

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 – May – June, 2015

Ontario Barn Vineyards Captures Bronze Medal

Ontario's local winery, Ontario Barn Vineyards brought home a Bronze Medal for its original Apple Persimmon wine at the Finger Lakes International Wine competition held in Rochester, March 21-22, 2015. The owner of the winery, Christopher Staub, noted that this was the first time he entered the competition. Two other wineries that our members of the Lake Ontario Wine Trail also received medals. Colloca Estates Winery received medals for their Pinot Noir, Dry Riesling, and Chardonnay while JD Wine Cellars received medals for their Mezclar and Chardonnay. The competition involved 3,706 entries from 27 countries and 50 states.

Ontario Barn Vineyards located at 315 Whitney Rd., Ontario, opened for its 5th season on Saturday, April 11th and is open Saturdays and Sundays from noon to 5:30 pm until December.

Other fan favorites besides the Apple Persimmon include DreiEinfunfer ("315-er") semi-dry Riesling, their Chardonnay and Fiddle Barn Red, a Bordeaux-style blend of 3 cold-climate red grapes. In addition to its wines, the big red barn wine room features art, gift items and great live music events with its monthly Friday night "Sunset Wine" events with no cover charge and its annual Ontario Barn Festival, a great family fun event on Saturday of Labor Day weekend. The winery has been a member of the Ontario Chamber of Commerce since 2011 and is a member of the Lake Ontario Wine Trail (www.lakeontariowinetrail.com) and participates in many seasonal wine and social events. See website for calendar of events and more details. www.ontariobarnvineyards.com.



SAVE THE DATE - Ontario Chamber Vendor & Craft Show – Nov. 14, 2015 – Saturday – Casey Park, Knickerbocker Rd. **VENDORS & CRAFTERS NEEDED** - \$20.00/Table or \$10.00/Table for Nonprofit. Go to www.ontarionychamber.org for a registration form. Call Cheryl Legg, Chairperson for details (585) 315-0935 or email: clegg@rochester.rr.com

17th Annual Pines of Peace Garage Sale & Baked Food Sale

Date: June 3,4,5, - 9 am – 6 pm

June 6 – 8 am – 10 am

Where: Casey Park, Knickerbocker Rd.
Ontario, NY

Drop Off – June 1 & 2 – 9 am – 6 pm

Call (315) 524-2388 for More Information

Clean, Usable Items Only

No large appliances, electronics, clothing

Tour of Ginna Nuclear Power Plant Held on April 30, 2015

A tour of the Ginna Nuclear plant sponsored by the Ontario, Williamson, and Sodus Chambers was well attended. Maria Hudson, Communications Specialist for Exelon Corp. and our host for the evening, helped the chambers organize the event. Chamber members learned of the disciplined procedures in place to maintain a safe, secure and efficient manner to operate the nuclear plant. Many thanks to Maria Hudson and her staff and Exelon Corporation for providing such an interesting event.

May 2015 Organizing Tips

Take it Down a Notch: Managing Expectations

By Robin Harisis



Getting organized is about managing expectations with ourselves and those around us, as well as our stuff, space, and time. Here are three strategies to help you manage your expectations:

Time Yourself: The process of organizing takes time so don't expect too much out of the time you have. Time yourself doing tasks that relate to the project. This will give you a more realistic time expectation for your project.

Measure: We can maximize space until space gets maxed out. It can only hold so many things. Measure to make sure items will fit in a given space. With concrete numbers in front of you, there is a better understanding of what will actually fit in a given area.

Be ready to change: We need to expect change in the process of organizing in order to achieve our desired results. Ask someone to be your "fresh eyes" to get a different perspective on the situation. This can help you see the changes that need to be made so you can adjust accordingly.

We all have expectations. We just have to make sure that they are realistic, achievable, and honest.

*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*

Wit & Wisdom....

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." Maya Angelou, quoted in The Idaho Statesman.

"It's too bad the people who really know how to run the country are so busy cutting hair and driving taxis." George Burns, quoted in the Contra Costa, Calif. Times.

