

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

Officers: (terms expire in 2016)
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 - 2016
Nadia Niniowsky - 2015
Vicki Steele – 2017
Ray Cedruly, Community Liaison
(585) 734-5526

Website: 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 – November-December, 2014



Pictured above, copper still at Apple Country Spirits

Apple Country Spirits Business Tour



On October 9, 2014 the Chambers of Ontario Williamson, and Sodus enjoyed a tour of Apple Country Spirits founded by David DeFisher. The DeFisher family owns 800 acres of farmland in Williamson, NY which produces apples, cherries, pears, plums, and peaches. After Mr. DeFisher took a distillery course with his wife, they decided to open Apple Country Spirits located at 3274 Eddy Road in Williamson. About 10,000 bushels of apples annually are used to produce tree vodka. Other products include pear brandy, applejack and hard cider. Apple Country Spirits is open to the public Friday, Saturday and Sundays from Noon until 5 p.m. Tastings are available in a beautifully decorated tasting room with a cherry bar made from wood found on the premises. Spirit tastings are \$1.00 each and wine and hard cider tastings are \$2.00 each. Views of the entire operation and brief tours are available during normal hours or by appointment. Mr. DeFisher prides himself that 95% of all equipment in the distilling and juicing process is made locally or in the USA. The fermentation tanks were made in Geneva, NY and the apple press was manufactured in Buffalo, NY. Their copper still came from Vendome Copper Works, in Kentucky. Tree Vodka can be purchased at Konstantinou Liquor, 2030 Rt. 104, Ontario, NY. For a complete listing of additional liquor stores and more information go to www.applecountryspirits.com or call (315) 589-8733

Community Events

Nov. 14, 15, 16 - Wayne County Shop Hop

Stop in at The Feathered Nest, L.W. Emporium & The Whistle Stop for the **Winter Wonderland Shopping Fling**, Friday, Saturday & Sunday. Refreshments and a free gift at each stop through Wayne County. Collect a stamp at each location to be eligible to win a gift basket: 1st prize – 14 stamps - \$120.00 basket; 2nd prize – 10 stamps – \$100 basket; and 3rd prize- 7 stamps - \$80 basket. For more information on the **Shop Hop through Wayne County and location of stores**, go to: www.waynecountyshoppingfling.com.

Dec 3 – Ontario Christmas Tree Lighting Event – Ridge Road – Downtown

- 5:30 p.m. Story time with Miss Ann from Ontario Library
- 6:00 p.m. Cookie frost; pizza and cocoa; sticker hunt; D.J. – 2017 Ridge Road, Ontario
- 7:00-7:15 p.m. Santa Arrives
- 7:25 p.m. Raffle winners announced
- 7:30 p.m. Tree Lighting

Organizing Tips by Robin Harisis

Simple Organizing Solutions for School Papers

In honor of the beginning of school, I thought I would address one of the most common questions I get from parents. How do we manage all the school papers!?

I have found that the "Wall of Fame" and the "Box of Memories" is a tried and true organizing method for just about everyone. It is a very simple system that is easily customizable to your needs. Here's how it works: First, you display the school papers on the "Wall of Fame." Then, when new paper comes in, you take the old papers down and put them in the "Box of Memories." Repeat as needed.

Here's to an organized school year and organized papers!

Robin Harisis is a professional organizer in the Rochester, NY area. She specializes in organizing families, offices, and paper, but happily does anything in between. She is accepting new clients and can be contacted at 585.727.2005 or robin@myexpertorganizer.com. Visit her website at www.myexpertorganizer.com She is also a member of the Ontario Chamber of Commerce.



Ontario Food Pantry

Holidays are around the corner. Let us not forget the Ontario Food Pantry and the important work that they do. For a complete listing of locations to drop off your donation and a list of recommended items go to: <http://www.ontarionychamber.org>, under the **Community Menu**.

The Ontario Food Pantry will also accept cash. If you wish to make a donation you may mail it to: PO Box 314, Ontario, NY 14519. Participants need a referral from an organization or church. Ontario residents only are served. No damaged or expired items, please.

Gerber Homes Celebrates Groundbreaking for Patriot Corner Townhouses



Pictured above L to R, Front row: Norm Gerber, Tom Ide, Bruce Gerber, and John Smith, Ontario Town Supervisor, Back Row: Susan Gerber, Jim Switzer, Roger and Cheryl Legg, Ontario Chamber, and John Graziose, from Gerber Homes.

