

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

Officers: (terms expire in 2014)

Donna Burolla, President - (315) 524-8286
Sherry Verstraete, Vice President
(585) 820-8801
Jim Switzer, Treasurer – (585) 750-2277
Cheryl Legg, Secretary – (315) 524-9856



Board of Directors: (3 year terms)

Roger Legg - 2016
Nadia Niniowsky - 2015
Thomas Mizelle – 2014
Ray Cedruly, Community Liaison
(585) 734-5526

Website: www.ontarionychamber.org

~Travel and tourism information is located in the display racks, sponsored by the Ontario Chamber, in the Ontario Town Hall foyer, 1850 Ridge Rd., Ontario, NY ~

Newsletter – September-October, 2013

Members of the Ontario Chamber of Commerce gathered for a grand-opening ribbon cutting ceremony on Sept. 14, 2013 at the Fresh Roots Natural Foods Co-Op located at 1640 NYS Rt. 104, Ontario, NY. Fresh Roots Natural Foods Co-Op is owned and operated by the community members. When you join, you become an owner of the organization – joining forces with others who believe that by pooling resources they can provide the community with the goods and services they need. Vivian Brisson-Trevithick, one of the charter members of Fresh Roots, said they now have some 40 plus members. Benefits of becoming a member include special discounts and if there is a profitable year, the Board will send out patronage dividend checks to the member-owners based on how much they spent in the past year. Future plans for the Co-Op include educational programs pertaining to health and nutrition and a monthly newsletter.

Fresh Roots is dedicated in offering organic and non GMO foods and promoting local products as much as possible. The Co-Op is open to the public for shopping. They can be reached at (315) 524-2238 or email: freshrootscoop@gmail.com. Like us on Facebook: www.facebook.com/freshrootscoop



Pictured above, L to R: Ontario Chamber members: Ray Cedruly, Jim Switzer, Cheryl Legg, Roger Legg, Donna Burolla, Teon Kowalyk, Bob Kelsch, Ontario Supervisor, and members of Fresh Roots Natural Foods Co-Op: Vivian Brisson-Trevithick, Linda Wyse, and Tim Shortsleeve

The Yummy Goodie Shoppe – 1238 Rt. 104 – Now Open

The Yummy Goodie, owned by Donald Andrushko, located at 1248 NYS Rt. 104, in Ontario has opened it's doors. Mr. Andrushko stated the reason he opened the shop is because he likes to eat good food. The specialty item of the Yummy Goodie Shoppe is homemade pierogies. They come in many flavors such as Potato & Cheese, Buffalo Chicken, Pulled Pork, Squash, Spinach & Cheese, and more. Other items served include: Empanadas, Authentic English Meat Pasties, Waffles, Crepes, Breakfast Sandwiches, and Soft Pretzels.

Mr. Andrushko said his father was born in the Ukraine and came to this country when he was a young man. He had five boys but always made sure holiday times meant pieroges on the table. They were either cheese and potato or just plain cheese. He got the idea for opening a fast food take-out pieroges restaurant after driving by the vacant former bank building located at the Big Lots Plaza. Anytime I made pierogies for parties as a dish to pass, they where the first food to go. Stop By and try something Yummy And Goodie. Opening to the public on Oct 19th.

Hours of operation are Monday Thru Sunday 5am until 11:00pm. The Yummy Goodie Shop offers food that is made from scratch and priced reasonable with drive thru convenience.



Mr. Donald Andrushko , center, with staff and Ontario Chamber members cutting the ribbon for his grand-opening of the Yummy Goodie Shoppe on October 18, 2013.

Ontario Community of Good Neighbors Shines At Chamber Dinner

An Awards and Recognition Banquet sponsored by the Ontario Chamber of Commerce was held on Sept. 19, 2013 at The Brookwoods Golf Club in Ontario, NY. Many friends, neighbors, and businesses gathered that equaled a crowd of over 90.

Each year the Ontario Chamber of Commerce holds this event to honor the Citizen of the Year; Volunteer of the Year; Community Organization(s); the Most Improved Business; and to recognize the 12 Businesses of the Month. Ms. Roberta Updaw was awarded the 2013 Citizen of the Year and Mr. William "Bill" Slocum was Volunteer of the Year. They were presented with a Resolution from the Chamber and one from the New York State Senate and Assembly recognizing their contributions. Each was given a flag that was flown over the Capitol.

