

**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, V.P. (585) 820-8801  
Jim Switzer, Treasurer – (585) 750-2277  
Cheryl Legg, Secretary – (585) 315-0935



**Board of Directors: (3 year terms)**

Roger Legg - 2013  
Nadia Niniowsky - 2015  
Thomas Mizelle – 2014  
Ray Cedruly, Community Liaison  
(585) 734-5526

Website: [www.ontarionychamber.org](http://www.ontarionychamber.org)

*~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 ~*

**Newsletter – July - August, 2014**

**Community Events**

**August 3<sup>rd</sup>** – Pines of Peace Charity Golf Tournament – Sodus Bay Heights Golf Club  
Shotgun Start – 1 p.m. \$100 Golfers; Non-golfers \$35. Join us at 6 pm for dinner, silent auction, raffles And games. Call (315) 524-2388. Deadline: July 30<sup>th</sup>

**August 9<sup>th</sup>** – Blood Drive – Casey Park – Sponsored by Ontario Chamber & American Red Cross – 9 am – 2 pm.

**August 11 to 16** – Wayne County Fair, 250 W. Jackson St. Palmyra. Aug 12<sup>th</sup> – Seniors Free until 5 pm. [www.waynecountyfair.org](http://www.waynecountyfair.org) for ticket cost & events. Tickets available at Ontario Town Clerk

**July 24<sup>th</sup>** – 7:30 pm Concert Casey Park – Tribute to the USO

**August 7** – 7:30 pm - Ruby Shooz

**August 23** – 7:30 pm - Main Street East (Summer Send Off)

**Webster's Joe Obbie Farmers' Market Now Open**

Saturdays – 8:30 a.m. to 1 pm

Wednesday afternoons – 2 – 6 pm

Towne Center Plaza – Holt & Ridge Roads, Webster  
Information: Call 315-589-8703

**Heritage Square Museum** – 7147 Ontario Ctr. Rd., Ontario is now open weekends Sat. & Sun. from 1:30 to 4 pm.

**August 17** – Pioneer Family Day & Ice Cream Social at the Square – Home Arts' Demonstrations, Activities, Stories

**Sept. 21** – Ontario Library Memories – 1:30 pm - School Time in the Schoolhouse @ Heritage Square

**Wilbert's PRP, Ontario, Hosts Business Tour Co-sponsored by Ontario & Williamson Chambers**



*Pictured is the Wilberts' Fleet of Vehicles and photo below of the car crusher at work*

On June 19, 2014 the Ontario Chamber of Commerce and Williamson Chamber members were guests at an open house business tour hosted by Wilbert's Premium Recycled Parts, 6333 Lakeside Road, Ontario. This is the 4<sup>th</sup> annual tour co-sponsored by the chambers. The main purpose of the tour is to highlight a local business and find out the details of what it takes to operate that business on a day-to-day basis.

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## Wilbert's Hosts Business Tour (cont'd from page 1)

After refreshments provided by Konstantinou's Restaurant, members viewed a powerpoint presentation coordinated by the Wilbert family and then were treated to a demonstration of vehicles being crushed and air bags being exploded inside and outside a vehicle.

Wilbert's was founded by the patriarch of the Wilbert family, Art Wilbert in 1952 using what he called his "farmer ingenuity". Art began his vehicle repair business on the farm located on Salt Road, in Webster after working for a Buick dealer. He only repaired Buicks and used the motto: *"For a Buick Part Call Art and Get the Right Part From the Start."* Pine trees were planted to screen the yard and thus was born the Christmas Tree Farm business. Currently, sons of Art and other Wilbert family members operate the business. The successful operation of over 50 years can be contributed to the fact that a younger generation of the Wilbert family has taken an interest in the business and now hold key positions.

Wilbert's Premium Recycled Parts Lakeside was acquired in June, 2004 and renovation and remodeling began. Forty thousand tires were removed and recycled with some underneath ground level having to be pulled from swamps. The majority of the cars on the site at that time were hauled away for scrap and crushed. After four years of cleaning the site, loads of stone were hauled in and a new concrete pad was added with a crusher. The crusher, estimated at \$120,00-\$130,000. can handle two cars at a time. Continued improvements included office and sales renovation and cleaning of the dismantling room and reconfiguration. In January, 2008 Rick Wilbert moved to the Lakeside facility and changed the buying habits. Previously, 99% of the vehicles were purchased off the street. Now they are bought from insurance auctions. Through efficiency improvements, 150 cars per month are now processed where previously, 12 to 20 cars were processed.

