

# 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  
Sue Yantch - 2018  
Vicki Steele – 2017  
Ray Cedruly, Community Liaison  
(585) 734-5526

Website: [www.ontarionychamber.org](http://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 – July – August, 2016

### Congratulations to Altra Rental & Supply

Jim Pedulla, owner of Altra Rental & Supply was proud to accept the award for Ontario 2016 Business of the Year. Jim said his business began in 1997 and has grown every year. He anticipates the construction of a 12,000 square foot addition to his business located at 2127 NYS Rt. 104 to begin in the next few months. Altra Rental & Supply provides a variety of industrial/commercial/residential equipment. Categories supplied are new and used equipment; rental; parts/lawn & garden; and consumables. They are a member of the American Rental Association which means they receive the most up-to-date training in the industry. The experienced staff is able to assist customers with their rental or purchase needs. Altra Rental & Supply can be contacted at (315) 524-9649; or email: [jim@altrarental.com](mailto:jim@altrarental.com); website: [www.altrarental.com](http://www.altrarental.com).

*Artwork and design of the Business of the Year sign was done by Todd Jacobs, The Lettering Lounge, 6160 South Ave, Williamson, NY 14589*



### Farmers Insurance Celebrates One-Year Anniversary

On July 20<sup>th</sup> the Ontario community was treated with free pizza, from Sue's Little Pizza Shop and ice cream, from Fozzy's Ice Cream, by Brian Natale, agent for Farmers Insurance, in honor of his one-year anniversary located at 1648 NYS Rt. 104. Free windshield chip repair and Vin # etching was available, courtesy of Windshield Center, Rochester, NY. The chamber wishes you many more years of success! Contact Brian at (315) 524-4400 for all your insurance needs. (email: [brian@briannatale.com](mailto:brian@briannatale.com)).

## *The Chamber Chat Page*

### **Chamber Business Promotion Award Winner Announced**

Congratulations to Carolyn Grim, Director of Sales, Holiday Inn Express & Suites, 860 Holt Road, Webster, NY as our 2nd business quarter winner of 2016 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. **Business cards are now being accepted for 2016.**

### **Nominations For Chamber Positions**

The Chamber is now seeking people who would like to become part of our team on the Board of Directors and/or Officer. Two Board of Directors' positions are open and also all officers' positions: President; Vice President; Treasurer; and Secretary. If anyone is interested please email Donna Burolla @ [dburolla@gmail.com](mailto:dburolla@gmail.com) or call the chamber office at (315) 524-5886. If you are not ready to make the commitment of serving on a board but would like to help support our programs, please email Donna. We are always looking for new people to get involved with the community.

### **Annual Chamber Banquet – September 15, 2016**

Plans are underway for the annual banquet to be held at the Ontario Golf Club. Please see the reservation form on page #3 of this newsletter. The banquet is open to chamber members and the general public. We usually have around 100 in attendance. This is a good marketing opportunity for businesses to display brochures and reach a good crowd of potential customers. **Door prizes** are now being accepted from local businesses. If you would like to donate, please email Cheryl Legg at [clegg@rochester.rr.com](mailto:clegg@rochester.rr.com) or Ray Cedruly at [anna101@rochester.rr.com](mailto:anna101@rochester.rr.com). ***Thank you to all who have already contributed!***

### **Welcome Package Distribution Program – Help Needed**

The Chamber is seeking people who would like to help in distributing our Welcome Packages. This would include making the packages and then stopping at new/existing homes within the town and dropping off the package. This can be done on your schedule, time permitting, and can be left at the home if no one is there at the time you called. The chamber takes the responsibility of making sure the supply of materials is adequate and up-to-date. If interested, please contact Donna Burolla at [dburolla@gmail.com](mailto:dburolla@gmail.com) or call the chamber office (315) 524-5886.

### **Business Tour – Headwater Food Hub – August 29, 2016**

A business tour is planned at Headwater Food Hub, 6318 Ontario Center Rd., Ontario, NY beginning at 4 pm on Monday, August 29<sup>th</sup>. The tour is open to chamber members and the general public. This is a free program but reservations are required. If interested, please email Donna at [dburolla@gmail.com](mailto:dburolla@gmail.com) by **August 22<sup>nd</sup>** or call the chamber office at (315) 524-5886.

