontario, NY 14519

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

**THOMAS J. & DEBRA J. O'CONNELL**, 1196 Liberty Lane, Ontario, NY 14519  
**LIFE-VEST FINANCIAL GROUP**, Timothy D. Strickland, Financial Advisor, 2011 Ridge Rd., Ontario, NY  
website: [www.newyorklife.com](http://www.newyorklife.com); email: [tdstrickland@ft.newyorklife.com](mailto:tdstrickland@ft.newyorklife.com); Ph: 315-333-5139  
**CORE FITNESS CENTER**, Colton Strickland, 2013 Ridge Rd., Ontario, NY  
website: [www.corefitnesswny.com](http://www.corefitnesswny.com); email: [corefitteam@gmail.com](mailto:corefitteam@gmail.com); Ph: 315-333-1244  
**KNATAITIS CONSTRUCTION, LLC**, Noah Knataistis and Zachary Poole, Partners, 7525 Bear Swamp Rd., Williamson, NY 14589-9638, email: [adman@knataitisconstruciton.com](mailto:adman@knataitisconstruciton.com); Ph: 315-589-2332; website: [www.knataitisconstruction.com](http://www.knataitisconstruction.com)



**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**

## **Ontario Chamber Officers and Board of Directors**

### **Officers: (terms expire in 2020)**

*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 2021  
Joellen Simone - Nature's Way Floral and Garden - term expires 2020  
Ray Cedruly, Community Liaison  
(585) 734-5526

**Ontario Chamber of Commerce  
December, 2018  
Business of the Month  
Heintzelman's BBQ Pit  
6361 Knickerbocker Rd.**



Congratulations to the the Heintzelman family, Bob and Dawn, center, with children.

### **Ontario Chamber Business Promotion Award**

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 2019.**

Congratulations to **Lake Country Geothermal** as our 4<sup>th</sup> business quarter winner in 2018.

### **Welcome Package Materials Needed**

If you would like your marketing materials distributed to new residents in Ontario, please deliver 50-100 items to Edward Jones Investments, 6323 Knickerbocker Rd., Ontario, NY 14519, Attention: Aileen Hurlimann. delivered each month. This is an opportunity for you to reach new customers. Business cards are accepted. If you have any questions, please email [dburolla@gmail.com](mailto:dburolla@gmail.com).

### **Trivia Question**

Q: What happens to the 72 ft. tall Christmas tree in Rockefeller Center after Christmas?

A: It will be donated to Habitat for Humanity International to furnish wood for some of their house-building projects.

**Heintzelman's BBQ Pit** is a family owned business which grew from the demand of our customers from our food truck HMM (Heintzelman's Marinade Magic). They offer mouth-watering meals and beverages in a soothing family environment. All of our meats, chicken, pork and beef are hickory smoked from 4-22 hours. We even smoke our specialty sides of mac and cheese, green beans, corn, and baked beans. Every item has it's own homemade recipe and blend of spices. Please come and give us a try the next time you feel like some great BBQ.

**Phone:** 315-333-1235

**Website:** [www.heintzelmansbbqpit.com](http://www.heintzelmansbbqpit.com)  
for the breakfast, lunch, and dinner menu (catering services and food truck rental available).

**Email:** [info@heintzelmansbbqpit.com](mailto:info@heintzelmansbbqpit.com)

**Hours:** Wednesday - Thursday - 11 AM - 9 PM

Friday - Saturday - 11 AM - 9:30 PM

Sunday - 8 AM - 11 AM - Breakfast; 11 AM - 7 PM regular menu

Monday - Tuesday - CLOSED



Pictured at left is Charlie Kelly, seated, with Lou Gerlock

**Ontario Chamber of Commerce**  
**January, 2019 Business of the Month**  
***CP KELLY & ASSOCIATES, LLC***  
**1201 Ridge Road, Ontario, NY 14519**

***BUILDING YOUR WAY TO THE FUTURE***

*CPKelly* is located at 1201 Ridge Rd., in Ontario, N Y. Charles P. Kelly is the Sole Member, with six employees. Lou Gerlock, is the project manager, estimator, and Charlie's right hand man. Charlie feels very Blessed to have a variety of talented men in the field, led by his new superintendent, Joe Cardella, a good friend of Charlie's for 30 years, that previously worked for Charlie out of high school, served our Country in the Marines, and retired as a Monroe County Sherriff. Joe now leads not only Charlie's dedicated men, but also a variety of dedicated subcontractors & vendors that Charlie feels are second to none.

The company is a very personal family-oriented business. Mary Jane Kelly, (Charlie's wife of 36 years), supports the accounting duties, while daughter Christina is assistant to Charlie and Lou. The team has been working from their current location for 14 years, offering both commercial (85%) and residential (15%) design and build services. Their portfolio is exemplary, and vividly displayed within the website, [www.cpkelly.com](http://www.cpkelly.com).

Charlie himself has been in the construction trade for 35 plus years. He began as a young apprentice carpenter in the residential side of the business and early on took an avid interest in construction. Charlie worked his way up in the ranks, proving hard work and dedication are pre-requisites for success. One of Charlie's greatest inspiration in business, was his Father-in-law, Rodger Sonnevill, who started out at a very young age bagging groceries at Almekinders Red & White, and became an esteemed business man who owned our own Super Duper/Jubilee. Charlie noted how Rodger always "treated people with respect and dignity" throughout his career.