Wilbert's is part of Team **Premium Recycled Parts (PRP)**. Team PRP is a nationwide network of automotive recycling companies that are held to high standards in their industry. They use the best practices in recycling and adhere to stringent quality control standards for recycling and reusing parts and fluids that are contained within the vehicles such as gasoline; oil; antifreeze. There are 21 locations in seven states for Team PRP automotive recyclers and Wilbert's is close to being No. 1 in this industry. PRP members offer "best in industry warranties" to its customers and use a centralized database for parts and distribution, which results in an easy exchange of parts throughout New York State. Wilbert's feel this is a big factor in helping promote their business. Team PRP offers a community and team work relationship with other automotive recyclers and allows easy access to share information.

Besides the Salt Road and Lakeside Road locations, Wilbert's also owns Wilbert's You Pull-It in Williamson, on Route 104. The site was purchased in 2007 and needed extended cleanup. There is a \$2 entrance fee and participants must be 18 yrs. old to enter. There is a set price on all parts with the inventory on their website. On Nov 26, 2013 the facility suffered a severe fire, however, on Dec. 26, 2013 was able to re-open. A new building, 110 x 100 ft. with a 16 ft. overhang is now under construction. This facility will employ 18 full time people and will be completed in the near future.

The perception of the dismantling business has changed over the years. In the 1940's and 1950's the term "junkyard" was used to describe these businesses. Now they are known as Recycling Centers since they are able to **Reuse, Recycle and Reduce** environmental waste while complying with state and federal laws.

***Before and after views of the car crusher***





## Dollar General Opens at 1280 Rt. 104 In Ontario, NY



Pictured above, L to R: Jim Switzer, Ontario Chamber Treasurer, Judy Sheffield, Josh Garno, Dollar General Store Manager, and Cheryl Legg, Ontario Chamber Secretary

On June 14, 2014 the Ontario Chamber held a grand-opening ribbon cutting ceremony to welcome Dollar General to the Ontario business community. The store is located at 1280 Rt. 104, within the Ontario Plaza between Big Lots and Save-A-Lot Supermarket. Mr. Josh Garno is the store manager who has had previous experience managing Dollar General stores in Williamson, Sodus, and Wolcott. Mr. Garno stated the location is good for Dollar General since it fits into the expansion plans for Dollar General to locate a store within a 15-20 minute drive from other stores. There are 50,000 Dollar General stores nationwide.

The Ontario Dollar General consists of 8,000 square feet and carries a variety of merchandise from brand name food items, pet food, cleaning and laundry supplies, toys, automotive, hardware, apparel, stationary and giftwrap, and much more. There are weekly and monthly specials advertised on their website: [www.dollargeneral.com](http://www.dollargeneral.com). Dollar General has over 2,000 items priced \$1.00 or less and has a whole aisle entitled "Value Valley" and a food isle for "DG" deals that are \$1.00. They accept manufacturer's coupons, credit cards, checks, and Pay Pal.

Dollar General employs two full time and 4-5 part-time employees. Store hours are 8 am – 10 pm everyday, except Christmas. Ribbon cutting ceremonies are sponsored by the Ontario Chamber of Commerce. If you would like more information, please contact the Chamber office at (315) 524-5886.

### Edward Jones Announces New Financial Advisor

The financial services firm Edward Jones has hired Jon Wordinham as the new financial advisor for the Ontario branch office located at 6323 Knickerbocker Road, Ontario, NY. Welcome, Jon, to Ontario! He can be reached at 315-524-3130.

### Conifer Wins 2<sup>nd</sup> Quarter Chamber Business Promotion Award

Congratulations to Conifer Realty, owner of Brown Square Village who is the winner of the Chamber Business Promotion Award of \$100. The winners are chosen once every business quarter by a random drawing from business cards submitted by chamber members. To participate, mail your card to: Ontario Chamber, PO Box 100, Ontario, NY 14519.