**The Public & Chamber Members  
Are Cordially Invited To  
THE ANNUAL AWARDS & RECOGNITION DINNER  
Of The  
Ontario Chamber of Commerce**

**At The Ontario Golf Club  
2101 Country Club Lane, Ontario, New York  
Cocktails (Cash Bar): 6 p.m.  
Buffet Dinner: 6:30 p.m.**

**September 15, 2016 (Thursday)**

**Menu Features:** Chef Carved Top Round, Roasted Chicken, Baked Penne Pasta, Herb Roasted Potatoes, Seasonal Vegetable, Bread, Coffee, Tea and Sorbet Dessert

**Gluten Free / Vegan Meal:** Rotini pasta, red peppers, cherry tomatoes, red onions, with olive oil, red wine vinegar, basil & oregano dressing

(Please let us know if vegan, gluten free or other dietary needs are required)

**Cost: \$30.00 per person  
Please Join Us For An Exciting Evening!**

- Presentation of 2016 Community Awards
- Recognition of 2016 Businesses of the Month
- Recognition of 2016 Business of the Year
- FREE Door Prizes Donated by Local Businesses
- Business Table Available For Display of Business Cards/Brochures
  - Dress Business Casual

**Contact: Cheryl Legg via email: [clegg@rochester.rr.com](mailto:clegg@rochester.rr.com)**

**Tear Here - Reservations required by September 2, 2016**

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\_\_\_\_\_ # Attending @ \$30.00 per person = \_\_\_\_\_ check made payable to the Ontario Chamber of Commerce.  
Please send the reservation form and your check to the Ontario Chamber of Commerce, PO Box 100, Ontario, NY 14519-0100. Name tags will be issued. Please fill in the names and business name of those attending: (use reverse side if necessary).

**Name (Please Print)**

**# GUEST MEAL(S)**

**Business Name (Please Print)**

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

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Lakeside Diner, Nicki and Jimmy Amaxopoulos, 6270 Lakeside Rd., Ontario  
Linc Management LLC Industrial Complex, George Leopard, 6325 Furnace Rd, Ontario  
Exelon Generation Ginna Station, Maria Hudson, 1503 Lake Rd., Ontario  
Mr. Auto & Parts Plus, Jan Leaty, 1864 NYS Rt. 104, Ontario, NY  
Wayne County Automotive, Michael A. DeMareo, 2241 Walworth-Marion Rd., Walworth, NY  
Pugsley's Marine, Inc., Carol & Bob Cario, 310 NYS Rt. 104, Ontario, NY  
James S. Sullivan Agency, Inc., Karin Montgomery, 1983 Ridge Rd., Ontario, NY  
Lori Furguson's Tax Planning & Preparation Services, 2005 Ridge Rd., Suite F, Ontario, NY  
Nancy Eichorn Day Care, 532 Boston Rd., Ontario, NY 14519  
MJ Gabel Diamond & Jewelry Buyers, 710 NYS Rt. 104, Ontario, NY  
Town of Ontario, John Smith, Supervisor, 1850 Ridge Rd., Ontario, NY  
Ontario Country Club LLC, Melissa Mancine, 2101 Country Club Lane, Ontario, NY  
Conifer Realty, Brown Square Village, Brown Square, Ontario, NY, Frances Graham, Mgr.  
J.J. Scofero & Sons Builders, Inc., Leonard Scofero, 252 David Parkway, Ontario, NY

**Heritage Square Museum Special Events**  
7147 Ontario Center Road, Ontario, NY  
[www.heritagesquaremuseum.org](http://www.heritagesquaremuseum.org)

**August 7<sup>th</sup> – Summer Sundays** at the Square for Kids of All Ages – 1:30 pm – 4 pm – Pioneer Family Life Day – Admission \$1.00 per person; free 3 yrs. and under

**August 20<sup>th</sup> – Saturday** – Cemetery Walk – Furnaceville Cemetery on Trimble Road-6:30 pm to 8:30 pm

**September 17<sup>th</sup> – Saturday** - Trunk Sale – Heritage Square Museum – 9 am to 4 pm

**October 1<sup>st</sup> – Saturday** - Fall Arts and Crafts Festival – Heritage Square Museum – 9 am to 3 pm;  
Museum Tours and Bake Sale

**October 1 & 2 – Saturday & Sunday**, 1:30 pm – 4 pm – last weekend for museum tours. Contact Ann Welker 315-524-9330 to schedule a private tour or family tour by appointment. For school tours contact Polina Doran at [pdoranhsm@rochester.rr.com](mailto:pdoranhsm@rochester.rr.com) or 585-627-3526.



**Pines of Peace – 19<sup>th</sup> Annual Charity Golf Tournament**

When: August 7<sup>th</sup>, 2016

Where: Sodus Bay Heights Golf Club, Sodus Point, NY

Non-golfers are invited to attend at 6 pm for a cost of \$40.00 for dinner, silent auction, raffles and games. Contact Pines of Peace, 315-524-2388 for more details.



**Ontario Chamber of Commerce  
Business of the Month  
July, 2016  
Farmers Insurance  
1648 NYS Rt. 104  
Ontario, NY**

*Pictured at left, Brian Natale, Abbie Brotz & Miranda Schill*

Brian Natale, agent, owner of Brian Natale Farmers Insurance states that after more than 22 years of working in the corporate environment, he decided that "instead of working for a stock holder, I would like to work for myself". Natale started looking at numerous businesses to purchase. Natale chose the insurance business because in this business, we really get to know our clients well. That means insuring their auto, their home, and even their life insurance, which is the most important insurance we sell. I want to put smiling faces to my successes and it really is the most rewarding thing I have ever done. I also wanted to bring a large high quality insurance company to a great town. That is why we are in Ontario!