Chamber Announces Business Promotion Award Winner

Congratulations to **Brian Tolbert, owner of Brian Tolbert Automotive, 930 NYS Rt. 104, Ontario**, as our 1st business quarter winner of 2015 for the Chamber's Business Promotion Award. The award is a random drawing held once every business quarter to win \$100. to advertise your business. To participate you must be a chamber member and submit your business card with "Business Promo" written on the back. **New business cards** should be submitted at the beginning of each calendar year and sent to: Ontario Chamber of Commerce, PO Box 100, Ontario, NY 14519.

The Ontario Chamber was saddened to learn of the death of **Allen J. Albright** on March 29, 2015. Mr. Albright grew up on the family farm in Ontario which he purchased from his parents in 1965. He retired from his position of Senior Vice President of Security Trust Co. in 1980. He was involved in the Ontario community in many ways, including serving on the Ontario Town Board for eight years and serving as President of the Ontario Chamber of Commerce. Mr. Albright was a member in good standing of the Ontario Chamber of Commerce since 1965. He will be missed by the Ontario community.

Wayne Central School District Names New School Superintendent

Dr. Mathis Calvin III was named the new School Superintendent by the Board of Education. Dr. Calvin comes from the Stockbridge Valley Central Schools and previously was the Superintendent for the New York State School for the Blind and the Director of Pupil Personnel and Special Education for Letchworth Central Schools. He will begin work at Wayne Central around July 1, 2015.

Facts & Figures For School Districts

The 2014-2015 Facts & Figures Guide for member school districts in Ontario, Seneca, Yates & Wayne Counties is available. This is published by the Four County School Boards Association, 131 Drumlin Court, Newark, NY 14513. Each school district located in the above counties is summarized for comparison by including financial information; transportation; student information; average class size; size of staff; and educational programs. If you would like to receive a copy contact: Sharon Sweeney, Executive Director, (315) 332-7294 or email: 4countysba@edutech.org.

Heritage Square Museum Opens for the Season

Heritage Square Museum located at Brick Church Corners, 7147 Ontario Center Rd., Ontario, NY, will **open Saturday, June 6, 2015** with museum building tours. On **Sunday, June 7, 2015** there will be a dedication ceremony in honor of Polly and Bill Crombe with hot dogs for sale, museum building tours and music. Other events during the summer include:

Sunday, July 12, 1:30 pm – 4 pm: Pioneer Family Day – 19th Century activities, music, stories, games

Sunday, August 9, 1:30 pm – 4 pm: Music at the Square, learn about 19th century musical instruments. Join the "Heritage Square Museum Band" parade at 3:30 pm and enjoy the ice cream social.

Fall Barn Sale, Thursday, Sept. 17, 9 am – 8 pm, Friday, Sept. 18, 9 am – 4 pm & Saturday, Sept. 19, 9 am – 12 Noon, (\$3.00 a bag sale)

Fall Arts and Crafts Festival, Saturday, Oct. 3, 9 am – 3 pm, Arts & Crafts sale, museum tours, music, food. **All events take place rain or shine.** www.heritagesquaremuseum.org

WELCOME BACK RENEWING CHAMBER MEMBERS!