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

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**Webster's Joe Obbie Famers Market.** Webster Towne Center Plaza, Holt Rd., Webster, NY  
- Open Saturday mornings 8:30 am – 1 pm & Wednesday afternoon 2 pm – 6 pm.

For information call 315-589-8703 or email: [dne2958@aol.com](mailto:dne2958@aol.com)

**Nature's Way Floral and Garden,** Joellen Simone, 7284 Knickerbocker Rd., Ontario  
**Uno Chicago Grill & Pizzeria,** Corrine Leone, Webster Towne Center Plaza, Holt Rd., Webster, NY  
**Wayne County Automotive,** Michael DeMareo, 2241 Walworth-Marion Rd., Walworth, NY 14568  
**Pugsley's Marine, Inc.,** Carol & Robert Cario, 310 NYS Rt. 104, Ontario  
**Mr. Auto/Parts Plus,** Jan Leaty, 1864 NYS Rt. 104, Ontario  
**Ontario Public Library,** Sandra Hylen, Director, 1850 Ridge Rd., Ontario  
**DPR Bookkeeping Services,** Diane Romano, 5152 Lincoln Road, Ontario  
**R.C. Kolstad Water Corporation,** William Kolstad, 73 Lake Rd., Ontario  
**Conifer Realty, LLC, Brown Square Village Apts.,** Frances Graham, Ontario  
**The Union Agricultural Society at Palmyra,** Wayne County Fair, 250 W. Jackson St., Palmyra  
**MJ Gabel,** Anne Johnson & Matt Gabel, 634 State Rt. 104, Suite 1, Ontario  
**Reliant Community Credit Union,** Colleen McCarthy, Benton Place, Sodus

**Welcome New Members To The Ontario Chamber!**

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**Photo CHICA Photography,** owned by Jenniffer Merida-Nudd, 2011 Ridge Rd., Ontario  
Phone: (585) 704-6833; email: [myphotochica@gmail.com](mailto:myphotochica@gmail.com) or [myphotochica@yahoo.com](mailto:myphotochica@yahoo.com);  
website: <http://www.photochica.com>. Weddings-Engagements-Families/kids-Maternity-  
Newborns, Seniors-Modeling-Fitness-Portraits

**Exelon Generation, R.E. Ginna Nuclear Power Plant,** Sharon Miller & Maria Hudson,  
Ginna Community Council, 1503 Lake Road, Ontario, NY, Website:

**Deb's Lunch Box,** 369 NYS Rt. 104, owned by Deb Bechtold. Deb operates the vending cart located within the Beh Industrial Park, west of Harbec Plastics. Deb offers a healthy breakfast and lunch menu including all grilled items (no frying): burgers; Reuben's; melts; and salads. Email: [debslunchbox@gmail.com](mailto:debslunchbox@gmail.com). Hours: 7 a.m – 2 p.m. Phone: (585) 727-2335

**Robert King, Attorney at Law,** 2003 Ridge Road, Ontario. Robert King is a criminal defense attorney and former Monroe County prosecutor and he has a successful track record spanning hundreds of cases. Contact the firm for a free case evaluation. Phone: (585) 270-8882. Website: [www.robertkinglawfirm.com](http://www.robertkinglawfirm.com). Email: [rking@robertkinglawfirm.com](mailto:rking@robertkinglawfirm.com). Now serving Wayne County.

**John Smith, Ontario Town Supervisor,** Ontario Town Hall, 1850 Ridge Road, Ontario. John can be reached at 315-524-7170 (x100) or email: [supervisor@ontariotown.org](mailto:supervisor@ontariotown.org)

## **Sparky's Cans & Bottles Honored As Business of the Year By Ontario-Walworth Rotary and Ontario Chamber of Commerce**

Sparky's Cans and Bottles, located at 6341 Ontario Center Road opened 5 years ago, June 1, 2009 to process can and bottle returns for the New York State 5 cent deposits. Owner Jo Donnelly used her nickname "Sparky" as the company name.

She employs local teens to help sort the various cans and bottles by distributor, size and type. Distributors then pick up the sorted items weekly. Jo will go anywhere within a 20 minute drive to deliver collection barrels and bags for an event and then pick up the returns to process for a chosen charitable group. They help with fundraising for our local school groups and churches, Pines of Peace Comfort Home, Boys Scouts and Cub Scouts, the Humane Society and Ontario Food Pantry.

