

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

Like Us on Facebook.com/ontarionychamber

~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 – March – April, 2015

Mama Lor's Café Receives Greater Rochester SCORE 2015 Outstanding Business Award

Mama Lor's Café, owned by Lori Rosenzweig, received the 2015 Outstanding Business Award from Greater Rochester SCORE in February, 2015. SCORE is an organization that provides counseling and workshops to startup businesses. It is comprised of retired professional business men and women. Mama Lor's Cafe is located at 1891 Ridge Road in Webster, NY. They employ 25 people and are open for breakfast, lunch and dinner. Ms. Rosenzweig has been a member of the Ontario Chamber since March, 2012.

The Ontario Chamber congratulates Mama Lor's on the success of her business.

For a complete menu and hours go to:

www.mamalorscafe.com or call 585-545-4895.



Pictured above, Lori Rosenzweig and staff in recognition of being the chamber's Business of the Month in July, 2014.

Help Wanted - Integrity Tool 6485 Furnace Rd., Ontario

Integrity Tool is looking for reliable help with a High School diploma, craftsman/mechanical aptitude. OJT provided. Contact Mike Friedler @ 315-524-4409 or email mfriedler@integritytool.com

Pines of Peace Comfort Care Home Coming Events

- Saucizen Sale- March 19 & 20 – Bread dough filled with sausage. To place an order & pricing contact the Pines 315-524-2388.
- Auction - May 2 at Sodus Bay Bay Heights Golf Club (for details see page # 2)
- Poker Run – May 9 (more details to come)
- Garage Sale - June 3, 4, & 5, Casey Park

For more information on any of the above or to volunteer, please contact the Pines, 2378 Ridge Road, Ontario at (315) 524-2388.

WELCOME BACK RENEWING CHAMBER MEMBERS!

Thank You For Being So Prompt With Your Dues

Your Continued Support Is Appreciated

Crown Electric Supply, Matt Hanlon, 75 NYS Rt. 104, Ontario, NY 14519
AmeriTeam Services, LLC, 265 Brookview Center Way, Suite 400, Knoxville, TN 37919
Nancy J. Wilkes, LLC d/b/a McDonald's Restaurants, PO Box 403, Lyons, NY 14489-0403
Burkwit Engineering, Clarence K. Burkwit, P.E. 5978 Washington St., Olcott, NY 14126
Kunzer Electric, Inc., Jeffrey Kunzer, 1006 Willits Rd., Ontario, NY 14519
William Riddell, Director, Economic Development, Town of Ontario, 1850 Ridge Rd., Ontario, NY
Jean Tsepas, Branch Manager, Lyons National Bank, Tops Plaza, Ontario, NY
John Lockwood Plumbing LLC, 357 Timothy Lane, Ontario, NY
Allen J. Albright, 7020 Knickerbocker Rd, Ontario, NY
Thomas Mizelle, 719 Lakeview Knolls, Ontario, NY
Integrity Tool, Inc. Mike & Pam Friedler, 6485 Furnace Rd., Ontario, NY
Lakeside Roofing & Siding Materials, Bradly Burns, Inc. 6296 Lakeside Rd., Ontario, NY
Joe Pagliuso & Bros., Inc. 6845 Slocum Rd, Ontario, NY
Sue's Hair Trends, Sue Yantch, 2025 Ridge Rd., Ontario, NY
Jim Doyle Repair Service, 905 Ridge Rd., Ontario, NY
Rochester Vapor, Mark and Donna Sullivan, 2006 Ridge Rd., Ontario, NY
Paul V. Carr Heating & Plumbing, Inc. 6817 Knickerbocker Rd., Otario, NY
Altra Rental & Supply Inc., James Pedulla, 2127 Rt. 104, PO Box 427, Ontario, NY
Finger Lakes Trellis Supply, Todd Smith, 4041-A Railroad Ave., Williamson, NY 14589
Cross Keys Automotive, Inc. George and Martha Vargo, 1760 Rt. 104, Ontario, NY
Lakeside Diner/Restaurant, Jimmy & Niki Amaxopoulos, 6270 Lakeside Road, Ontario, NY

Welcome New Members to the Ontario Chamber!

