

ONTARIO CHAMBER OF COMMERCE, INC.

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

Officers: (terms expire in 2012)

Donna Burolla, Acting President, 315-524-8286

Sherry Verstraete, Vice President, 585-820-8801

Jim Switzer, Treasurer, 585-750-2277

Donna Burolla, Secretary, 315-524-8286



Board of Directors: (3 year terms)

Disa Pevear – 2013 – 585-478-6998

Nadia Niniowsky – 2012 – 315-524-9443

Thomas Mizelle – 2014 – 585-329-6311

Ray Cedruly, Community Liaison, 585-734-5526

Website: www.ontarionycc.com

Newsletter – Sept. – Oct. 2012



Pictured above and below is a sample of Mr. DeMinck's woodworking skills.



Ontario's Biz Buzz Column

Ontario Businesses Take 1st and 2nd Place Ribbons at Corn Hill Festival In Rochester

Vineyard View Woodworking, owned by Charlie and Deb DeMinck located at 6921 Fisher Rd. in Ontario, won the 1st Place Ribbon in the Woodworking Category at the Corn Hill Festival, held on July 7 and 8 in Rochester. The 2nd Place ribbon in the same category was awarded to Bill Peck, owner of Blue Knight Windsor Chairs, 2071 Stone Hedge Dr., Ontario.

The DeMincks' home based business has been in operation for about two years, but Mr. DeMinck acquired a majority of his woodworking skills through his former business, Yesteryear's Antiques which he ran for 17 years. However, he began repairing furniture from high school almost 40 years ago. Mr. DeMinck describes his current business as custom made, handcrafted furniture tailored to an individual's specifications. Vineyard View Woodworking offers all types of furniture and custom design from photographs or magazine pictures. Mr. DeMinck can be reached at 315-524-7141 or email: cddm5555@rochester.rr.com. Samples of his work can be seen on the web at: www.vineyardviewwoodworking.com.

Blue Knight Windsor Chairs is also a home based business operating for 8 years and offers handcrafted Windsor chairs and sculptured furniture. Mr. Peck can be reached at (315) 524-8103 or email: wpeck@rochester.rr.com. For a preview of his line of chairs and rockers on the web go to www.blueknightwindsorchairs.com.

Ontario Company Plays Part In Mars Rover Curiosity

The newest Mars Rover "Curiosity" launched in 2011, successfully landed on Mars on August 6, 2012. The Rover will assess whether Mars ever was, or still is habitable. It will be harboring the most advanced instruments for scientific study and will be analyzing numerous rock and soil samples. It is powered by a radioisotope power system that generates electricity from the heat from plutonium radioactivity. This will allow the Rover to extend its mission a full Martian year or 687 earth days.

Optimax Systems, Inc. has played a part in making this mission possible by providing many of the optics being utilized by the Rover's cameras and in-situ instrumentation. Optimax is located at 6367 Dean Parkway, in the Beh Industrial Park, Ontario, NY. Congratulations to your optic's team of professionals!

New Rite Aid Store Now Open in Ontario

On August 2nd a ribbon cutting ceremony was held to officially open the Rite Aid Store in Ontario at the southeast intersection of NYS Rt. 104 and Ontario Ctr. Rd. The new store offers an expanded line of retail products such as GNC vitamins, gluten-free food, frozen dairy, organic food, soda, beer, and photo kiosks. The store is classified as a wellness store which means increased features for customer service as advanced clinical pharmacy services with a private pharmacist consultation room and wellness ambassadors to help customers. A drive-thru for prescription pickup and drop off is also available.

Blood Drive A Success

The blood drive held on Aug. 11, 2012 by the American Red Cross and co-sponsored by the Ontario Chamber was a success. Each donor received a coupon for a free 57.6 oz. container of Turkey Hill Sunbrew Ice Tea. The American Red Cross had set a goal of 30 units and it was exceeded with 39. **Roberta Kryk, Account Manager for the American Red Cross emailed the Chamber that we potentially helped 117 lives!** Thank you to the Town of Ontario Parks & Recreation Dept. for use of the adult activity room in Casey Park and to all the donors! Thank you to all the businesses that helped advertise this event by posting flyers in your store.

SCORE Workshop Series

SCORE is beginning a 5 part series on Oct. 11th for five consecutive Thursdays at the Rochester Business Alliance office, 150 State St., Rochester. The series is titled, **"Simple Steps Growth Workshop"** for current small business owners looking to expand. For more information or to register, go to www.scorerochester.org or phone (585) 263-6473. Paul Sigas is the Mentor.

