

ONTARIO CHAMBER OF COMMERCE, INC.

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

Officers: (terms expire in 2012)

Vicki Steele, President – 315-524-7619

Cell # 585-978-0225

Ray Cedruly, Vice President – 585-734-5526

Jim Switzer, Treasurer – 585-750-2277

Donna Burolla, Secretary – 315-524-8286



Board of Directors: (3 year terms)

Disa Pevear - 2013

Nadia Niniowsky - 2012

Thomas Mizelle - 2014

Website: www.ontarionycc.com

Travel and tourism information located at L.W. Emporium Booth #3030, 2nd Floor, 6355 Knickerbocker Rd., Ontario

Newsletter – Jan. – Feb. 2012

Ontario Chamber Assists Ontario Food Pantry

During December the Ontario Chamber aided the Ontario Food Pantry by donating 60 bags of apples for distribution in their annual Christmas packages. Chamber members worked to purchase the bushels of apples and bag them into 60 bags and deliver them to the Masonic Lodge.

J.J. Scofero & Son Builders, Inc. – Winner of Ontario Chamber Business Promotion Award

Congratulations to J.J. Scofero & Son located on Dean Parkway in the Beh Industrial Park, on winning the 4th quarter Business Promotion Award of \$100. to advertise his business. J. J. Scofero & Son specializes in fire property damage, appraisals & repairs, general contracting and new homes. Disaster Board-up services. Call (585) 265-0060 or (585) 704-8480.

Business cards are now being accepted for 2012 for the Business Promotion Award Program. Please send them to:

Ontario Chamber of Commerce

PO Box 100

Ontario, NY 14519

Next Drawing for \$100: March 19, 2012

Regional Projects Awards – 68.8 M to Finger Lakes – Supports 93 Projects

On Dec. 8, 2011 Gov. Andrew Cuomo announced that the Finger Lakes Region would receive 68.8 million for area projects. For a list of the projects and what was approved in each county go to:

www.governor.ny.gov/assets/documents/CFAAwardsbooklet.pdf. For a video of the

award ceremony go to:

www.nyworks.ny.gov/generic/2011-recawards-ceremony.

Congratulations to Optimax Systems, Inc. for receiving \$250,000. for their expansion on Dean Parkway, in Ontario which will create 30 jobs – 53% will benefit low and moderate income New Yorkers and \$48,050. for training 65 employees in Master-Cam Multi-Axis class.

Ontario Chamber – Change in Meeting Date And Time

The Ontario Chamber will now be meeting the third Monday of the month instead of the second Monday. The meeting will remain at Casey Park and begin at 4:00 p.m. instead of 4:30. The next meeting will be Feb. 20th with a NYSERDA Program for business incentives for construction.

Next Newsletter Deadline: March 20th for the March-April issue.

**Welcome Back to Our Renewing Members –
Thank You For Being So Prompt With Your Dues**

Nancy J. Wilkes, McDonalds of Ontario
Michael Freidler, Integrity Tool
Fred Shelley, Shelley Associates, P.E.,L.S.,P.C.
Todd R. Smith, Finger Lakes Trellis Supply
Michele Skubis, Bene-Care, Inc.
Tim Norris, First Baptist Church of Ontario
Daniel J. Koretz, M.D.
Bradly Burns, Lakeside Roofing & Siding Materials
Robert Kelsch, Town of Ontario
Craig Wilson, Factory Direct Trailers, Inc.
Bill Riddell, Economic Development, Town of Ontario
Tom Nelson, T. Nelson Sales, Inc.
James E. Switzer, Nothnagle Realtors
Raymond & Anna Cedruly, Furnace Mini Storage LLC
Joe Pagliuso, Joe Pagliuso & Bros., Inc.
George W. Vargo, Jr. Cross Keys Automotive, Inc.
Stephen G. Murphy, Murphy Funeral Home
Aldan B. Bell, Success School of Driving
Sam DeMareo, Sam DeMareo Auto Inc.
James Doyle, Jim Doyle Repair
Jonathan E. Falanga, Lipari Web Design & PC Repair
Edward & Paula Priest, The Original Door Store
Vicki Steele, Independent AVON Representative
Paul Carr Heating & Plumbing
John Lockwood Plumbing LLC
James & Hope Clark, General Contracting

Note: The Ontario Chamber received **22 new members during 2011!** Thank you all for your support! Without you we could not operate our programs such as Business of the Month; Community Scholarship Award; Business Promotion Award and more!