**Thank You For Being So Prompt With Your Dues
Your Continued Support Is Appreciated**

*BME Associates, Fred Shelley, P.E., 10 Lift Bridge Lane East, Fairport, NY
Sea to Sea Diving Enterprise, Stephen Dunning, 7447 Stoney Lonesome Rd., Williamson, NY
Room Service Professional Organizing LLC, Robin Harisi, 7353 Slocum Rd., Ontario, NY
McConnell Editorial Service, Charles McConnell, 5943 Walworth Rd., Ontario, NY
Diedre's Hair Design, Deidre Reed, 1781 Ridge Rd., Ontario, NY
Ontario Foods LLC d/b/a Save-A-Lot Food Store, Suzanne Schmitz, 1250 Rt. 104, Ontario, NY
Danes Welding Supplies, Inc., Jim Molinari, 264 Rt. 104, Ontario, NY
Profetta Overhead Door Co., Dana Profetta, 6362 Dean Parkway, Ontario, NY 14519
Edward Jones Investments, Jon Wordingham, 6323 Knickerbocker Rd., Ontario, NY
Lockwood's Old Time Stuff, Shirley K. Lockwood, 7713 Tamarack Lane, Ontario, NY
Mama Lor's Café Inc., Lori Roszenweig, 1891 Ridge Rd., Webster, NY
Ontario Family Chiropractic PC, Teon Kowalyk DC, 1422 Rt. 104, Ontario, NY
Pines of Peace, Sherry Verstraete, 2378 Ridge Rd., Ontario, NY
Osburn House Properties, Patrick Almy, 2841 Gildersleeve Rd., Walworth, NY
Tobin Center, LLC, David & Pam Tobin, PO Box 482, Ontario, NY
Vision Resale Auto Center, Daniel Edwards, 1453 Route 104, Ontario, NY
Ferguson Hair Care, Debora Ferguson Leaty, 2005 Ridge Rd., Ontario, NY
Uno Restaurants LLC, Holt Rd., Towne Center Plaza, Webster, NY 14580
Liz Albright, Town of Ontario Historian, 2200 Lake Rd., Ontario, NY
Adventures In Climbing LLC, Jim Porcelli, 912 Rt. 104, Suite 100, Ontario, NY
OptiPro Systems, Mike Bechtold, 6368 Dean Parkway, Ontario, NY 14519-8939
Richard A. Leszyk, Attorney, 322 Ridge Road, Ontario, NY 14519
B & C Auto Restoration & Paint, 6360 Dean Parkway, Ontario, NY 14519
James S. Sullivan Agency, Inc. 1983 Ridge Rd., Ontario, NY 14519
3-D Contracting, Dean Leeson, 6394 East Townline Rd., POB 509, Williamson, NY 14589
Ontario Country Club, J. Logan, LLC, 2101 Country Club Lane, Ontario, NY 14519
The Brookwoods Grill, 2101 Country Club Lane, Ontario, NY 14519
Gerber Homes & Additions, John Graziose, 1260 Ridge Road, Ontario, NY 14519
C & D Automotive, Dan DeMarree, 994 NYS Rt. 104, Ontario, NY 14519
Concord Insurance Agency, Shavonne Glanton, E.F. Kelly Agency, 6270 Dean Pkwy., Ontario, NY
Avalanche Fabrication, Inc. Thad Spaulding & Paul Duerr, 6314 Dean Pkwy., Ontario, NY
Natures Way Floral & Garden, Joellen Simone, 7284 Knickerbocker Rd., Ontario, NY 14519
Birthright of Ontario, Gene VerSchneider, 2008 Ridge Rd., Ontario, NY 14519*

News From The Brookwoods Grill and Ontario Country Club....

The Brookwoods Grill, 2101 Country Club Lane is now open Monday-Friday from 4 pm to 9 pm, serving a pub menu. Beginning mid May an extended menu will be added with a special fish fry on Fridays. Melissa Mancine is the banquet manager for your special event. She can be reached at 315-524-8495, or email: brookwoodsgrill@ontariocountryclub.com. The golf club has returned to its original name of the Ontario Country Club. Both facilities are open to the public for your enjoyment! Website: www.thebrookwoods.com. A new menu is now being developed! Watch for further updates.

Ontario Chamber of Commerce – Business of the Month, May 2015
Lilac Disposal, 115 NYS Rt. 104, Ontario



Pictured L to R, Children: Joseph, Lillana, and Samatha
Johanna, Kim, Tracy, Scott, Walter, Maria, Angelo, Kyle, Karen, Wayne, Doug, Ed, Roy, Joe, and Tim

Karen Gutzmer, President of Lilac Disposal states that the previous disposal company she worked for was sold after the owner passed away. Gutzmer and her friend transferred with the sale. After about a year with the new company, Gutzmer and her friend decided to go into business for themselves. In the year of 2000, with one truck and two employees, Lilac Disposal was born. We started by advertising with flyers handed out and placed on car windows. The name and color is in honor of Rochester's association with lilacs. We finally found someone to make the purple totes. When the purple totes hit the street, things sort of exploded. Lilac Disposal has gone from two employees and one truck in 2000 to sixteen employees and thirteen trucks in 2015.

