



Website: www.ontarionychamber.org
Like Us on Facebook.com/ontarionychamber

Newsletter – May-June, 2019

Ontario Chamber Dedicates Bench – Memorial Day, 2019



At the Memorial Day ceremony held at the American Legion Post at 6180 Knickerbocker Rd., on May 27, 2019 the Ontario Chamber presented a park-style bench to the Meyers-Ingraham Post #428. Jim Switzer, Chamber Treasurer, dedicated the bench. (dedication speech see page #2)

The bench is six foot in length and made from recycled plastic materials such as water bottles and detergent bottles. This is a new program by the Ontario Chamber that allows a partnership with the chamber and a family/individual, business, or organization to purchase a bench. A bench can be purchased in memory of a loved one or as a business/organization promotion supporting our community. If you would like more details about the program please call the chamber office, (315) 524-5886 or email Donna Burolla, President, at dburolla@gmail.com.



Pictured in Photo: Seated on bench, George Cataldo (l) and Dick Murphy
Second row standing: (L to R), Bill Cannan, Tony Molino, Doug Montgomery, Dennis Coyle, Dan Ritz, Jerry Lamb, Commander, and Jim Switzer, Chamber Treasurer



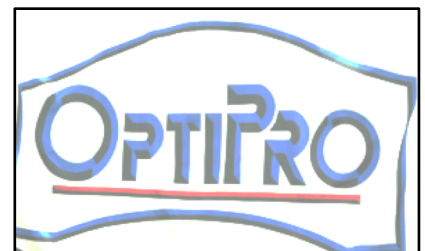
Jeffers & Birnie, CPA
MAY Ontario Chamber
Business of the Month
Story Page #11



LaMora Farms,
JUNE Ontario Chamber
Business of the Month
Story Page #12



Fury Auto Accessories
Opens – Story Page #4



OptiPro Systems Celebrates
Expansion – Story Page #3

Ontario Farmers' Market
Now Open – Story Page #3

Jim Switzer's dedication: *"On May 30, 1868, John A. Logan, Commander in Chief of the Grand Army of the Republic, issued a General Order that designated May 30, 1868 for the purpose of strewing of flowers or otherwise decorating the graves of comrades who died in defense of their country in the Civil War (hence the beginning of Decoration Day). Commander Logan also expressed the hope that his tradition would continue from year to year to recognize in a visible and tangible manner the ideals of freedom and democracy that these comrades sacrificed on behalf of the freedom of their country, their families and the nation.*

Today, it is my honor and privilege to continue this "visible and tangible recognition" of those who gave their lives in the form of this park-style bench – constructed of recycled materials – with the plaque: "In Honor of All Who Served, Meyers-Ingraham American Legion Post 428, by the Ontario Chamber of Commerce, Inc." and do so in tribute to two members of my family who served in WW II – my dad, the late Jack Switzer, a local Walworth high school then Wayne Central teacher who entered service from Rochester (and brought me here nearly 70 years ago), and his cousin, the late John Joseph Switzer, Jr. who also entered service from Rochester and was killed in a war plane crash in North Africa in 1947."

2019 Ontario Country Club Events 2101 Country Club Lane, Ontario, NY

JOIN US THIS SEASON FOR FISH FRY FRIDAY

MEMORIAL DAY – LABOR DAY

Starting May 24th 5-9 pm

Breaded, Broiled or Beer-battered Haddock - \$13 Dinner

Entrees and Bar Menu Available!

Walk-ins or Reservations

Call 315-524-8495 ext 201



JOIN US – NINE & DINE

Starting MAY 24th

Every Friday after 3 PM

Memorial Day Weekend to Labor Day Weekend

\$45 per couple

Includes: 2 rounds golf – 9 holes w/cart

\$20 meal voucher for OCG Bar & Grill

Menu Includes: Beer Battered, Breaded or Broiled Haddock - \$13

Dinner Entrees and Bar Menu Available

Call (315) 524-8495, ext. 208 for a tee time





Mike and Lynda Bechtold, center, cutting the grand-opening ribbon

OptiPro Systems Cuts Grand-Opening Ribbon to 15,000 Sq. Ft. Expansion



Ontario – June 19, 2019. OptiPro Systems, LLC, 6368 Dean Parkway, held a ribbon cutting and grand-opening celebration for their 15,000 sq. ft. expansion home to their new Machine Technology Center and Mastercam Training Center. The opening was coordinated with a two day event with experts in the manufacturing industry giving technical presentations and demonstrations focusing on specific machines, machining techniques, fixturing, and tooling, highlighting the machines capabilities. The company's new Metrology Center also presented demonstrations of the latest Vision Systems from ZEISS O-Inspect and Starrett Precision Metrology. Mike Bechtold, owner of OptiPro, thanked his great team of employees on helping to make this a reality. Funding and incentives were provided by Empire State Development, Wayne County IDA, and Eastman Savings & Loan.