The First Responders were the Community Organizations for 2013. The following organizations were presented a cash donation and a Resolution from the Chamber as well as a Resolution from the New York State Senate and Assembly honoring their members and volunteers for their bravery: Ontario Volunteer Emergency Squad (OVES); Ontario Volunteer Fire Dept; Union Hill Volunteer Fire Dept; Union Hill Ambulance; Northeast Quadrant Advance Life Support (NEQALS); Advance Life Support and Mercy Flight Central.

The Business Improvement Award was given to Optimax Systems, Inc. for their expansions in Ontario and their achievements in the optics industry. Optimax Systems, Inc. is located at 6367 Dean Parkway and now occupies a 60,000 sq. ft. facility and employs 200 people.

The Ontario Chamber would like to thank the following businesses for their contribution of door prizes that were raffled off throughout the evening: American Legion; Brookwoods Restaurant; Cam's Pizzeria; Crown Electric; Danes Welding; Dixon & Carr Realty; Drop & Go Cleaners; Edward Jones Investments; Factory Direct Trailers; Furnace Mini Storage; Harris Seed; Hess Express; Impact Martial Arts; Jay Charles Photography; JME Auto; Joe's Meat Market; King's Kritter Kare; Lakeland Equipment; Lyons National Bank; Mama Lor's Café; MJ Gabel; Nature's Way Floral & Garden; Ontario Barn Vineyards; Pines of Peace; PJ Radiator; Reliant Community Credit Union; Sea To Sea Diving; Secor Hardware & Lumber; Shadow Hill Landscape; Sue's Creature Comfort; Sue's Hair Trend; Times of Wayne County; Tops Market; Verizon Wireless; and Vicari's Pizzeria; and Empire State Weeklies. The Konstantinou Family also contributed a gift certificate in honor of our Volunteer of the Year, Bill Slocum.

The Ontario Chamber would like to thank our community of good neighbors for their support. You have helped make this a successful event. We look forward to continuing our service to your community.



Pictured at left is Volunteer of the Year, Bill Slocum accepting his award from Jim Switzer, Chamber Treasurer, and Roberta Updaw, on right, accepting her award of Citizen of the Year.



Welcome Back to Our Renewing Members
Thank You For Being So Prompt With Your Dues
Your Continued Support Is Appreciated

Tamara Hutter, Union Agricultural Society of Palmyra, 300 Jacson St., Palmyra, 14522
Christopher Staub, Ontario Barn Vineyards, 513 Whitney Road, Ontario, 14519
Martin & Mike Yaeger, Yaeger Electric Co., Inc. 147 Rt. 104, Ontario, 14519
Joe Coluccelli, Rochester Immediate Care, 1065 Ridge Rd., Webster 14580
Diane Romano, DPR Bookkeeping, 5152 Lincoln Rd., Ontario 14519
Frances Graham, Conifer Realty, LLC, 2100 Brown Square, Ontario, 14519
Roger & Cheryl Legg, 7269 Ontario Center Rd., Ontario 14519
Joseph B. Huss, Johus Properties, Inc. 2090 Ridge Rd., Unit 101, Ontario 14519
Wayne Brophy and Eric VanZellen, Murphy Funeral & Cremation Chapels, LLC
Gary and Billie Sue Blough, Photon Gear, Inc. 245 David Parkway, Ontario
Raymond and Anna Cedruly, Furnace Mini Storage, 6405 Furnace Rd., Ontario
Andy Postiglione, Bene-Care Agency, LLC, 1260 Creek St., Webster
Allen J. Albright, Albright Farms, 7020 Knickerbocker Rd., Ontario
Mark Hanlon, Crown Electric Supply Co., Inc., 75 NYS Rt. 104, Union Hill
Jean Tsepas, Lyons National Bank, 6275 Furnace Rd., Ontario, NY
Jeff Kunzer, Kunzer Electric, Inc. 1006 Willits Rd., Ontario
Brad Burns, Lakeside Roofing & Siding Materials, 6296 lakeside Rd., Ontario
Joe Pagliuso & Bros., Joe's Meat Market, 6845 N. Slocum Rd., Ontario
Joe Crestuk, webSURGE, 7689 Chapman Dr., Ontario
Tom Forgione, Fernwood Auto Parts, dba FA Products, 265 David Parkway, Ontario

Welcome New Chamber Members!