Lori Furguson, MST, EA, 2003 Ridge Rd., Ontario, NY 14519, specializing in tax services and preparation. Phone: (585) 748-4363 or email: lfurguson1@rochestr.rr.com.

Empire Wrecking Co., Inc. 6372 Knickerbocker Road, owned by the Steffen Family. Since 1962, Empire Wrecking Company has offered turnkey, decommissioning and demolition services to industrial, commercial and institutional clients throughout the North American market. Empire routinely helps guide clients through environmental and permitting issues and has the resources to properly remediate USTs and contaminated soils. Ranked by Engineering News Record as one of the nation's leading specialty demolition firms and a charter member of the National Association of Demolition Contractors. Empire Wrecking Company has an unparalleled, proven track record of successfully completing projects safely, on budget and ahead of schedule. Contact info: (315) 524-4099; email empirewrecking@verizon.net; website: www.empirewrecking.co.

Pines of Peace 17th Annual Charity Luncheon & Auction

May 2, 2015 – 17th Pines of Peace Annual Charity Luncheon & Auction @ The Heights at Sodus Bay Golf Club, 7030 Bay View Drive, Sodus Point, NY 14555. Check-in, silent auction and preview begin at 11 am. Lunch served at Noon with auction immediately following – Cost: \$25.00
Call (315) 524-2388 for lunch selections, information and tickets. Many unique items such as a tea leaf reading; garden chair; assorted quilted items; hand-crafted end tables; hand-crafted coffee table; numerous gift certificates to restaurants and also for personal services make this an exciting bidding event! All proceeds benefit Pines of Peace Comfort Care Home.

Finance Boot Camp

We are looking for a few good Women Entrepreneurs!

Why attend this finance training series?

Women-owned businesses represent one of the fastest growing segments of the economy. There are 7.8 million in the US and counting, making it imperative for women to have the right tools to be successful. Access to Capital is imperative to women-owned businesses.

What should you know about this series?

- Seating is limited, program will only be available to 15 women entrepreneurs
- Must be a woman-owned business who has been operating for two years or more
- Your business must be in pursuit of financing within the next two years
- You must participate in all 5 training sessions to participate in the Lending Matchmaker
- It is Free
- The 6 week sessions are from 8:30 am – 11:00 am. PRE-REGISTRATION IS REQUIRED.
- **Where:** Keating Federal Building, Basement Conference Room
- **When:** April 7, 14, 21, 28 & May 5, 12
- **Register:** email: Virginia.Smith@sba.gov or call 585-263-6700 X106

Program Dates and Topics:

April 7 – Strategic Planning: Using your business plan to guide your financing needs
April 14 – What is your Number: The credit rating process and ways to increase your rating
April 21 – Understanding Financial Statements: Using common financial indicators
April 28 - The Art of Negotiation: Learn effective negotiation strategies
May 5 – Sources of Capital & Loan Proposal Prep: Understanding the 5 “C”s of credit
May 12 – Lender Matchmaker: Present your financing proposal to lenders

Ontario Chamber Seeking Nominations for 2015

The Ontario Chamber is seeking nominations for the following:

Citizen of the Year; Volunteer of the Year; Business Improvement Award; and Community Organization. If you would like to nominate an individual or business, the nomination form is on the chamber's website; www.ontarionychamber.org under the Awards Menu on the home page. The winners will be announced at the Chamber's Annual Award & Recognition Banquet scheduled for Sept. 17, 2015 at The Brookwoods Golf Club.