OptiPro was founded in 1982 and moved to it's current location in 1998. In 2011 and 2013 expansions were added and now, with the newest addition, comprises 60,000 sq. ft. with an employment of 100. They are the exclusive distributor of Mastercam (CAD/CAM software) in upstate New York and provide manufacturing solutions for optics, ceramics, and metals. For more about OptiPro go to www.optipro.com.



1st row, from left, Audrey Johnville, Janet Hanley, Fedele Noto, Melissa Larue, Ashley LaRue, 2nd row, from left, Phyllis Noto, Angela Moll, Abram Moll, Colton, Anna, Oliva, and Sherry Verstraete, and Cheryl Legg

Ontario Farmers' Market 1840 NYS Rt. 104, Ontario, NY Opens For The Season



ONTARIO - June 23, 2019. The Ontario Farmers' Market officially opened for the season with a formal ribbon cutting on a warm sunny day especially made for shopping at outdoor markets. The market had a variety of items available including fresh spinach, lettuce, radishes, oregano, sage, a variety of potatoes, onions, honey, maple syrup, and tomatoes plus a variety of crafters. The market is co- managed by the volunteer service of Fedele Noto (Noto Fruit Farm) and Janet Hanley with the help of the Town of Ontario Parks and Recreation Department.

Moll Farms, a vendor from Williamson, NY, also offers Bounty Baskets at \$20/basket where you can choose which vegetables and fruits you would like. They also provide free local delivery to Williamson, Ontario, Sodus, Marion, Walworth and Webster. Go to www.mollfarms.com for more information.

The Ontario Farmers' Market is open every Sunday from 10 AM to 2 PM, rain or shine and is located at 1840 NYS Rt. 104 at the Ontario Firemens' Exempt Field. The market is still accepting vendors and as the growing season is extended, more vendors will be coming to the market. An application and market rules can be found on the town's website (www.ontariotown.org) and also on the Ontario Chamber's website (www.ontarionychamber.org).



Pictured in center holding grand-opening ribbon is Ryder Hillman on the left, with parents Randi and Matt Hillman holding scissors and Madelyn Hillman on the right; along with many family and friends.

Fury Auto Accessories 1453 NYS Rt. 104, Ontario Celebrates Grand-Opening

ONTARIO – June 15, 2019. Family, friends, and Ontario Chamber of Commerce members were all eager to participate in the grand-opening, ribbon cutting ceremony for Fury Auto Accessories located at 1453 NYS Rt. 104. After considering locations, the owners, Matthew and Randi Hillman felt Ontario seemed the best geographic fit for their business.

Fury Auto Accessories is open Monday through Thursday from 8:30 to 6 pm., Friday 8:30-5:30 and Saturday 9-1. More information on the company and the event can be found on their facebook page or stop on into the shop. They can be reached at (315) 333-1003 and email: furyautoaccs@gmail.com

Matt has over 16 years' experience in the automotive accessories industry and he's bringing his expertise to "FURY AUTO ACCESSORIES" on Route 104 in Ontario, NY. Matt has a wealth of experience modifying off-road performance vehicles, providing customer focused solutions and delivering projects on time and on budget. Randi has 18 years of customer service experience in retail and call centers. Randi is proficient at dealing with customers and vendors requiring information or clarification on shipments or certain products. Randi has been a driving force to bring this business enterprise to fruition leveraging her Associates in Applied Science; Administrative Assistant degree from Finger Lakes Community College to productively organize, prepare and launch Fury Auto Accessories.

Matt & Randi live in Ontario and have two children that go to Wayne Central School. Randi is also a bus driver for Wayne. As co-owners of Fury Auto Accessories their focus is on providing their customers with cutting edge solutions, that brings your dream truck, car, boat, motorhome & utv/atv's vision to life. From custom lifts and levels, custom lighting, remote starters, audio and video solutions, custom wheels and tire plus sizing there is no job they haven't done.