Pines of Peace Family Pizza Party

When: Feb. 19th – 2 p.m. Serving begins at 2, entertainment at 2:30 followed by games hosted by

Creative Themes.

Where: Living Word Assembly of God Church, 2344 Ridge Rd., Ontario, NY

Ticket Costs: \$10 age ten and over, \$5 under age 10, \$25 family of four (cost per ticket includes 4 pieces of pizza, salad, dessert and drink)

Pines of Peace Comfort Care Home is hosting a Family Pizza Party. Fun for the entire family with a magic show, juggler and entertainment for all ages led by Creative Themes. All tickets must be reserved in advance by calling (315) 524-2388 no later than February 15th with payment at the door by cash or check.

Welcome New Member!

Korvan's Korner, Inc.
4089 W. Main St.
Williamson, NY 14589

For detailed information about this business please see the **Business Focus** Column.

Valentine's Day Special from Ontario Chamber Businesses

There is nothing better than beautiful fresh flowers, a sexy perfume, and mouthwatering chocolates that says "I love you" on Valentine's Day! **Disa Pevear, Ind. Beauty Consultant with Mary Kay** and **Joellen Simone of Nature's Way Florist from Ontario, NY** are pairing up to enhance your Special Valentine's Day. Fragrance of your choice for only \$35 and add a (1) pound box homemade chocolates for \$15. From Nature's Way Florist: Ravishing dozen roses \$60.99; Starstruck arrangement \$79.99; Because I Love You arrangement \$55.00. To place an order, visit www.natureswayfloralny.com or email Disa: disa@rochester.rr.com or call Disa 585-478-6998.

How to Make A Lasting Impression

A good first impression is the way to start a great relationship. A negative first impression can often be overcome but why give yourself the extra work? Statistics from psychological studies show what to do to make a first impression that will last:

1. **Watch what you wear:** First impressions are formed within 7 to 17 seconds of meeting someone and 55% of a person's opinion is driven by physical appearance. Dress conservatively when meeting for the first time, even if you're in a "creative" office environment. Don't use accessories, perfumes, hair styles and shoes that call attention to themselves.
2. **Edit your body language.** 93% of our judgment of others is based on non-verbal input. Watch your posture when standing and sitting. Use a firm hand shake. Maintain eye contact. Sitting too casually says you don't care. Crossing your arms says you're bored. Every so often, check how you're positioned – and make necessary adjustments.
3. **Watch what you say.** Words also make powerful first impressions-in fact, 7% of what we think of people is based on what they say. Before your first meeting, decide how you want to come across-confident, optimistic, innovative. Then list the words that convey these traits and keep them at the ready to use in conversation.
4. **Use the other person's name.** A study of personalized marketing showed that addressing prospects by name increased response by 36%! Use the other person's name as soon as you learn it and repeat it throughout the conversation. Afterwards, write them a note mentioning everyone you met by name. Getting people's name right makes them want to connect with you.
5. **Use an appealing tone of voice.** 38% of a person's first impression is determined by your tone of voice. Getting the right tone of voice isn't easy – you may want to be confident but not brash, enthusiastic but still relaxed, focused but not obsessed. Listen to yours and others' tone of voice and practice speaking in a tone that reflects how you want to be regarded.
6. **Be on time.** The way to never be late is to always plan on being 15 minutes early. You'll need that 15 minutes if you get lost or stuck in traffic.
7. **Bring printed materials.** If it's appropriate, have on hand printed copies of resumes, proposals, statistics, case studies and business cards.