Save The Date! April 17, 2015

Wayne County Business Council
Annual Legislative Breakfast
“Working Together, Let's Make It Happen”
Key Speaker, Robert Duffy
April 17, 2015
8 A.M. – 10 A.M.
For more information, contact:
admin@waynecountybusinesscouncil.com

Stop Unwanted Telemarketing Calls

The National Do Not Call Registry puts consumers in charge of the telemarketing calls they receive at home. The federal government created the national registry to make it easier and more efficient for you to stop receiving telemarketing calls you don't want. Placing your number on the registry will stop most, but not all, telemarketing calls.

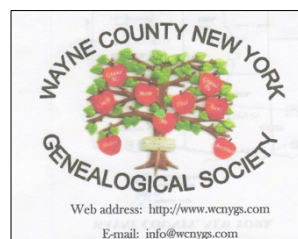
You can register online at www.donotcall.gov or call (888) 382-1222 or TTY (866) 290-4236 from the number you wish to register. Registration is free.

The Use of Bitcoin Technology

The use of Bitcoin was released in 2009 and is still in its "infrastructure phase" states Perianne Boring the founder and President of the Chamber of Digital Commerce. Each bitcoin is a number generated by a computerized process of complicated cryptography. Once those numbers are created they are added to an open-source ledger, known as the "blockchain" and become available in the digital marketplace. The blockchain keeps track of all of the transactions that take place using bitcoin. The Blockchain is then shared by tens of thousands of people, on tens of thousands different computers, and at the end of every day all of the transactions have to add up to zero. Boring said companies need to develop Bitcoin strategy just as they integrated use of the internet into their companies back in the 80's and 90's. The use of bitcoin has the potential to be a real cost saver for the small business by saving money in banking fees. The Chamber of Digital Commerce was organized to help businesses navigate this type of technological advance. For more information, visit www.digitalchamber.org.

The Chamber was saddened to learn of the passing of **Roy E. Herrmann, Jr.** on Feb. 10, 2015. Roy was active in the community and served on the Ontario Town Board (1978-1994) and as Supervisor of the town (1994-2000). He also was a longtime member of the Ontario-Walworth Rotary Club and a local business owner of Herrmann's Agway for 37 years. He received the Citizen of the Year Award in 2014 from the Ontario Chamber of Commerce. The Chamber extends its condolences to the Herrmann family.

Thank you to the **Ontario Highway Department** for the excellent work they have done in keeping our roads open and safe for travelling during this past severe winter weather! It means a lot to our businesses, their employees and Ontario residents that we have a reliable crew on hand to meet the demands of this type of weather.



If you are interested in genealogy, Wayne County now has a Genealogical Society. Meetings are held at the Newark-Arcadia Historical Society Museum, 120 High Street, Newark, NY on the 4th Tuesday of each month, 7 pm. January through November. Dues are \$15. for individual member or \$20. for a supporting/contributing member. For more information email: info@wcnygs.com, website: <http://www.wcnygs.com>, or write Wayne County Genealogical Society, PO Box 502, Newark, NY 14513

Redevelopment of Upper Floor Use Guidebook Now Available

The Genesee/Finger Lakes Regional Planning Council has a new publication regarding the redevelopment of upper floor reuse in downtown business districts. The guidebook is available at their website: <http://www.gflrpc.org/publications/upperfloors/upperfloorsguidebook.pdf>
For more information contact Tom Kicior at 585-454-0190 x 22 or email tkicior@gflrpc.org.

March 2015 Organizing Tip The Power of "No"



By Robin Harisis

How many of us like to use the word "No?" I would guess not many. However, "No" can be a powerful tool if we learn when and how to use it.

Three scenarios *when* to use "no:"

The request doesn't align with your personal values

If the request demands more time and energy than you have.

If you are doing something out of guilt and obligation that will later make you feel resentful or bitter.

Three tips on *how* to say "no:"

Create a script for saying "no." Practice it so you say it with confidence.

When someone gives you a request, ask for time to think about it.