The ribbon cutting ceremony was provided by the Ontario Chamber of Commerce, Inc.

Ontario Chamber Announces Winner of Community Scholarship

The Ontario Chamber of Commerce is happy to announce the winner of our annual Community Scholarship given to the Wayne Central graduate who has acquired the most hours of volunteer community service during their high school years. The 2019 winner is Abriuana Caine, 4077 West Walworth Rd., Macedon, NY 14502. Abriuana has accumulated 339 hours of voluntary service in area organizations. She will receive a check in the amount of \$250.00. Her future plans include attending Daemen College.

THANK YOU FOR PARTICIPATING IN NATIONAL SMALL BUSINESS WEEK - MONTH 2019

For the second year, the Ontario Chamber of Commerce prepared a three-dimensional display of local business owners in observance of **National Small Business Week**.

This year, the display was expanded from one month to two and a single location in the lobby of the Ontario Town Hall/Public Library to a second location in the lobby of Lyons National Bank in TOPS' Plaza. Both displays were excellent examples of the scope and variety of businesses in our community !!

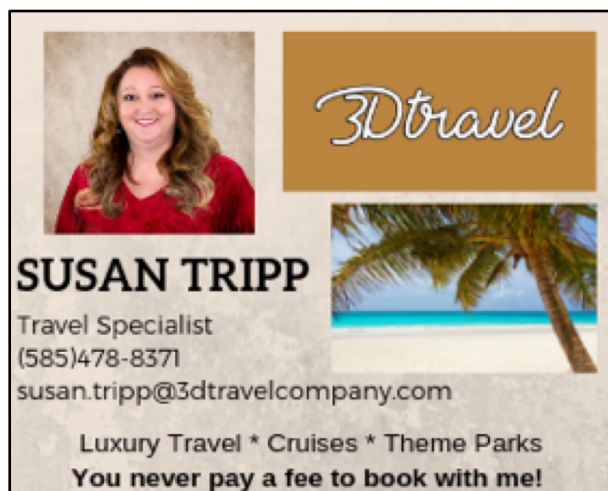
As we return items loaned for the displays and remove display materials, we wish to extend a sincere "thank you" to you and over 100 local business for participating !! We look forward to including you in our displays in the Spring of 2020 !!



2019 Display at Ontario Town Hall/Library Lobby



2019 Display in the lobby at Lyons National Bank, Tops Plaza



New Chamber Member

Welcome To

Susan Tripp, Travel Specialist

Susan Tripp is excited to join 3D Travel and bring her services as a professional travel consultant to Ontario! As a new member of the Ontario Chamber of Commerce, Susan hopes to share her love for travel and promote all the services she offers.

In case you're wondering, YES – travel agents still exist!! Most of us work out of our homes now, instead of a “brick and mortar building” and the business is thriving.

What does it cost for my service? Nothing. Zilch. Zero. My service is paid for by the vendor when you book your vacation with me. There are no hidden fees.

Wouldn't it just be cheaper to do it yourself? Simple answer is “no”. *I offer the same pricing and deals you find online.* In addition, you get personalized service, insights, and the inside track on promotions and sales. Can you book it online yourself? Sure you can! But why miss out on the expertise and guidance for free?! Anyone can do a Google search and hope they land on the right information. I am here to add VALUE to your vacation, not just spit out a list of locations with pricing.

If you're planning a Walt Disney World or Universal Studios Orlando trip – these are my specialty! Learn all about the packages and deals currently available without spending hours researching. From the best hotels, dinner reservations and help with all your tickets and planning, leave the work to me!

Don't leave your vacation to chance. Have a professional, knowledgeable travel consultant on hand to make your next trip the best ever!



Lobby Displays at Ontario Town Hall/Library

Travel, tourism, and community information is available in the Ontario Town Hall/Library lobby. New information is updated regularly. The displays are organized and maintained by the Ontario Chamber of Commerce. Please stop and browse the brochures the next time you stop at town hall or the Ontario Public Library.

New York State Has Adopted Early Voting

Beginning on October 26th, 2019 to November 3rd, 2019 you will be eligible to vote 10 days before the November 5th, 2019 **General Election**.