SCORE, in conjunction with Wayne County Industrial Development Agency will be presenting a workshop on **"Starting and Operating Your Own Business"**. This program consists of five sessions with topics including writing a business plan, cash flow, insurance requirements, legal considerations, banking and finance, marketing, and discussion with a successful start-up company owner. It will be held on Monday evenings from 7 to 9 pm on Sept. 17, 24, Oct. 1, 15 and 22 at Finger Lakes Community College, Wayne County Campus Center, 1100 Technology Parkway, Room WC-128, Newark. The five week course fee is \$45. Seating is limited so reservations are requested. For additional information or to make reservations, contact Dave Richards via email at drichards@co.wayne.ny.us or call at (315) 946-5936.



- ◆ **Oct. 4th (Thurs) – Joint Chamber Networking Event with Williamson & Ontario –Location at New Williamson Lodge – Williamson Town Park, 3773 Eddy Road, South of Williamson High School, off Rt. 21, Williamson, NY.** Presentation by Sustainable Energy Development, 317 Rt. 104, Ontario, on updates from New York State on incentives for wind and solar projects. Time – 6 P.M.. Refreshments provided. Program is free, but reservations are required email: dburolla@gmail.com

Business After Hours Event Held at Shadow Hill Landscape

Shadow Hill Landscape, 6330 Lakeside Rd., Ontario, hosted a Business After Hours for the Ontario Chamber of Commerce on Aug. 9th. Wendy Longyear was our hostess who provided an assortment of cheeses and salami while Ontario Barn Vineyards, 513 Whitney Rd., Ontario offered wine tasting of a variety of red and white wines including Oval Chardonnay to a Apple-Persimmon wine. The event was held outside on a beautiful custom designed patio setting installed by Shadow Hill that included many plantings, fountains, and pergolas. Many thanks to Shadow Hill and Ontario Barn Vineyards for an informal networking opportunity in an extremely gorgeous environment! It was enjoyed by all!

- ◆ **Sept. 20th (Thurs) – Ontario Chamber Award & Recognition**

Dinner – The Brookwoods Golf Club. For a reservation form email: dburolla@gmail.com. R S V P by Sept. 10th. Announcement of Citizen of the Year; Community Organization of the Year; Volunteer Service Award; and Most Improved Business of the Year.

- ◆ **Nov. 5th (Mon) – Health Care Insurance Presentation by Bene-Care – 7 pm – Casey Park – 6551 Knickerbocker Rd., Ontario, NY –** Program to include 2013 rates for small to medium sized businesses and sole proprietorships. Program is free, but reservations are required. Email: dburolla@gmail.com

New Website Now Available for Wayne County Businesses

A website launched on July 1, 2012 is now available for Wayne County businesses free of charge. It is a searchable database by business category for each town in Wayne County. It now has information on more than 6,000 Wayne County businesses and is looking to expand. It has a Shopper Functionality; a Business Functionality; and Local Government and Non-Profit Agency Functionality. Businesses can offer coupons, ads, sales and promotions or offer business barter opportunities – cashless exchange for services. Restaurants can list their menu or specialty items. Go to www.shopwaynecountyny.com for more information!

The Chamber Welcomes Returning Members – Thank You for Being So Prompt With Your Dues

Pugsley's Marine Inc., Robert & Carol Cario
Sea to Sea Diving Enterprise, Stephen Dunning
Brown Square Village, Frances Graham
Johus Properties & Development, Inc., Joe Huss
Ontario Public Library, Sandra Hylen
R.C. Kolstad Water Corp., William Kolstad
Mr. Auto Parts Plus, Jan Leaty
Roger and Cheryl Legg

Ontario Barn Vineyards Debuts 2011 Wines

Ontario's first winery, Ontario Barn vineyards located at 513 Whitney Rd., released their first 2011 select hand-made wines Friday night, Aug. 24th, at the "Sunset Wine Tasting" event which featured the Live Jazz of Paradigm Shift Trio.

Hostess Liya Moolchan at Ontario Barn Vineyards displays the first two, just labeled wines, a 2011 Chardonnay and their original Apple Persimmon wine.

Paradigm Shift Trio entertained about 40 customers during the event which ran from 5 pm to 7:30 pm. Ontario Barn Vineyards is open every Saturday and Sunday from noon to 5:30 pm, through the 3rd weekend in December and features great wines from around the state plus their own wines. They also sponsor monthly live music events and an annual Ontario Barn Festival on the Saturday of Labor Day weekend. More information is on their website: www.ontariobarnvineyards.com.

Heritage Square Events 7147 Ontario Ctr. Rd., Ontario, NY

Fall Barn Sale

Sept. 13th (Thurs) – 9 am-8pm
Sept. 14th (Fri) – 9 am – 4 pm
Sept. 15th (Sat) – 9 am – 12 Noon \$2 bag day

Harvest Festival – Sept. 29th (Sat.)