Our pink totes are for breast cancer. The tote carries the breast cancer logo. When a client chooses a pink tote, they make a donation and we match that donation. These donations are sent to the Rochester Breast Cancer Coalition. When Lilac Disposal purchases the pink totes, there is a donation made to the National Breast Cancer Coalition. Lilac Disposal even has one breast cancer truck with the pink ribbon on it. Within the last year or so people are starting to really get on the recycling bandwagon. We have gone from a fourteen-gallon box to a ninety-five gallon tote for recycling. Lilac Disposal has started to purchase 95 gallon recycling totes. We expect to see organic waste totes in the near future. Year by year fewer items are placed into the waste stream. We are finding there is more recycling being put to the curb than actual trash. Recycling is now a single stream event. This is a big bonus for us as we can use regular garbage trucks instead of special recycling trucks to collect the recyclables. Having one brand of truck reduces our cost for maintenance. Lilac Disposal sends recyclables and trash to the same company. Most of our trucks hold twenty-five yards of material, or about 500 households worth.

We like to run our trucks for about ten years, averaging about 25,000 miles per year. We will go through two sets of tires a year. We also like to recycle here at Lilac Disposal by saving our broken totes until we have enough to take to the recycling center.

Lilac Disposal offers several different services to the public. There is a low volume bag service for people that do not generate large amounts of trash. There is a regular rate and a senior rate. We also have several different size totes. We offer garage service for people who would rather not take their tote to the street. As a woman run company in a man's world, Karen Gutzmer along with her husband Doug are proud to have this family run business provide services to the local community.

Lilac Disposal can be reached by phone at: 586-872-6500 or Fax: 585-265-4707

Congratulations to Lilac Disposal as Business of the Month for May. 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 Count



L to R, Jim Porcelli and Matt Ungleich

**Ontario Chamber of Commerce
Business of the Month
June 2015
Adventures In Climbing, LLC
912 NYS Route 104, Ontario**

Jim Porcelli, President of Adventures In Climbing states that the company was started with a rock climbing wall. "While on vacation my children discovered rock climbing walls and we commenced to paying \$5 each time the children climbed." Porcelli thought he saw an opportunity there and did some research when he returned home. In 2007 a rock climbing wall was purchased and the business was born. The rock wall was taken out to festivals starting with the 2008 season. Adventures In Climbing did fair the first year.

Adventures In Climbing purchased a Eurobungy to start the 2009 season. The Eurobungy was an instant success.

"We went all over with the Eurobungy. As we were booking the Eurobungy and Rock Wall, folks started asking us what else we had." I realized that we needed more inventory.

At that point I started to apply any profit we made to increasing our inventory and I continue to follow that process. We have over 50 items now and our sales have been growing steadily every year. Our inventory now includes a Mobil Zip Line, Mechanical Bull, and about 30 inflatables as well as games, novelty items and concessions.

Adventures In Climbing is present at festivals, church events, school events, spring carnivals, and local birthday parties, just about any event in fact.

Porcelli says we started out doing business in the Rochester area and now we have clients all over New York State and Pennsylvania. We also travel to New York City several times a year for special events. Our client list includes Nickelodeon, Post Cereal, Rachael Ray Show, Sprout Television Network, Buffalo Bills and many more. About half of our business is outside of Rochester.

The busy season begins in April and runs until about Thanksgiving. We hire a lot of high school and college students during the season. There are 22 seasonal employees and 2 full time employees.

The employees enjoy traveling and being in different cities each week. The job and duties change as we are at different types of events from Colleges to Corporate to day camps.

We have our own trucks to move equipment but we also rent U-Haul trucks as needed. In fact our U-Haul Dealership business grew out of Adventures In Climbing. We are still growing. We anticipate building a larger warehouse on property within the next few years. In fact, we purchased this property 3 years ago and moved our equipment from mini storage facilities. The type of work we do probably did not exist 20 years ago, so the industry is growing. I go to the amusement show every year and there are always new things as well as bigger and better amusements. Our clients want the latest and greatest.

**Adventures In Climbing can be reached at: 315-333-5003 or Cell 585-615-3211
jim@adventuresinclimbing.com**

Congratulations to Adventures In Climbing as Business of the Month for June. 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.