Representatives from Gerber Homes, Ontario Chamber members, and town officials were on hand to participate in the ground breaking ceremony for Patriot Corner Townhouses on October 14, 2014. The homes will be located on Stokely Creek Trail, which is on the south side of Ridge Road, west of the Ontario Ctr. Rd. intersection. Amenities include: Central Air; Garage; Fully equipped kitchen; cathedral ceiling in great room; laminate flooring; deck; lower level with patio; washer & dryer hookup; cable TV; walk-out basement. The homes are now under construction and consist of 1491 square feet with 3 bedrooms, and two bath units. There will be a total of 30 townhomes constructed on the new, privately owned, cul-de-sac road. Gerber homes can be reached at (315) 524-8392 or (315) 524-7890 for more information or go to www.gerberapartments.com for a footprint layout. The ground breaking ceremony is a new service that is now being offered through the Ontario Chamber of Commerce.



Pictured L to R: Dave Gustyn, Geoff Lagoner, Chris Bushey, John Smith, Town Supervisor, Chuck Berry, Joe Lattuca, Ed Deaddy, Rear Row: Keith Porter, Gordon Schrader, District Manager, Advance Auto Parts; Dan Goldman, Caleb McKee, Jim Switzer, and Cheryl Legg, Ontario Chamber

Advance Auto Parts, 1971 Rt. 104, Ontario, officially cut the ribbon for the grand opening celebration on October 14, 2014 for their new store located at the northeast corner of Knickerbocker Rd. and NYS Route 104. On hand to help with the ceremony were Ontario Town officials, Ontario Chamber members, and Chris Bushey, Store Manager, Gordon Schrader, District Manager, and Joe Sterbank, Regional Vice President of Advance Auto Parts.

The new store is approximately 6500 square feet and employs 13, with a mix of full time and part time. It is an auto parts and accessories retail store. They are now offering Buy One, Get One Free on wiper blades and Lucas products through January, 2015. Free installation is offered with the purchase of wiper blades or battery. Online ordering is available for store pickup. Hours are Monday through Saturday 7 am to 9:30 pm and Sunday, 9 am to 7 pm.

Advance Auto Parts is one of the top supporters of Juvenile Diabetes and presented a \$1,000.00 check to the Juvenile Diabetes Research Foundation in honor of their grand-opening.

The Ontario Chamber congratulates Advance Auto Parts and welcomes them into our business community!

New York State Now Offering CDOS Credential

Wayne Central is now offering students the opportunity to earn a new credential which may affect the questions asked on an employment application or during the interview process. The new credential is called Career Development and Occupational Studies (CDOS). According to New York State, it may be earned by any students that have documented learning disabilities according to their Individualized Education Plan as a supplement to their Regents diploma or in lieu of their diploma. For more information, please contact Tracy DonVito, Graduation Requirements Coordinator at Wayne Central (315) 524-1074 or tdonvito@wayne.k12.ny.us.



Pictured L to R: Debbie Burnham; Marsha Fuller; Anne Jordan; Donna Miller; Nora Saile; and Kathy Riveria. Rear row is John Graziose, from Gerber Homes and owner of L.W. Emporium

Ontario Chamber Website Features

www.ontarionychamber.org

Directory Listing. Just a reminder to our businesses that your business name and other details are listed in our business directory, organized by business category. This is on the home page. To access the directory click on "members". It offers a search option or you can preview a listing of businesses listed under one category type, such as insurance; crafts and gifts, e-commerce, etc. If your listing is not up-to-date, please contact our Secretary at clegg@rochester.rr.com.

Restaurant Guide. Restaurants who are chamber members are also listed under the Community Menu on the home page, under Restaurant Guide. It lists location, hours, phone, and a link to the restaurant's website for menu selections.

Ontario BID Meet & Greet Scheduled for Nov. 13th

The Ontario Business Improvement District has Scheduled a Meet & Greet for Nov. 13th at 7 pm **to** be held at Cam's Pizzeria, 2000 Ridge Rd. Ontario. Stop in and hear what their plans are and get to know your local merchants!