- Matt Gabel & Anne Johnson, **MJ Gabel Diamond Buyers**, 710 State Route 104, Ontario. M.J. Gabel is a family owned business that specializes in appraising, purchasing, and evaluating loose or mounted diamonds. They can be reached via Website: www.mjgabel.com or phone: (585) 598-1090.
- Mary Hart, **Impact Martial Arts-Team Andrello**, 2014 Ridge Rd., Ontario
<https://www.facebook.com/teamandrello>. MISSION STATEMENT: We enrich the lifestyle of our students physically, mentally and emotionally by way of martial arts. Contact Mary via email: ontariomartialarts@gmail.com or phone: (315) 451-0960.
- Nancy Jacobson, **American Red Cross**, 825 John St. West, Henrietta, 14586. Nancy is our local representative from the American Red Cross. She helps the chamber in coordinating our annual blood drive and other local drives. (www.americanredcross.org.) If your organization is interested in coordinating a blood drive, contact Nancy at nancy.jacobson@redcross.org.
- Joseph Crane, **JC Remodeling & Construction**, 257 Mason St., Canandaigua, 14424 or 3942 N. Main St., Marion, NY 14505. A remodeling and construction contractor for all your needs. Contact Joe at email: jcremodelingandconstruction@gmail.com or phone: (585) 278-8660.
- Mark Sullivan, **Rochester Vapor LLC**, 2006 Ridge Rd., Ontario. *Rochester Vapor specializes in electronic cigarettes. He can be reached at email: mark@rochestervapor.com or phone: (585) 615-2563 or website: www.rochestervapor.com. Hours: Monday – Thursday 11 a.m. – 7 p.m; Friday – Saturday – 11 a.m. – 8 p.m.; Closed Sundays. On line ordering is available.*
- **The Local Diner**, 476 NYS Rt. 104, Ontario. The Local Diner serves breakfast all day. Hours: Sunday – 7 am – 8 pm; Monday – Saturday 6 am – 9 pm. American and Greek cuisine. Business Phone: (585) 236-1317. Go to www.openmenu.com and search for The Local Diner for a complete menu.

MCC Offers Training To Local Businesses

Monroe Community College Office of Workforce Development delivers training and professional development solutions for regional business, industries, and corporations, including some in Ontario.

Programs feature experienced training professionals and educators who offer comprehensive adult learning in multiple areas, including skilled trades and manufacturing, employee development, supervisory, management and leadership, information technology and more. Experts analyze company needs and provide professional guidance to identify most essential training goals and present cost-effective, customizable, measurable programs with desired outcomes delivered on-site.

MCC Workforce Development has expanded its community open enrollment programs including a vast array of workshops and sessions focused on the current marketplace employee learning and development demands. Registration for a [full schedule of fall programs](#) is open now.

Elaine Lyons (elyons10@monroecc.edu), Corporate Relations Manager, and Jim Gertner (jgertner1@monroecc.edu), Product Development Manager, welcome this opportunity to share MCC with Ontario businesses. Call for more detailed information.

Wine & Culinary Experience November 15th – 6:30-9:30PM Webster Golf Club 440 Salt Road, Webster

Featuring New York State wines and local craft beer

Samples of main courses and specialty desserts

Paired with the wine and beer.

Cost \$50 per person

Go to

www.wineandculinary.org for tickets or
[call the](tel:585-265-1616)

Holy Trinity Church Parish office at
[585-265-1616](tel:585-265-1616)

Proceeds to benefit Pines of Peace
Comfort Care Home &
Williamson Come-Unity Center

Optimax Systems, Inc. Completes Expansion and Receives Chamber's Business Improvement Award

Optimax Systems Inc. announced this week it had completed an optical coating facility, the final phase of a \$10 million expansion project that started in 2011 and has created more than 50 jobs.

The Ontario, Wayne County, glass optics manufacturer broke ground in 2011 on a 20,000-square-foot expansion of its manufacturing space. Along with that \$4 million expansion, Optimax spent close to \$6 million on equipment and a coating expansion.

Optimax today employs more than 200, including more than 50 people through the expansion. They were awarded the Ontario Chamber of Commerce Business Improvement Award for 2013 at the Annual Banquet sponsored by the Chamber on Sept. 19, 2013.

Union Hill Fire Dept. Open House

The Union Hill Volunteer Firemen's Association proudly sponsors the Open House of the newly remodeled fire house, 70 Ridge Rd., Union Hill, NY 14563. Free Admission, Free Food & Refreshments, Turkey Raffle, Prime Rib Raffle, Silent Auction, 50/50 Raffle

Friday, November 1, 2013 from 7 pm to ?

All proceeds to benefit the Union Hill Volunteer Fireman's Association

Update on Health Care: Brought to you by the Small Business Assistance Program (SBAP): FAQs
From: Ariel-Haradon-Chrisler, Program Coordinator for Small Business Assistance Program
email: arielharadon@gmail.com

QUESTION: I enrolled into a plan on the marketplace, but do not like it. Can I switch into a different marketplace plan?