Early Voting Site: Wayne County Board of Election Office
The Public Safety Bldg. 7376 St. Rt. 31, Ste. 1200
Lyons, NY 14489
Phone: (315) 946-7400

Days and Times for Early Voting:

Monday, Thursday & Friday 9AM – 5 PM
Tuesday & Wednesday 9 AM – 8 PM
Saturday & Sunday 9 AM – 2 PM

Single Use Plastic Bags Banned in New York – Beginning March, 2020

Beginning in March 2020, single-use plastic bags that are provided to customers in places where sales tax is imposed, such as grocery stores, will be banned. Items such as garbage bags, deli bags, bags for food from takeout restaurants and prescription drug bags will still be allowed. The new law allows cities and counties to pass a local resolution to allow stores to charge a 5-cent fee for paper bags. Two cents of this fee will be given to counties to provide re-usable bags to low-income individuals and three cents will be deposited in the state's Environmental Protection Fund.

Message from AARP Driver Safety - URGENT AIRBAG RECALL

An estimated 37 million vehicles on the road today have recalled airbags in need of an urgent repair. Vehicles with defective airbags could kill or seriously injure you and your passenger.

IT'S FREE TO CHECK FOR VEHICLE RECALLS & REPAIRS ARE FREE

Check to See If Your Vehicle Is At Risk:

- 1. FIND YOUR VIN: LOCATE YOUR 17-CHARACTER VEHICLE IDENTIFICATION NUMBER (VIN):**
 - Vehicle registration or insurance card
 - Inside driver-side door
 - Driver-side interior dashboard
- 2. CHECK FOR RECALLS:** Go to www.checktoprotect.org/AARP
 - Click the CHECK FOR RECALLS HERE button
 - Enter your VIN and click on the magnifying glass icon
 - View any open recalls associated with your VIN
- 3. SCHEDULE FREE RECALL REPAIR:** If your vehicle has an open recall, schedule an appointment immediately at your local dealership for a FREE repair.

Heritage Square 2019 Events
7147 Ontario Center Rd., Ontario
CLIP & SAVE



Spring Barn Sale

Thursday & Friday, May 16th & 17th

9 am to 8 pm

Saturday, May 18th, 9am to 12 noon (\$3 a bag)

Bake Sale

Saturday, June 1st, 8 am to 4pm @ 1845 Ridge Rd.

Opening Weekend for tours (\$)

Saturday, June 1st, Sunday, June 2nd 1:30 pm to 4pm

All last tour starts @ 3pm

Auto Show, Ice Cream Social, Music Concert

Sunday, June 9th,

Auto Show 12:00 – 4:00 pm Ice Cream Social

1:30 – 4:00 pm (\$) Tours 1 & 3pm (\$)

Music Concert by The Mad Kings 1:30 – 3:30 pm

Food and Ice Cream for purchase (Parking \$3/ per car)

Summer Sundays @ the Square

July 14th - 1:30 – 4pm

Seventh Annual Pioneer Family Life Day –

Holidays of the Past

August 11th – 1:30 – 4 pm

Early Transportation and Ice Cream Social

Special Donation for Summer Sundays only, \$2 per person

Society members \$1/with card, age 3 and under free

Fall Festival

Saturday, September 28th, 9am- 4pm

Arts & Crafts Show 9am-3pm Food (\$), Tours 1:30 – 4pm (\$)

Last Weekend for Museum Tours

Saturday & Sunday, Oct. 27th & 28th, 1:30 – 4pm

WELCOME BACK RENEWING CHAMBER MEMBERS!