Natale has a great deal of respect for Farmers commitment to helping make insurance consumers more educated customers. Farmers specializes in this aspect of the insurance purchasing experience. The more the Natale Agency makes clients educated consumers, the more "the client" chooses what they are interested in and asks to purchase insurance that fits their needs verses the Natale Agency trying to sell a product. It becomes a pull vs. a push process which is a far better customer experience.

When shopping for insurance, it is important to make sure you are talking about the same insurance coverage from each agency you contact. You really need to understand what you are buying and also what you truly need. It all comes back to being well educated about your needs.

All of the employees here are comprehensively state licensed. Each employee goes through a Farmers boot camp, to immerse them in detailed product knowledge. In addition I have each one sit with me for at least a week to observe so that they understand who Brian Natale is. What Brian Natale personally stands for is what the Brian Natale Agency stands for. We really do make sure our people are well trained and good listeners. There are no employees here, we are a work family.

Farmers is saving people lots of money because Farmers is a very conservative company. Farmers is also very diligent about properly assessing the risk in each area being reviewed.

July 20 will be the one year anniversary of Brian Natale Farmers Insurance and to celebrate this experience there will be a customer appreciation event here. There will be free pizza from Sue's Little Pizzeria, free ice cream from a local vendor and free vehicle VIN glass etching and chip repair done on site. This will be an entire day of celebration. We are so excited to thank everybody, including the Town Of Ontario and the Chamber for supporting us. Please come and join us for this celebration. The entire day is about having fun with the residents of Ontario and Wayne County. This has been a great start for us. We are looking to hire another person in the very near future to help us grow faster and better serve our existing customers.

The Natale Agency provides both Insurance and Financial Services at their location.

Natale always says " I really hope I can give you better coverage for less money." We are here to assist our customers in achieving their dreams and actively manage the unexpected risks of everyday life, one customer at a time!

**Farmers Insurance can be reached by phone: (315) 524-4400**

**Fax: (315) 524-4406**

**Farmers Insurance hours of operation are: Monday through Thursday 9:00 to 5:30.**

**Friday 9:00 to 5:00**

**Saturday 10:00 to 2:00**

*Congratulations to Farmers Insurance 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 and on the chamber website: [www.ontarionychamber.org](http://www.ontarionychamber.org).*



Kevin Lazzaro

**Ontario Chamber of Commerce  
Business of the Month**

**August, 2016**

**Lazzaro Performance, Inc.**

**1712 NYS Rt. 104**

**Ontario, NY 14519**

Kevin Lazzaro, owner of Lazzaro Performance states that he got his start in the automotive industry by studying as a General Motors Technician at Monroe Community Collage. From MCC he took a job at one of the local automobile dealerships.

Lazzaro started his career in the machine shop business through a chance encounter when delivering parts from his employer to a local machine shop. The shop Lazzaro was delivering parts to was owned by Lazzaro's father's cousin. Lazzaro was offered a job on the spot and he accepted the offer. After working and learning for 14 years in the other shop, Lazzaro struck out on his own 3 years ago when he moved to the current location on Rt. 104. Lazzaro Performance will do anything to any engine for anybody. We have a complete engine building facility here and are tooled up to any and all aspects of engine building. We do quite a bit of work for car dealers and repair shops in the area. We also have some engines in race cars that run at Spencer and Canandaigua. The engines we do for race cars are finished to the specifications of the series in which they compete. Parts that we need to purchase for our work come from 2 local parts suppliers. One aspect of the engine rebuilding business that is unique to Lazzaro Performance is their willingness to remove and reinstall engines. This service removes one step from building a car and can save time.

Throughout the years the 350 Chevy engine has proven to be the most popular hot rod and race engine. Consequently we have become experts with all aspects of this engine. However we will service any engine domestic or foreign. At this time of year, boat motor work is in high demand. In fact we now have a 4 week backlog.

This location has turned out to be a really great location. People traveling to the racetrack and the bay have the chance to see us. Access is relatively easy too. The business keeps growing. We have not had a slow month since we started. Our long term goal is to add more employees and equipment. Lazzaro would also like to add a garage door so boats can be pulled in. Another lift would also help make things run more smoothly. Another goal is to have an inventory so that he can reduce the turnaround time for his customers.

As with everything else, the internet has had a significant impact on this business. Clients now have the ability to shop for our services more easily. Lazzaro also sells parts over the internet. Facebook has become a good social presence for us. Just look for Lazzaro Performance. There are 2 employees plus Lazzaro in the business.

**The hours of operation are Monday – Friday 8:00 AM to 5:00 PM**

**Saturday 8:00 AM to Noon, with night drop available**

**Lazzaro Performance can be reached by phone at 315-524-3816 and Fax 315-524-3700**

**and on the web at <http://www.lazaroperformance.com/>**

Congratulations to Lazzaro Performance, Inc. as Business of the Month for August. 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 and on the chamber's website: [www.ontarionychamber.org](http://www.ontarionychamber.org).