New signs are available to recognize businesses. Jim Switzer displayed the signs that will adorn the business front.

## **Ontario Chamber Awards Community Service Scholarship**

At the June, 2014 graduation of Wayne Central High School the 2014 Ontario Chamber Community Service Scholarship was awarded to Celia Freida, 5873 Walworth Ontario Road, Ontario, NY. The Scholarship is awarded to the senior who has completed the highest amount in volunteer hours during their high school years. Ms. Freida accumulated 374 community service hours with the following organizations: Gliding Stars; Ronald McDonald House; Salvation Army Red Kettle Campaign, Osteogenesis Imperfecta Organization; Ontario Parks & Recreation and Rochester General. She also served as Class Officer, and a member of various school clubs. She is the 2014 Salutatorian and plans on attending SUNY Geneseo in the fall to study Biology.



Pictured L To R: Sherry Verstraete, V.P. Ontario Chamber, Jo Donnelly, owner of Sparky's, Lori Cleveland, and Mary Merritt, President Ontario-Walworth Rotary



Jim Switzer, Ontario Chamber Treasurer, holding new Business of the Year signs



Celia Freida 2014 recipient of the Chamber Community Service Scholarship

## Business Fair Summary Sponsored by Ontario Chamber



A business fair, sponsored by the Ontario Chamber of Commerce was held on June 7, 2014 at Heritage Square Museum, 7147 Ontario Center Rd. The following business vendors participated: Avon, Kim Packard; Cam's Pizzeria, Jason Benton; Edward Jones Investments; Furnace Mini Storage, Ray Cedruly Family; Jamberry Nails, Jessica Hanna; Lazzaro Performance, Christina Lazzaro; Lia Sophia Jewelry, Vicki Steele; Lemongrass Spa, Jamie Schmitt; Mary Kay Cosmetics, Danielle Jones; Pampered Chef Michelle Brunswick; Pines of Peace, Kimberly Wood; Stoned Jewelry, Karin Jagger; Abbie Schmitt, Thirty-One Gifts; and Meaghan Schulte, Sustainable Energy Development. The business fair was open to any business. If you would like more information about any of the above vendors, or the business fair itself, please contact Cheryl Legg, Chamber Secretary at (315) 524-5886. A big thank you to Roger and Cheryl Legg for helping coordinate this event!

The Chamber also thanks the Town of Ontario Historical and Landmark Preservation Society for the use of the premises and Joe's Meat Market 6845 N. Slocum Rd., Ontario, and the Pagliuso family for the donation of hotdogs.

### Chamber Annual Banquet Save The Date Sept. 18, 2014

Banquet plans are underway. The Brookwoods Country Club has been reserved for Sept. 18, 2014 (Thursday) with cocktails at 6 p.m. and a buffet dinner at 6:30 p.m. Ray Cedruly and Cheryl Legg will be collecting door prizes. If you wish to donate a prize, please contact them:

Ray – 585-734-5526 or email [anna101@rochester.rr.com](mailto:anna101@rochester.rr.com)

Cheryl – 585-315-0935 or email [clegg@rochester.rr.com](mailto:clegg@rochester.rr.com)

The banquet is open to the public. If anyone would like a reservation form contact the chamber office: 315-524-5886. Cost is \$30/person.



Vicki Steele, Lia Sophia Representative



Ontario Garden Club, Celebrating 40 Years



Stoned Jewelry, created by Karin Jagger

## News From R.E. Ginna Nuclear Power Plant

Owners of the Ginna Nuclear Power Plant hope to start negotiating its future soon. This comes after a decade-long power purchase agreement expired last month between Rochester Gas and Electric and plant owner Exelon and Constellation Energy.

The plant is looking for someone to buy its electricity and Ginna's owners hope it will again be RG&E. The utility company bought about 90 percent of the plant's power. Exelon and Constellation Energy filed a petition with the state's Public Service Commission. If approved, the owners would negotiate again with RG&E for another deal.