8. **Put the focus on THEM.** You'll come off as self-centered if you talk too much about yourself. Before you meet, write down all the things you want to know about the other person – their goals, needs, where they're at now. You don't have to go deep the first meeting; just show interest in making a connection.
9. **Listen well.** Time and again, studies show listening is on one of the top skills needed for business success. On the average, people only retain 50% of what they hear. Focus on doing better than that. Listening well makes it easy to keep the conversation going. Comment on what the other person says. Ask follow up questions.
10. **Research them.** Find out as much as you can about the person you want to impress before you meet them. If you ask intelligent questions, it shows you have some understanding about their situation and makes a very positive first impression. Check out social media to find mutual interests or friends that will spark instant chemistry.
11. **Watch the jokes.** People's response to humor varies, so skip anything controversial or sarcastic. Save the jokes for later when you know the person's sensitivities.
12. **Relax!** Be at ease and be yourself. Let the other person know the real you, a person far more appealing than someone who's stressed out trying to make a great first impression. Before your meeting, do something you like-listen to music, go to the gym. Give yourself a pep talk or call a friend for support. And if something trips you up in the meeting, don't panic. Just pause, take a breath and continue. Never assume you're blowing it-you really don't know what the other person is thinking!

With just a little practice, you can leave people with a wonderful first impression every time...Have a great New Year!

Conference Room Available

Just a reminder that a conference room is available at Casey Park for meetings, presentations, etc. The room has a formal business setting with a large table and chairs. It will hold 6-8 people. Contact the Parks and Recreation Office at 315-524-7447 to reserve a day and time. There is no charge.

Ontario's Biz Buzz

- ◆ **Shea's Grill** - 6361 Knickerbocker Rd., Ontario, NY (former location of the Branding Iron Restaurant) is now open. It is owned by Mark Leenhouts who has relocated from East Ave. The restaurant has been renovated and will serve "American comfort style food with flair". Mr. Leenhouts welcomes parties large and small. More information is available by calling (315) 524-8367.

- ◆ **Bank of America** – 1999 Ridge Rd., Ontario, NY will be closing in March, 2012. If you are interested in the building or know a developer who may be, please call the Town of Ontario, William Riddell, Director of Economic Development, (315) 524-5908 or email: riddell@ontariotown.org.

- ◆ **Half Pint Hollow** – formerly on Ridge Rd. in Ontario has relocated. No re-location info was available.

- ◆ **Roses In The Hedge Row** – formerly located on Route 104 next to Nothnagle Realtors has moved to the Town of Marion.

- ◆ **Edward Jones Investments** – 6323 Knickerbocker Rd., Ontario, NY is ranked No. 5 on FORTUNE magazine's "100 Best Companies to Work For 2012" list in its 13th appearance on the prestigious list. Edward Jones also ranked No. 3 for large-sized companies and was the highest ranking financial-services firm. The full list and related stories appear in the Feb. 7 issue of F O R T U N E a n d n o w a t www.fortune.com/bestcompanies.

- ◆ **Rite Aid Drugstore** – Construction has begun on a new store at the southeast intersection of NYS Rt. 104, NYS Rt. 350 (Ontario Ctr. Rd.) and Ridge Road. Rite Aid anticipates completion in the spring, 2012.

Business Focus Column

Name of Business: **Korvan's Korner, Inc**

Business Owners: David & Terri Bailey

Business Location: 4089 W. Main St.

Williamson, NY 14589

Phone: 315-589-8759

Email: KKI@korvanskorner.com

Website: www.korvanskorner.com

Fax: 315-589-8781

Mailing address: PO Box 984

Williamson, NY 14589

Korvan's Korner is a computer repair and sales shop. We also handle networking, client/server, website design, website development, custom software application development, basic Windows classes, tutoring, custom built computers. We support many of the businesses in Williamson along with some business and private clients in the surrounding counties.

We have been in operation for 6 years. Korvan's Korner started out as a business run from our home. As the clientele grew it outgrew our house and we moved the business to our current main street location.

How Safe Are Your Passwords?