The Feathered Nest Gift Shop Now Open at L.W. Emporium

The LW Emporium Village, 6355 Knickerbocker Road is happy to announce the grand opening of it's newest addition, The Feathered Nest, a gift shop unique to Ontario. The Ontario Chamber helped with the grand-opening celebration with a ribbon cutting ceremony held on October 10th at 11:30 a.m. The Feathered Nest is founded by seven women: Debbie Burnham; Kathy Riveria; Nora Saile; Donna Miller; Gail Fancher; Marsha Fuller; and Anne Jordan. John Graziose from Gerber Homes, the owner of L.W. Emporium, was also present to congratulate the group of entrepreneurs. The shop carries a variety of items including specialty food selections; jewelry; candles; table linens; Christmas decorations; and much more. Some of the lines they carry include Keuka Lake Coffee Roasters, April Cornell, Natural Life, Curly Girl & more. Stop in at The Feathered Nest for the **Winter Wonderland Shopping Fling**, Friday, Saturday & Sunday, **November 14-15-16, 2014**. Refreshments and a free gift at each stop through Wayne County. Collect a stamp at each location to be eligible to win a gift basket: 1st prize – 14 stamps - \$120.00 basket; 2nd prize – 10 stamps – \$100 basket; and 3rd prize- 7 stamps - \$80 basket. For more information on the **Shop Hop through Wayne County and location of stores**, go to : www.waynecountyshoppingfling.com.

Hours for The Feathered Nest are Tuesday through Sunday 10 am to 5 pm. Closed on Mondays. Phone: (315) 524-3343; email: lwemporium@verizon.net. Follow them on facebook.com/thefeatherednest.

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

T. Nelson Sales, Tom Nelson, 964 NYS Rt. 104, Ontario
webSURGE, LLC, Joe Crestuk, 7689 Chapman Drive, Ontario
Fernwood Auto Parts, Inc. dba FA Products, Tom Forgione, 265 David Parkway, Ontario

Welcome New Members to the Ontario Chamber!

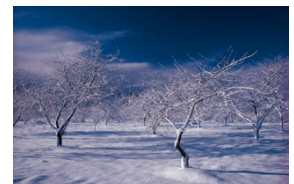
Liberty Mutual Insurance, Giuseppe Spano (Sales Rep), 1140 Crosspointe Lane, Webster, NY 14580. Liberty offers personal lines of insurance. Contact information; email: giuseppe.spano@libertymutual.com; website: www.libertymutual.com/giuseppespano; phone (585) 787-0850, ext. 53941. I am excited about the wide range of cost-effective programs Liberty Mutual has to offer. I graduated from Rochester Institute of Technology. My wife and I have 4 children. At Liberty Mutual we are committed to offering affordable insurance programs to help you lead a safer, more secure life. Contact me at Liberty Mutual today to learn more about their complete coverage plans designed to protect you, your home, and your automobile.

Stan's Computer Repair, owned by Stan Hanby, 2015B Ridge Rd., Ontario, NY 14519.
Hours: Mon-Tues 9am to 6 pm; Wed-9am to 1 pm; Thu-Fri-9am to 6 pm; Available by appointment outside of business hours. 23 years experienced as an IT/MIS professional!
Contact information: email – stansridgerd@gmail.com; facebook.com/stanscomputerrepair
Ribbon cutting ceremony by the Chamber is scheduled for **Monday, Nov. 10th at 11:30 am.**

Chamber Christmas Holiday Giving Program

If you are interested in helping with the Chamber's Christmas Holiday Giving Program, there are two ways you can get involved and help spread the Christmas Spirit:

- (1) The Ontario Chamber is working with Dollar General in sponsoring a toy collection. We are asking that new, unwrapped toys be brought to Dollar General, 1280 Rt. 104, Ontario Plaza and deposited in their collection box. The Ontario Chamber will distribute them to Ontario families through the Ontario Food Pantry, American Legion, and Wayne Central Primary School;
- (2) The Ontario Chamber has a list of Ontario families in need. If your business would like the details of a family with primary age children and wish to "adopt" them through the donation of toys, please contact the Chamber Vice President, Sherry Verstraete, (email: sverstra@rochester.rr.com) Businesses are responsible for shopping, wrapping and delivery of the gifts to Wayne Central Primary for distribution.



*The Ontario Chamber wishes all of its members a Happy
Thanksgiving and Holiday Season With a Prosperous New Year!*

I've Been Working On The Railroad (The Ontario Midland, that is!)