Craft Sale 10 am – 4 pm
Horsey Bingo, Hot Dogs, Bake Sale
Kids Games, Pony Rides, & Guided
Museum Tours

The Chamber Welcomes New Member

Rochester Immediate Care

Joe Coluccelli & Jonathan Gill

Thank You For Your Membership!



Pictured above is Liya Moolchan, hostess at Ontario Barn Vineyards

6th Annual Fall Festival – L.W. Emporium Complex 6355 Knickerbocker Rd., Ontario, NY

Sat & Sun – Sept. 15 & 16

Whistle Stop Antique Center

L.W. Emporium Co-Op

Back In Time

Shea's Grill

Fozzy's Ice Cream

Sales: Over 55 dealers with discounts up to 50% off

Food: Free Popcorn; honey; fresh produce – Sunday only

Live Demonstrations: Jewelry making; basket weaving



Pictured L to R, Dan & Lori

**Ontario Chamber of Commerce
August, 2012
Business of the Month
104 Auto Repair
1130 Route 104**

Dan VanAtta, shop manager of 104 Auto Repair, states that he kind of fell into the automobile repair business about thirty years ago. I actually started working at a Mobil Station in Webster, which is still there, which now has new owners. VanAtta actually had his own business across the street from the Mobil Station in Webster until a fire destroyed the building.

At that point VanAtta moved to Ontario. "Most of the current clientele has followed me from the old days in Webster." As with most service providers, when you find someone you like, you stay with them. That type of loyalty translates into more business as clients tell their family members and friends. Although some of my clients have remained the same, the industry has changed over the past twenty years. We used to deal strictly with the husband and now we actually see the wife more than we see the husband. The predictability of knowing vacations are coming up and people are going to prep their cars for that vacation is not there any more. The small repairs are not there any more. People wait until they have five or six things that need attention before they bring the cars in. People are also keeping their cars longer. We do not see our clients as frequently as we used to. Another change that is happening is the move to more electronics. The tools and equipment needed to diagnose the electrical problems are far more expensive and short lived than the tools we have relied on in the past. We have also seen the introduction of gasoline with ethanol added to it and synthetic oil. Ethanol is added as a bonding agent to help the gasoline burn more completely and cleaner. Synthetic oil is a different issue. Some of the newer vehicles require synthetic oil. If you decide to use synthetic oil in your vehicle, you must make sure the manufacturer's warranty is not voided by using synthetic. Even though synthetic oils last longer, the manufacturer may still mandate the regular intervals for oil changes specified with non-synthetic oils.

VanAtta will tackle any automobile repair job, big or small, EXCEPT for transmissions and carburetors. I pointed out that they don't put carburetors on cars any more and VanAtta said that there are lots of people who own vintage, antique, and muscle cars that still have carburetors. VanAtta says, "I had no patience for them back then and I still have no patience for the carburetor." Just before our conversation, VanAtta had finished working on an older large motor home. Removing broken manifold studs, some below the surface of the block was just the beginning of the struggle. Over the years VanAtta has learned how to succeed at solving the most difficult automotive repair tasks.

There are currently one full time and two part time employees at 104 Auto Repair.

104 Auto Repair can be reached by phone: 315-524-3047

Congratulations to 104 Auto Repair as business of the Month for August, 2012. 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 Wayne County Mail.



Pictured above, Bill Pagano, owner of Crossbridge Financial
(Photo Courtesy of John Domm)

**Ontario Chamber of
Commerce
September, 2012
Business of the Month
Crossbridge Financial Group
1274 Ridge Road**

Crossbridge Financial in Ontario was awarded the Ontario Chamber Business of the Month award. The independent practice, run by Bill Pagano, has been in Ontario for seven years, and at its current location on Ridge Road for almost four. Crossbridge represents one of four local financial planning practices.

Mr. Pagano specializes in retirement planning for clients of all ages, with the majority of his clients being closer to retirement age, but also assists many younger clients in getting an early start on reaching their goals. Bill spent the majority of his younger life residing in Ontario where he attended Wayne Central and still spends a large amount of time here as his practice and parents are located in town. Pagano stated that the most fulfilling part of his job is meeting with a broad range of individuals from all different backgrounds and working with them to help reach their long term goals. Pagano also credits his high school economics teacher, Rollie Heimberger, with sparking his interest in the financial field, which ultimately turned into his current career path.

Crossbridge Financial Group is located at 1274 Ridge Road, Ontario, NY 14519 and can be reached at (315) 333-5620. Securities and advisory services offered through Commonwealth Financial Network, member FINRA/SIPC, a registered investment adviser.

Congratulations to Crossbridge as Business of the Month for September, 2012.

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 Wayne County Mail.

(Article Courtesy of Amanda Klein)