Every password you use can be thought of as a needle hiding in a haystack. After all searches of common passwords and dictionaries have failed, an attacker must resort to a "brute force" search – ultimately trying every possible combination of letters, numbers and then symbols until the combination you chose, is discovered. Check out this website: www.grc.com/haystack.htm to help you experiment with password length and composition to develop an accurate and quantified sense for the safety of using passwords that can only be found through exhaustive search.

Secor Lumber

- Local Ontario Business Is Successful –

*Finger Lakes Times Business of the Week
(Excerpts from news article w/o 11/24/11 by
Heather Swanson)*

Savannah – In the wake of the Great Depression and the dawn of World War II, a Savannah couple defied the odds and opened a business. Ray and Hazel Secor opened Secor Lumber in 1939. A few years later, their sons Edwin and Harold, returning from service in WW II, joined the business. “At that time lumber yards generally sold coal, they sold feed, they sold lumber products, and that’s kind of the way the business was set up back then,” said Brian Secor, Edwin’s son. The small family business prospered, selling coal, feed and lumber and operating a successful construction business in the post-war era. As time passed the emphasis shifted to supplies, and in the 1970s the family turned their attention to that side of the business. Brian Secor took over in 1986. He’d been studying architecture at Carnegie Mellon University but in the midst of his studies he said he realized, “If I don’t go back and start running the business, there’s not going to be a business there.” He returned, shifting his attention to running Secor Lumber and studying business at Rochester Institute of Technology, where he attained a bachelor’s in business administration. In 1991, his brother David came on as a co-owner. He studied at State University at Buffalo and is a licensed civil engineer. Following in their grandparents’ footsteps, the pair have made the business prosper. “Secor now has three locations,” said Brian Secor. In 1999, they opened a hardware store in Ontario and in 2007 started a home center in Newark. Hardly phased by the recent recession, the locations are doing well, he said.

At Secor Lumber he said they try to focus on projects. The business, he explained is built to service those with multiple parts. They do it well, he said, and “do it completely”. That he noted, is thanks to the fact that every time they work on a project and discover they are missing a piece of the puzzle, they add that service to the business, right down to renting the equipment you may need.

They have 45 employees, among them their sister, Alison Young, and nieces Sarah and Courtney. Brian Secor and his wife, Amy have two children. David Secor and his wife, Lisa, have three children.

No. 1 Tip To Avoid Identity Theft: Shred it!

Here’s some advise from Consumer Reports on how to handle household paperwork:

Do Shred

- ☐ Monthly bills
- ☐ Receipts or paperwork showing your signature
- ☐ Employer pay stubs and 401(k) statements
- ☐ Expired credit cards
- ☐ “Pre-approved” credit card offers
- ☐ Statements from banks, credit card companies, brokers and other investments
- ☐ Tax forms or documents more than seven years old
- ☐ Any documents listing a password or PIN
- ☐ Anything with your Social Security number
- ☐ Any personal information you wouldn’t want a stranger to see

Maybe Shred

- ☐ All mail from your financial institution, including any change-of-term notices
- ☐ Documents from companies you’ve done business with recently, including travel arrangements (Identity thieves, pretending to be from the company, can call and try to trick you into disclosing financial info.)

Toss, Not Shred

- ☐ Mail that contains only your name/address, such as catalogs or fliers that aren’t from a financial institution
- ☐ Junk mail addressed to “Resident” or “Occupant.”
- ☐ Glassine-style windowed envelopes

Save the Date

Feb. 20th – Casey Park – 4:00 p.m. NYSERDA’s New Construction Program Overview

The Ontario Chamber of Commerce will be hosting an overview of the new construction program offered through NYSERDA (NY State Energy Research & Development Authority). The new Consolidated Funding Application, the recently launched online tool for better aligning State resources with regional economic development priorities will be discussed. **Jim Bittker, NYSERDA Outreach Specialist** will be the presenter. Please plan to join us! Reservations are not required.