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

Page #9

SEA TO SEA DIVING ENTERPRISE, Stephen Dunning, 7447 Stoney Lonesome Rd., Williamson, NY 14589
FINANCIAL SERVICE PARTNERS, J.R. Ruiz, Jr., 900 Jefferson Rd., Ste. 300, Rochester, NY 14623
CONCORD INSURANCE AGENCY, Tom Glanton, 6270 Dean Parkway, Ontario, NY 14519
AARON PRESTON LANDSCAPE SERVICES, INC., Aaron Preston, 1640 NYS Rt. 104, Ontario, NY 14519
LW EMPORIUM, George Bernhard, Manager, 6355 Knickerbocker Rd., Ontario, NY 14519
ONTARIO COUNTRY CLUB, LLC, Melissa Mancine, 2101 Country Club Lane, Ontario, NY 14519
C & D AUTOMOTIVE SERVICE CENTER, Dean DeMarree, 994 NYS Rt. 104, Ontario, NY 14519
BENCHMARK HYDRAULICS TECHNOLOGY, LLC, Richard Bebernitz, 5708 Walworth Rd., Ontario, NY 14519
B & C AUTO RESTORATION & PAINT, INC., Bill Kilpatrick, 6360 Dean Parkway, Ontario, NY 14519
ADVENTURES IN CLIMBING, Jim Porcelli, 912 NYS Rt. 104, Ontario, NY 14519
PET PASSAGES, Michael Harris, 348 NYS Rt. 104, Ontario, NY 14519
BENCHMARK HYDRAULICS TECHNOLOGY, LLC, Richard Bebernitz, 5708 Walworth Rd., Ontario, NY 14519
KUK SOOL WON, Master Gary Evarts, 396 NYS Rt. 104, Ontario, NY 14519
MR. AUTO PARTS/PLUS, Jan Leaty, 1864 NYS Rt. 104, Ontario, NY 14519
ONTARIO PUBLIC LIBRARY, Bd. Of Trustees, Sandra Hylen, Director, 1850 Ridge Rd., Ontario, NY 14519
PUGSLEY'S MARINE, INC. Robert & Carol Cario, 310 NYS Rt. 104, Ontario, NY 14519
RELIANT COMMUNITY CREDIT UNION, Karen Dean, 10 Benton Place, Sodus, NY 14551
LAKESIDE RESTAURANT, LLC, Jimmy and Niki Amaxopoulos, 6270 Lakeside Rd., Ontario, NY 14519
GREEN TEAM 100, Robert & Leona Billett, 6318 Furnace Rd., Ontario, NY 14519
EXELON GENERATION, R.E. GINNA NUCLEAR POWER PLANT, Maria Hudson, 1503 Lake Rd., Ontario, NY 14519
C.P. KELLY & ASSOCIATES GENERAL CONTRACTING, Charles Kelly, 1201 Ridge Rd., Ontario, NY 14519
NATURE'S WAY FLORAL & GARDEN, Joellen Simone, 7284 Knickerbocker Rd., Ontario, NY 14519
DEIDRE'S HAIR SALON, Deidre Beach, 1781 Ridge Rd., Ontario, NY 14519
MAMA LOR'S CAFÉ, INC., Lori Rosenzweig, 1891 Ridge Rd., Ontario, NY 14519

Welcome New Members to the Ontario Chamber!

WAYNE CENTRAL EDUCATION FOUNDATION, Christine LoDestro, Pres. BOD, PO Box 192, Ontario, NY 14519-0192; email: wcecontact@gmail.com
PETER GAVENDA, Spectrum Business/Local Sales Executive, 2620 West Henrietta Rd., Rochester, NY 14623, Business Ph: (716) 598-0815, email: peter.gavenda@charter.com
FURY AUTO ACCESSORIES, Randi & Matt Hillman, 1453 NYS Rt. 104, Ontario, NY 14519, Business Ph: (315) 333-1003; email: furyautoacccs@gmail.com
STEVE'S CUSTOM CANVAS & UPHOLSTERY, Steven Palis, 765 County Line Rd., Ontario, NY 14519, Business Ph: 585-265-1170; email: steve.palis@gmail.com; website: www.stevescustomcanvas.com. Custom awnings – home and commercial; custom upholstery – marine and auto interiors; custom marine canvas

Welcome Package Materials Needed

If you would like your marketing materials distributed to new residents in Ontario, please deliver 50-100 items to Edward Jones Investments, 6323 Knickerbocker Rd., Ontario, NY 14519, Attention: Aileen Hurlimann. Approximately 12-15 packages are delivered each month. This is an opportunity for you to reach new customers. Business cards are accepted.

Officers: (terms expire in 2020)

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)

Brian Natale, Farmers Insurance – term expires 2019
Sue Yantch, Sue's Hair Trends – term expires 2021
Joellen Simone - Nature's Way Floral and Garden - term expires 2020

Community Liaison:

Tim Strickland
Life-Vest Financial Group & Core Fitness
(585) 370-1328

Ontario Chamber of Commerce Membership Information

The Ontario Chamber of Commerce is open to membership for all businesses and residents. You do not need to be a local business or resident to join. There is only one level of membership at \$50.00. Some of our business support projects include: Business of the Month; Ribbon Cutting Ceremony; Support for our Business Improvement District. Community projects include: Support for the Ontario Food Pantry; Christmas Tree Lighting Event; Scholarship given to a Wayne Central graduate; Distribution of Welcome Packages to new residents. For more Information about additional projects please visit our website: www.ontarionychamber.org. Please consider joining us and becoming part of our team to support businesses and our community. Your membership would be welcomed!