An upgrade to the Ontario Midland Railroad has continued through the summer of 2014 and is almost complete. The lowest bidder for the project was Riegel Rail Solutions. LLC from the Albany, NY, area. The project included replacing 12,800 railroad ties from Tuckahoe Road in Williamson going west to Webster, in front of Xerox. The contract price of \$1,464,000. also included the cost of hauling and disposing of the ties. Funding was through the NYS Rail Bond Act of 2000 with 90% and 10% coming from Ontario Midland with funds or in-kind services. Sandi Saracen, Vice President and General Manager of the Ontario Midland Railroad said the ties usually last about 20 plus years or more and the last time they were replaced was around 1979-1980. She stated that use of the railroad has increased from 150 cars to an estimated 450 cars in 2014. Also, with the expansion of Timothy Lane, the industrial road extending eastward from Dean Parkway, may bring more new businesses that require rail service. Soon, rail service will be reinstated for Upstate Biodiesel located at 317 NYS 104 in Ontario, which needed to be stopped due to the rail improvements. Looking forward to 2015, Ms. Saracen said she hopes that the road crossings at Fisher Road and Salmon Creek Road will be improved next year.



Riegel Rail Solutions machinery at work in Ontario, near Harbec Plastics, replacing railroad ties, August, 2014



Ontario Chamber of Commerce
November, 2014, Business of the Month
Wilbert's Lakeside, LLC, 6333 Lakeside Road



Rick Wilbert, owner of Wilbert's Lakeside states that Wilbert's Auto Parts was founded by the patriarch of the Wilbert family, Art Wilbert in 1952 using what he called his 'farmer ingenuity'. 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. Wilbert's Lakeside was acquired in June 2004 and renovation and remodeling began and continues to this day with the addition of a new fence. Over 40,000 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 can handle two cars at a time with a price range of \$120 – \$130,000. 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 Auto Parts 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 the 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

Wilbert's Lakeside employs 21 people and hours of operation are: Monday – Friday, 8 am – 5 pm; and Saturday 8 am – 11:30 am. Phone: (315) 524-8800 and Fax: (315) 524-4657; Website: <http://www.wilbertsinc.com>

Congratulations to Wilbert's Auto Parts as Business of the Month for November. 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.



**Ontario Chamber of Commerce
December, 2014
Business of the Month
McConnell Editorial Service
5943 Walworth Rd., Ontario**

Mr. McConnell describes McConnell Editorial Services as a one-man show operating out of one room in his home. McConnell says that he started writing part-time more than 40 years ago. "I've always had the desire to write, and I've found that writing presents continual learning opportunity. That's why I liked the teaching I've done over the years—there's no better way to really get into a subject than to teach it." When his last organizational job evaporated on him in 2000, McConnell shifted to full-time editorial work.

McConnell Editorial Services currently has two major clients, one being a textbook publisher located in the Boston area. For this client, McConnell writes textbooks and the tests that accompany the books. The other client is a Philadelphia-area publisher for whom he edits a quarterly professional journal. In addition, McConnell freelances in a number of publication markets. "For a number of years I wrote short articles for the National Federation of Independent Business, but NFIB eventually changed the way they transmitted information to members so I moved on to other work." He is currently editing a book for a management consultant and developing proposals for additional freelance projects. His freelancing has included a number of books, numerous articles, a bit of contract writing for various agencies, some ghost writing, and even a bit—"a rather limited bit"—of fiction. His background is in industrial engineering and human resources. These two skill sets have helped him enormously with the editing business. "I also used to teach supervision and management courses, and much of that just slid into the writing I do now. I've also written quite a few employment résumés, in fact enough of them to learn that there is no single right way to write résumés.

"I don't advertise, so some of my freelance work comes by word of mouth and some comes from proposals I send to publishers. The quarterly professional journal that I co-founded and have been editing for 33 years keeps my name visible in academic circles.

"I wrote my first two or three books on a manual typewriter, and when I finally got an electric typewriter I felt like I was in heaven. Then came the computer. The ability of computers to produce error-free final copy and instantly transmit material has been a game changer for people in this business. For example, the computer dramatically expedited the process of turning out articles for the quarterly journal. It's a multi-step process: I receive a manuscript, I review it once-over and send it out for review by someone familiar with the subject area, then I review it again for language and structure and send it to the publisher's editorial service for final copyediting and processing of copyright forms. This all happens by email now, bypassing what used to be five or six back-and-forth mailings. In some instances the process that once took up to two months is now concluded in a few days.

"An author whose work I admire once said that writing cannot be *taught* but it can be *learned*. You have to do it yourself; the way to learn how to write is to write a lot and read a lot. Read to absorb ideas and language and style, write to gain experience."

Congratulations to McConnell Editorial Services as Business of the Month for December. Ontario Chamber of Commerce is pleased to salute this Ontario Business as the "Business of the Month." They are featured in The Sun & Record with The Wayne County Mail and on the chamber's website: www.ontarionychamber.org.