Pictured L to R: Brenda, Lisa, Donna, Mary, Mary Jo, Phil, Patty, Kim, Sue

**Ontario Chamber of Commerce
December, 2011 Business of the
Month**

**Gilson & Tobin, D.D.S.
6200 Slocum Road
*"Healthy Smiles
Begin With Us"***

Both partners, Doctor Gilson and Doctor Tobin stated that there is a double meaning to the term "family practice." Gilson & Tobin, D.D.S. is a family as well as a family dental practice.

Part of being a family is establishing long term relationships. Some people have worked here for 30 years. We believe our patients like the fact that when they come here they will see the same people on a regular basis. Because most of us are local we will see patients in the grocery store or restaurant. They are not just patients, they are your friends. We take pride in individualizing care for our patients.

Dr. Tobin wanted to go into health care and felt that dentistry was a good choice to help people. As a former Lyons resident, Tobin chose Nazareth to begin her education and Buffalo for the dental education. From there Tobin chose Genesee Hospital to perform her residency. This where the Doctors met, both performing residency requirements only a year apart from each other. Doctor Gilson was also interested in health care and liked science, biology and medicine. Doctor Gilson volunteered at the U of R, Strong and the Eastman Dental Clinic. The time at Eastman and the dentist there convinced him to pursue dentistry and he is glad he did. Dr. Gilson did his undergraduate studies at the U of R and his dental studies at UCLA. When Dr. Gilson was finishing his residency, Dr. Crombach was looking for a partner. The two doctors met and hit it off resulting in Doctor Gilson coming aboard. Doctor Crombach became Doctor Gilson's mentor and taught Doctor Gilson everything he knows.

Dentistry has changed dramatically over the last 15 years. One of the biggest changes was moving from film to digital imaging for X-rays. Although the process is very similar, the images can now be viewed instantly and without the hassle of dealing with chemicals. The other big change is that cosmetics is more prominent now than it was back then. Metal fillings are a thing of the past. People want the filling material to match their teeth. Procelain crowns have started to replace gold. Computers have also made a big difference. There is a computer in each of the 6 operatories, 2 up front, one in the back plus a server with a total of ten computers.

Our slogan "Healthy Smiles Begin With Us" says it all. We are not only treating the teeth, we want the whole mouth to be healthy. Medicine has found that a healthy oral cavity can help the health of the entire person, especially the heart. Dental plaque has been found in coronary arteries. So there is a link between gum disease and heart disease. "If you have a clean mouth, you are likely to have a clean heart, so come get your teeth cleaned twice a year." A clean mouth is really part of your overall healthy life style.

Insurance has been a part of dentistry for a very lone time. Unfortunately employers have been cutting back on their contributions, placing a larger burden on the patient. Dental insurance is a supplement. People do not need dental insurance to have dental work done. Everyone is different and each person should evaluate their personal dental needs so that they can make wise decisions regarding dental insurance needs.

There are 12 employees at Gilson & Tobin D.D.S.

Phone: (315) 524-7433 – E-mail: gilsontobindds@gmail.com

Gilson & Tobin, D.D.S. can be found on the web at: <http://www.gilsontobindds.com/>

Congratulations to Gilson & Tobin, D.D.S. as Business of the Month for December!



Pictured, L to R, Keith & Kevin Burrows

Ontario Chamber of Commerce January, 2012 Business of the Month

**Burrows Brothers
6360 Dean Parkway**

Burrows Bros. Inc. 's primary business is utility excavation and underground directional drilling. The unplanned link between their name and occupation is a natural connection when companies are looking for underground drilling.

Kevin Burrows, the President of Burrows Bros. Inc. states that he has been doing this kind of work since he got out of high school. Kevin worked for another company but decided a partnership with his brother would be more rewarding. Keith Burrows, the Vice President had been working as an electrician for twelve years and knew that he did not want to make this trade a career. The Burrows brothers teamed up and started their own utility contracting firm.

Burrows Bros. Inc. located their first shop on Furnace Road in 1999. Five or six years later they moved to a larger facility on Basket Road. They made an effort to purchase the Basket Road facility but the owner was not ready to sell at the time. Burrows Brothers finally purchased the Dean Parkway facility several years ago.