Ontario Chamber of Commerce – Membership Form

Membership Dues: \$50.00 annually. Please make checks payable to Ontario Chamber of Commerce, and mail to PO Box 100, Ontario, NY 14519-0100

BUSINESS NAME: _____

NAME OF OWNER: _____

TYPE OF BUSINESS: _____

MAILING ADDRESS: _____

(No. and Street)

(Post Office Box) (City, State, Zip)

BUSINESS ADDRESS: _____

(No. and Street)

(Post Office Box) (City, State, Zip)

HOME PHONE: _____

BUSINESS PHONE: _____

EMAIL ADDRESS: _____

WEBSITE ADDRESS: _____

FAX NUMBER: _____

*PERMISSION TO ADD TO ONLINE BUSINESS DIRECTORY (circle one)

YES NO

*(We depend on members to provide updated information as it occurs.)

FedEx

Outdoor box

Advantage Auto Supply

2045 NYS Rt. 104, Ontario, NY

Phone (store) (315) 524-2691

Daily Pickup @5 pm

Monday thru Friday

None on weekends/holidays

Western Union

Send & Receive

Money/Messages

Rite Aid Pharmacy

6296 Ontario Ctr. Rd., Ontario, NY

S.E. corner @ NYS Rt. 104

Phone (store) (315) 524-2511

UPS (United Parcel Service)

Secor Hardware (within store)

Tops Plaza, S.E. corner of NYS Rt. 104

and Furnace Rd., Ontario, NY

The service is available during regular store hours

Phone (store) (315) 524-4052

Mobile DMV at Webster Public Library

Mondays 10-3:30; except holidays

U-Haul products, services are available

at Original Door Store, 1712 NYS Rt.

104, to reserve call (315) 791-4554

2019 Chamber Meetings

January 21st

February 18

March 18th

April 15th

May 20th

June 17th

July 15th

August 19th

September 16th

September 19 – Annual Banquet

October 21

November 18

December – No Meeting

All chamber members are invited to attend as well as the general public. Meetings are held at the Ontario Town Hall, 1850 Ridge Road in the town board meeting room and begin at 3:30 p.m.



Pictured, Matthew Birnie (l) and Scott Birnie

Ontario Chamber of Commerce
May, 2019
Business of the Month
Jeffers & Birnie, Certified Public
Accountants
1454 NYS Rt. 104
Ontario, NY 14519

Ontario's May Business of the Month highlights *Jeffers Birnie, Certified Public Accountants, PC.*, residing at 1454 NYS Rt. 104, Ontario (Howard Hanna building). Contact information: Phone: 315-524-7693 or 585-352-2900, FAX: 315-524-9708.

Scott D. Bernie is the company President, maintaining 37 years in the accounting industry. *Jeffers Bernie*, employs 2 to 3 people in the Ontario branch. Bernie's team also serves Monroe County, out of their Spencerport, NY office. Originally Bernie began his career working for Fred Stoffell, where he was introduced to Mike Jeffers. Together they branched out and opened the Spencerport office. In 1995 Jeffers procured a place in Ontario, on Slocum Rd, because it would be closer to home and family. The partners resided there until 2018. Succeeding Jeffers retirement, the office moved to their current location, next to Howard Hanna Realty.

Bernie's exemplary education history includes, graduating from the University of Brockport, and RIT with a Masters in Accounting. He attained his CPA within the NYS Education Department. Bernie is also "linked in" business with his son Matthew, who also has attained his CPA and Masters. Bernie is quite proud of his son and states, "My son Matthew is in business with me, he previously worked with a financial company for about 2.5 years, in Chicago. When Mike Jeffers retired Matt joined the company and will be our company's future. He knows a lot about technology and embraces it."

Bernie's knowledge and interest in accounting and finance, is the foundation for his success. However, helping patrons achieve their goals is a core priority within their business model. "We develop an accounting system that works for our clients." The systems are established mostly for local sole proprietors. "We do not work with publicly traded companies." Their client list includes a few large clients in agriculture and construction and a number of nonprofit organizations as well as compiling individual income tax returns. Their business offerings encompass; accounting, banking, bookkeeping, finance, and outsourcing (referrals for payroll services and retirement planning).