"We do anticipate that negotiation will keep Ginna running, at least until 2018 for the reliability needs in the area. And it's also just good for the community to keep the jobs and tax dollars and clean energy in the area," said Ginna Communications Manager Maria Hudson. Exelon and Constellation Energy said a study by the New York Independent System Operator found that Ginna is needed to maintain the reliability of the state's power grid.

### R.E.Ginna Nuclear Plant to Host Community Information Night ~~

On August 5 (Tuesday) from 4-7-p.m. the public is invited to attend a Community Information Night at the R.E. Ginna Nuclear Plant. This is a free event and will be held outside the Ginna Training Center. The plant's control room simulator used for training reactor operators will be open to the public. Please RSVP by July 25 by email to [maria.hudson@exeloncorp.com](mailto:maria.hudson@exeloncorp.com) or by calling 585-771-5402.

## Photo CHICA Celebrates Grand-Opening



L to R: Lowell, Jennifer's husband, Isabelle & Sophia, Jennifer's children, Jennifer Merida, Cheryl and Roger Legg, Jim Switzer, Ontario Chamber members



Photographer, Jennifer Merida, was very happy to cut the grand-opening ribbon on July 20th to announce the location of her studio at 2011 Ridge Rd., Ontario, NY. Along with Ontario Chamber members, many of Jennifer's family and friends were on hand to congratulate her on this achievement in her photography career.

Photo CHICA Photography has been in business for 7+ years. Owner Jennifer Merida has showcased her talents in numerous locations and sites for events, both locally and nationally. The new studio offers photography for families, engagement/weddings, children, high school seniors, as well as bodybuilding/fitness competitors and events. Photo CHICA is also available for on-location photography and events. **Contact: Jennifer Merida 585-704-6833 / [myphotochica@gmail.com](mailto:myphotochica@gmail.com) / [www.photochica.com](http://www.photochica.com).** The Ontario Chamber wishes her many years of success!



L to R: Melinda Prinzing, Lori Rosenzweig, Tony Tuchrelo, Jake Mascari, Dan Vice, Lindsay Deutsch, Alyshia DeFranco

## Ontario Chamber July 2014 Business of the Month **Mama Lor's Café** **1891 Ridge Road**

Lori Rosenzweig owner / president of Mama Lor's Cafe states that she has been in the beverage/customer service business for 23 years. Rosenzweig says she has also dabbled weekends in the food industry, at a deli for ten years and at the Union Hill Grill for about three years. "I like food, I like people so let's travel this journey and see where it takes me."

The food service business is a lot of work. Rosenzweig says that one of the rewards is having a great staff. They have been with me for all two and a half years. I let them run with their ideas and I think that is what really made this take off. I give them the freedom to do what they want. The staff is really what is the magic here. Mama Lor's is a small community within the larger geographical area. Everybody knows everybody here.

There are special menu items every day. We have some fun breakfast specials every weekend. Our advertising consists of word of mouth and that seems to be working. We also support community organizations and that helps to make people aware of us.

There is room for growth here but I do not know what is next. We started with baby steps, starting with breakfast and lunch, went slowly to Friday dinners, went slowly to more evenings, slowly to the liquor license. This approach seems to be working. I try to do what people want. I am always open to suggestions. We do not do catering, however catering can be arranged by calling us. Tony our cook does the catering if there are requests. He is independent of Mama Lor's. We enjoy having families and groups dine here. We can accommodate special occasion celebrations as well as business meetings. This entire business is about the people who come here to eat.

The building is very magnetic, built in the late 1800's, it has served as a Post Office, general store, tropical fish store, TV repair shop, home of the Union Hill Fire Department, and finally in 1995 the Union Hill Grill.

This year for the first time we had a very large Bunny with a neon green vest hopping around for Easter. The Bunny also went across the street for the Union Hill Fire Department egg hunt. The children loved the bunny. We hope to do more fun things throughout the year.

Mama Lor's employs 25 people.

**Hours of operation Sunday – Tuesday 6 AM - 2 PM**

**Wednesday, Thursday 6 AM – 8 PM**

**Friday 6 AM – 9 PM**

**Saturday 6 AM – 8 PM**

**Mama Lor's Cafe can be found on the web at: <http://mamalorscafe.com/>**

Congratulations to Mama Lor's Café as Business of the Month for July. 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 Sun & Record with The Wayne County Mail.**