The underground directional drilling aspect of the business has allowed them to fill a very unique niche in the area. The fact that there are not many underground directional drillers with their drilling capacity or expertise has helped them to grow the business. We can install any kind of underground utility from a sewer to a cable TV line. Burrows is capable of directional drilling up to 18 inches in diameter for as far as 1,000 feet. The tracking system for this service allows us to track direction and pitch. We can track a bore to a specific location with accuracy of a few inches. This is all done without disturbing anything on the surface, except at the ends of the line. Although their work is primarily commercial, including schools, municipalities, electrical and cable providers; they do some residential work. We have worked from Buffalo to Syracuse and as far South as Pennsylvania. This business is very interesting because you really don't know what is under your feet unless you have been to a location before. We could be excavating through sand or rock or anything in between. We are very fortunate to have a lot of good employees working with us who know the business work safe and are very productive. Another key element of our business is the fact that we have excavated extensively in the area and know what to expect when we get to a site. Our work is about 10% overhead or line work and 90% underground work, evenly divided between trenching and boring.

Burrows Bros. Inc currently has 30 employees. The brothers expect to add more folks to the payroll as new opportunities are presented to them.

Burrows Brothers can be found on the web @ <http://www.burrowsbros.com>

Phone: 585-265-0610

Congratulations to Burrows Brothers as Business of the Month for January, 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, and the WEBSTER-ONTARIO PENNYSAVER.



Pictured above, Cindy Thomson, Owner and Manager of Curves

Ontario Chamber of Commerce February, 2012 Business of the Month Curves 2001 Rt. 104

Cindy Thomson, Owner/Manager of the Ontario and Palmyra franchises says she has been involved with fitness for many years. Thomson played all kinds of sports in school and was a Jazzercise instructor as well as an owner/operator of two Jazzercise franchises in the early 90's.

Thomson agreed to accept her sister's invitation to go to a fitness facility with her, even though Thomson had never heard of this facility. This was about ten years ago in the Palmyra location of Curves. The two ladies became members of Curves during their very first visit to the Palmyra facility. Within a year, Thomson was asked by the owners if she would be interested in working for them at Curves. Thomson was hired and promoted to manager of the club within six months of her becoming an employee. A year later, Thomson was asked if she would like to purchase the four clubs owned by her employers at the time. In December of 2005 the parties agreed to a transaction that would transfer the ownership of two of the clubs to Thomson. A lot of work is required to manage the two clubs but, "I love my job" says Thomson.

Curves is circuit training that combines cardio with strength training. Curves works because it gives you a complete cardio and strength-training workout in just 30 minutes, where you can burn up to 500 calories every time. The circuit is made up of resistance machines that work every major muscle group, two muscles at a time. These machines work as hard as you push them. Each person goes around the circuit twice. The circuit includes 30 seconds on a recovery station after each machine. Each machine works a different set of muscles, upper body, core, or lower body. The machines are staggered so that you never work the same muscle groups in a row. There is a heart rate check every eight minutes to make sure you are working in the correct heart range. The objective is to burn fat and build lean muscle and tissue, specifically muscle because muscle burns more calories than fat. The more muscle you have the less fat you will gain. Even at rest, you burn more calories with muscle. This process is especially important to women because once a woman reaches forty, their metabolism slows. In addition women need stronger muscles to support their bones. The stronger muscles help in the fight against Pre-Osteoporosis and Osteoporosis. It is important that folks do not exercise over their maximum range because then they start to burn off the lean muscle and tissue.

In addition to the Curves program, Zumba is offered at the Ontario facility. A certified Zumba instructor leads the Zumba classes. Finally Curves caters to women of all ages, all shapes, and all sizes. Like anything else, you get out of it what you put into it. This is a very thorough and productive process. The Ontario facility employees a total of five people. Thomson says that she has a fabulous staff, they are really wonderful. As an international company, Curves has nearly 10,000 clubs in more than 85 countries serving more than 4 million members.

Phone: 315-524-8766

Congratulations to Curves as Business of the Month for February. 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, and the Webster-Ontario Pennysaver.