ANSWER: It depends. During open enrollment you will be able to switch plans; however if you paid a premium during this time, you will not get it back. After the open enrollment period has ended you will only be allowed to switch plans during a Special Enrollment Period (SEP). These may occur due to certain (and limited) qualifying events. Make sure that you understand what is and what is not a qualifying event.

QUESTION: Right now I have a PPO, and can go out of network. Can I go out of network with a QHP?

ANSWER: Maybe. In order to receive out of network benefits through Marketplace plans, you must chose a Silver, or Platinum level plan. However, not all silver and platinum plans have out of network benefits. Make sure to ask for assistance if you cannot tell if a plan does or does not have out-of-network coverage.

QUESTION: What is the difference between Standard and Non-Standard plans on the Marketplace?

ANSWER: Both Standard and Non-standard plans must cover the 10 essential health benefits, must be certified, and must have an adequate network of providers. Standard QHPs must have the exact same benefits, with the exact same cost-sharing. Non-Standard QHPs may have variations on standard cost sharing, and cover additional health benefits, for example, adult dental.

QUESTION: What does "Actuarial Value (AV)" mean?

ANSWER: AV measures the average percentage of medical expenses to be paid by the plan for its enrollees. As AV decreases, premiums decrease and out of pocket costs at the point of care increase. As AV increases, premiums increase and out-of-pocket costs at the point of care decrease.

QUESTION: What are Advanced Premium Tax Credits (APTCs)?

ANSWER: APTCs lower the cost of monthly health insurance premiums. They are available for those who enroll into the marketplace, with incomes between 138%-400% of the Federal Poverty Level. 400% of the Federal poverty level is \$45,960 annually for an individual and \$94,000 annually for a family of four. They are given on a sliding scale basis and are based on your income from the prior year's tax return. The credit is reconciled at the end of the year; meaning that if you received more of a credit than you were entitled you will owe the difference back. If you received less of a credit than you were entitled, you will be paid back. You choose exactly how much of a credit you would like to receive each month.

QUESTION: What are Cost Sharing Reductions (CSRs)?

ANSWER: CSRs reduce out of pocket costs (deductible, co-pay, co-insurance) for those with incomes between 138%-250% of the FPL. Cost Sharing Reductions are only available through Silver Level Plans, and are not reconciled at the end of the year.

QUESTION: What is catastrophic coverage?

ANSWER: Catastrophic coverage is only available to those under the age of 30. It has a lower premium, and a \$6,350.00 deductible. Once the deductible has been met, the plan covers all accrued costs. The Plan covers three PCP visits annually, before the deductible has been met, at no charge.

QUESTION: I heard that employers, through the Department of Labor (DOL), must provide written notice to their employees regarding the health insurance marketplace. Will I be fined if I do not give this notice?

ANSWER: No. There are absolutely no fines associated with this DOL requirement.

QUESTION: What Is the Small Business Marketplace, or the SHOP, and can I enroll my employees into it?

ANSWER: The Small Business Marketplace is a special sector of NY State of Health which allows business owners to provide insurance to his/her employees. In order to be eligible, the employer must have between 2-50 full time employees who are benefits eligible, must be a valid business, must have a business address or primary employee work site in NY, and must offer options to all full time employees. The employer may define what is or is not full time.

QUESTION: How much do I have to pay towards my employees' health insurance premiums through the SHOP?

ANSWER: Nothing. You can choose how much you would like to contribute towards employee's premiums. You can pay all, some, or none of the employee costs.

QUESTION: I heard that there are tax credits available for Small Business Owners. What is the eligibility criteria?

ANSWER: Currently, in order to be eligible the business owner must have 25 or less Full Time Equivalent Employees (FTEs) calculated at 40 hours a week, with average wages of less than 50,000 (not including the wages of the owner or family members), and must contribute to at least 50% of the premium costs. The credit is up to 35% for profit agencies and 25% for not for profit agencies. The credit can be filed retroactively from 2010, meaning that if you met this criteria from 2010 and beyond you can amend your taxes and bring the credits forward. Beginning in 2014 in order to be eligible for the Small Business Tax credit the employer must offer insurance through the SHOP marketplace, and meet all other criteria. The credit will then increase to up to 50% of profit agencies and up to 35% for not for profits, based on a sliding scale.