Similar to Rodger, Charlie developed a solid work ethic and continues to thoroughly enjoy helping people achieve their goals. As Charlie stated, "we take the extra time and go the extra mile to make things right. We can do this and do it in an efficient manner and still provide that personal involvement for our customers". They accomplish their tasks with great sincerity and their standards are enormously high. Clients can take solace in knowing *CPKelly & Associates, LLC*, is "building your way to the future".

Lou, also shares Charlie's enthusiasm for the general contracting business. He mentioned, "we take pride in same day response and prompt availability. "You do not need to schedule an appointment to speak to either Charlie or myself". This is a unique personable service, offered by a quality company. Contact *CPKelly* for your next project, by phone (315-524-2627), Fax (315-524-2629) or email [lgerlock@cpkelly.com](mailto:lgerlock@cpkelly.com).

Their popularity is due to years of experience, and *CPKelly* has completed a variety of different building styles. Charlie stated, "we have an excellent rapport / relationship with architects". This enables the *CPKelly* team to share in creatively developing new ideas, and stay current within the commercial building environment. Charlie also makes it a point to visit popular and trendy establishments while traveling, to compare and contrast other innovative concepts.

The path to victory for *CPKelly & Associates, LLC*. is in achieving a happy customer after the project is completed, on time and on schedule. Then, in his caring and reserved way, Charlie unpretentiously reminded this interviewer. "Success is not all about monetary gain. We are a Christian company, and God provides for us to accomplish all we do". The spiritual saying "In God We Trust", is noted on every work schedule. "Real success is achieved in helping others. We were fortunate to have been part of the 2015 renovation project for the Bivona Child Advocacy Center. The oldest commercial building in Rochester, maintained to provide healing and protection for abused children".

*CPKelly's* glowing reputation, supersedes the need for additional marketing tools, Charlie stated, "The word gets around that we build relationships and people enjoy working with us. In turn, we have been blessed with great customers. *CPKelly* is not perfect, no one is, but we try our best and we truly enjoy what we do. Our company shines a bright light on building people's dreams". Charlie truly appreciates all their accomplishments to date and looks forward to reaching out and serving the Community in the future.

In 1-5 years *CP Kelly & Associates, LLC* hopes to move to an expanded location in Ontario, with a growing work force

*Interviewed by Joellen Simone, Nature's Way Floral and Garden*

**Pet Passages- Dignified Pet Cremation**  
**348 NYS Rt. 104**  
**Ontario Chamber of Commerce**  
**February, 2019**  
**Business of the Month**



Michael T. Harris, *LFD, CPLP* is the founder and president of *Pet Passages*. Harris is a third-generation licensed funeral director, he began his career 26 years ago in his family's business. In November of 2016, Harris decided to pursue his passion for pet cremation and funeral service. His decision was impelled, after the loss of his own beloved pet Rottweiler's, Luke and Hannah. Harris discovered there were limited, unprofessional, and undignified treatment within the pet crematory services. Harris's and your beloved pets deserved more. Collectively, Harris and his staff of three provide the highest care possible for their clients cherished pets. Andrea Dunadee (Account Representative), sums up their passion, "When you go through a loss that is so devastating, you want to help people through it, with dignified and compassionate care."

The business location at 348 State Route 104, Ontario, NY 14519 was selected by Harris because of its accessibility to their home and family, in Webster NY. Clients may reach *Pet Passages* by phone: 585-265-9933, email: [andrea@petpassages.com](mailto:andrea@petpassages.com); [mikeharris@petpassages.com](mailto:mikeharris@petpassages.com). Also, by logging onto their thoughtful and informative website: [www.petpassages.com](http://www.petpassages.com).

Harris spoke about how he is continually driven by his desire to serve others in the pet community and improve upon this essential service. They also offer cremation for small farm animals (i.e. llamas, alpacas, goats and pigs) "When we see a need we try to meet it. Everything is developed here at our corporate headquarters and, we then pass it along across the country." In 2016 *Pet Passages*, opened a Melbourne Florida franchise, and through their dedication, emerged "the highest possible standard in the pet funeral and cremation profession."



Mike Harris & Andrea Dunadee

Harris feels blessed to be in a position to help people with a cost-effective solution. "We do not have to charge high prices to make a living." Our success is based on a unique skill set; family heritage, formal education and training. "I brought the people funeral side to this business and paralleled it with an overwhelming love of animals and it seamlessly became my profession." Both Harris and Dunadee agree, *Pet Passages* has a long-term goal "to give others the peace of mind they deserve and the closure they need".

Repeat and referral clients comprise a large portion of their business. They also work with local veterinary offices, "but it is important for people to know they have a choice, to know who carefully handles their pets after life care and encourage more people to look at cremation as opposed to some other options."

Harris's expert advice to small business owners; "follow your passion. It was very difficult for me to leave my family business and dedicate myself to this, but my passion drove me, and the memory of my beloved Rottweiler's became my inspiration. Looking at the bigger picture everything happens for a reason and God has a plan, just follow your dream."

Where does Harris see his company in 5 to 10 years. "We will continue to build this location and extend out our market here. Expand our franchise network and have *Pet Passages* be the brand that people can rely on for dignified and compassionate care all around the country."

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