Don't follow your "no" with elaborate excuses. Be truthful and concise with your response.

"No" is a word that can help limit the stressful demands on your time and resources. Ironically, "no" will allow you to say "yes" to more things that align with your values, energy, and abilities. What will you say "no" to today?

Robin Harisis is a professional organizer serving the greater Rochester, NY area. She specializes in organizing and productivity for home and business. She is accepting new clients and is available as a speaker for your next corporate or civic event. Contact her at 585.727.2005 or robin@robinharisis.com. Visit her NEW website at www.robinharisis.com



Electronic Recycling Fundraiser Sponsored by Ontario Primary and Ontario Elementary PTO

For residents and small businesses of Ontario and surrounding communities. Bring any unwanted/broken/outdated electronics to be recycled. No refrigerators or other household appliances. **Date: April 18, 2015 (Saturday); Time: 9 am – 12 Noon; Location: Ontario Elementary Parking Lot, 1784 Ridge Rd., Ontario, NY. Cash donations will be collected to benefit PTO. (Suggested donation of \$5 per car).**

Business of the Month For March, 2015, Closes Doors

Due to unforeseen circumstances the Chamber's Business of the Month for March, 2015, Shea's Steakhouse & Tavern, located at 6361 Knickerbocker Rd., Ontario, has closed. The businesses chosen for this focus are determined months in advance as well as the interviews and photographs. Each article is then forwarded on to the news media for publication prior to the selected month of recognition. The Ontario Chamber regrets any inconvenience this may have caused and the loss of an Ontario business.



Joe Lippa, Postmaster, and his staff of the Ontario Post Office

**Ontario Chamber of
Commerce
April, 2015
Business of the Month
Ontario Post Office
2001 Furguson Street
Ontario, NY**

Joe Lippa, Postmaster for Ontario states that the employees that work at this facility are very conscientious about performing their duties.

The Ontario facility is also responsible for the Walworth, Ontario Center, and Union Hill facilities. Many of our employees have been working for the postal service for a long time. Linda has been with the Post Office for 25 years now. Lippa has been in this location since April of 2009.

Lippa says that he is very proud of the folks that work here. Lippa remarked, "In my 31-year career with the Post Office, this is the best group of people I have ever worked with." There are a lot of great, great people here and they do a great job. They take a lot of pride in what they do and enjoy being here. We have a small town atmosphere; we are part of the community and we know the people. The people that work here are the ones that deserve all the credit for making this facility run smoothly. They do their job, they do it well, they take it seriously, but they have fun doing it.

Between the Ontario and Walworth deliveries, the Ontario Post Office services about 7,500 customers. There are 12 vehicles that travel the 7 Ontario routes of about 25 miles and 4 Walworth routes of about 45 miles each day, regardless of the weather.

A new service this year is Sunday delivery of packages. Amazon has hired the Post Office to deliver packages on Sunday. So we will be out 7 days a week now. The package business has really shot up in the last few years. The increase of package delivery has somewhat offset the decrease in the delivery of first class mail. Another fairly new service for the Post Office is carrier pick-up. People can go on the internet and request a pick-up. We will pick up from individuals and companies. Some of the larger customers will leave hundreds of packages for pick-up. We also deliver packages for FedEx and UPS.

Our PO Box lobby is open 24/7. We offer a new service that informs our PO Box holders when they have mail. A text messaging or email does this. UPS and FedEx can also deliver packages to PO Boxes now. The Post Office has parcel lockers to hold large packages. We will put your parcel in the locker and then put the key to the locker in your PO Box. There are two ways to sign for a parcel if a signature is required. You may come in and sign or you can take advantage of the signature program that will keep your signature on file to be scanned when a signature is required.

When the Post Office is fully staffed there are about 30 people that work here. Lippa notes "We are a little under staffed now. One of the great things about the Post Office is the opportunity provided to the employees. We all start as carriers or clerks."