Bernie stays current on government tax changes and provisions while maintaining 40 hours of continuing education per year. As Bernie stated, "Success is helping customers obtain their goals. Everyone wants to increase their wealth but everyone also wants to be happy with what they are doing because they will be doing it for a long time."

For Bernie, inspiration in business and life is attributed to his father. "My father was my greatest influence, always working hard and accomplishing what he wanted to. He provided for his family. I echo my dad's accomplishments regarding family and home. In business, It takes a lot of hard work to become successful. The hours spent working are not just 9 to 5. Though you must stick to your business plan, one cannot be too rigid, in order to change course if things are not working. Listen to the voice of your customer and integrate that into your business."

"We really enjoy working within the Ontario community and long term, we hope to expand the Ontario office."



LaMora Family, left to right, Ava LaMora, age 12, Chase age 7, with Dad, Earl, and Mom, Lindsay with Elle age 2

Ontario Chamber of Commerce
June, 2019
Business of the Month
LaMora Farms
5925 Ontario Center Road
Ontario, NY 14519
"Come Grow With Us"

Their tagline captures the spirit of their farm, inviting the community to come "Grow with us". Earl and Lindsay LaMora are partners in their fresh fruit and vegetable farm, which they have been "growing" for the past 11 years.

Also growing together is their lovely family; children Ava (12), Chase (7) and Elle (almost 2). The LaMora's initiated their venture by renting 5 acres in North Rose, NY. Neither of their parents were farmers (which is a unique situation). Their primary tractor was a 1950 open-cab Ford, and along with it, the LaMora's welcomed the challenges farming presents. Since their first season they continued to rent additional acres and made the "big" transition ownership in 2013 when they purchased their home farm here in Ontario, now totaling over 100 acres. The LaMora team has a professional background; Lindsay, with a degree in marketing and Spanish and Earl, in business. Through college (and still today) they both work for an orchard consulting business and have a long history of ties to the agricultural community. With Earl's passion for growing produce and Lindsay's love for sales and marketing they progressed into a much-needed offering within our town and Wayne County.

"The Garden Gazebo is open from dawn to dusk, 7 days per week from June through November." The Gazebo is 100% self-serve, with payment in cash or check. A collection of recipes is always available as a courtesy to customers. They also provide U-Pick strawberries, peaches, apples, pumpkins in season. The LaMora's sell a large variety of their apples commercially to fresh fruit buyers and processors. Their high-quality peaches, sweet cherries and strawberries, provide both whole-sale and retail avenues, while supporting the local food hub and farmers markets. In all, the LaMora's grow more than 30 different commodities of vegetables and fruit including, but not limited to strawberries, apples, peaches, plums, nectarines, cherries, raspberries, squash, broccoli, peppers, eggplant, beets, beans and a variety of leafy greens. They are CSA (community supported agriculture) benefactors, debuting their unique "Garnish and Gather" spin on the philosophy, and quickly sold out shares for their opening season. Share and non-share customers may come to the open gazebo any time to shop, a full selection is available 7 days a week. The LaMora's "like to grow what people want" and continually petition feedback from their customers to improve. Integrity and true grit capture much of the LaMora tradition. Their farming practices are exemplary. They pass regular food safety audits, and practice IPM (integrated pest management) and sustainability. As stated by the LaMora's, "We strive to grow the highest quality fruits and vegetables, with the most conservative inputs." Along their path to success there have been setbacks and hardships, a byproduct of farming, but they have a whole group of people behind them.

"They say it takes a village to raise a child and by the same token it takes a community to grow a farm. We are constantly humbled and inspired by how much this community has embraced and supported us," replies Lindsay. Farming in itself is a labor of love and hard work, and the LaMora's inspiration to succeed and prosper, is reflected in their children. "It is important to us that they see the value of working towards a goal. We hope they learn to go after their interests and dreams no matter how difficult the road ahead is."

A final message the LaMora's would like to close with, regarding small business in general, is the importance of supporting local. The number of farms keeps dwindling as consolidation continues to swallow up the traditional family farm structure our country was built on. They urge people to "buy local, to keep agriculture strong in your communities." When asked about their hopes for the future their answer was simple: "We just hope we are still here in 5 to 10 years. Because nothing in farming is a guarantee." Website: www.lamorafarms.com