**Ontario Chamber
of Commerce
Business of the Month
September, 2013
Ontario Barn Vineyard
513 Whitney Road**

Christopher Staub, while looking for an investment property about 7 years ago saw this beautiful 11 acre farm and along with his partner, Liya Moolchan, impulsively bought it. Staub thought it would make a nice wine barn and a great place for a festival. In fact the 7th annual Ontario Barn Festival was held Saturday, August 31. Staub's brother's bluegrass band has been on the bill providing musical entertainment for the festivals ever since.

The process to start a winery in a barn built in 1875 was time consuming for several reasons. The licensing and renovation process took about a year. The renovation project was done, keeping as much of the original barn in place as possible. Several areas of the floor had to be replaced and the entire barn was rewired. Even with the new areas of the barn, Staub managed to maintain the original rustic appearance. Ontario Barn Vineyards opened for business in 2011.

Staub says, "We began bottling our own wines 2 years ago, using our own grapes and those from another Wayne County wine grape grower, Smith Brothers Farms. So all of our wines are made from Wayne County grapes." In addition to the grapes, there are apples, peaches, pears, persimmon, cherries, and other fruits on the property, so Staub makes other non-grape wines as well. "This year we made our first Riesling and we were very pleased with it, as were our customers." The first limited batch sold out by the end of August, but he plans to make a lot more this fall for next year. Some folks know that Riesling grapes come from a geographical area between Germany and France, however these grapes also grow very well in the Finger Lakes and Wayne County. Bringing a new and improved connotation to an old local term, Staub calls his Riesling "DreiEinFunfer", the German translation of "315-er". The Riesling is described as having "a Wayne County attitude". Other top wines on the menu are their Fiddle Barn Red (dry red blend), the 2012 Chardonnay and a very popular, semi-dry Apple Persimmon.

The gift shop supports local artists and is a treasure of arts. Ontario Barn Vineyards also features a balanced selection of quality wines from other regions of New York, giving the customers quite a bit of choice. There are a few really nice Long Island wines that cannot be found Upstate anywhere else but at Ontario Barn Vineyards. "When we find a wine that we like, we will rotate the new wine into our inventory. This keeps things new, fun and different for our returning clients."

In addition to the normal hours of operation, once a month there is a "Sunset Wine Tasting" event from 5 to 7:30. This event features a different type of music each time it is held. Check the web site <http://www.ontariobarnvineyards.com> to find out the date and which type of music will be featured for the month.

**The hours of operation are Saturdays and Sundays from 12 noon to 5:30 pm. from April to December.
Ontario Barn Vineyards can be reached by phone at: 716-982-2164**

Congratulations to Ontario Barn Vineyards as Business of the Month for September. 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, L to R, John, Beckie, and Joe

**Ontario Chamber
of Commerce
October, 2013
Business
of the
Month
*webSURGE, LLC
7689 Chapman Dr.***

Joe Crestuk President of WebSURGE has been a web professional in many capacities over the past 16 years. About nine years ago the company Crestuk was working for decided to off load all of its business customers. Crestuk agreed to provide services to these customers and inherited a substantial customer base to start his company - webSURGE. Over the years webSURGE has refined and enhanced its web development and web marketing services. The idea of helping companies grow and make money through their web presence is very appealing to webSURGE.

Our culture is moving more and more to an online digital presence and businesses are becoming more focused on this new way of doing business and reaching their customers. webSURGE recognized this shift early on and invested resources into refining the business to become a leader in the internet field. webSURGE came from a place of actually owning part of the internet, providing internet service and infrastructure. The result of this experience is a very good understanding of how the entire web infrastructure works and the ability to work efficiently within the system.

webSURGE will develop a plan for your business, starting with a market analysis, key word research, looking at what competitors are doing on line, and what the potential is as opposed to "just creating a new website". By the time the plan is developed the client has a complete marketing budget and knows what to expect from their website. Their website development capabilities are boundless, and they are able to create any functionality you may need, such as e-commerce, shipping systems, inventory tracking systems, and social network integration. Finally webSURGE can handle the most important piece of any website, traffic building. Traffic building is where webSURGE really excels and includes promoting your site through Search Engine Optimization (Page #1 ranking in Google and major search engines) mobile marketing, social networking and online advertisement.

There are so many pieces to this process but in a nut shell, they are a company that can wrap their arms around your company's online marketing goals, develop a plan including a recommended budget and then execute the plan. Follow up includes monthly reports to make sure things are working as expected including increased ranking in Google, increased traffic, and increased sales.

The very best place to really learn about webSURGE is naturally on the web.

webSURGE can be found on the web: www.websurgenow.com

webSURGE can be reached by phone at: 585-301-4379 / 866-529-8081

Congratulations to webSURGE as Business of the Month for October. 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 on the Chamber's website: www.ontarionychamber.org