

# ONTARIO CHAMBER OF COMMERCE, INC.

P.O. Box 100, Ontario, NY 14519-0100 – 315-524-5886

Officers: (terms expire in 2012)  
Acting President – Donna Burolla 315-524-8286  
Sherry Verstraete, Vice President –  
Jim Switzer, Treasurer – 585-750-2277  
Donna Burolla, Secretary – 315-524-8286



Board of Directors: (3 year terms)  
Disa Pevear - 2013  
Nadia Niniowsky - 2012  
Thomas Mizelle - 2014

Website: [www.ontarionycc.com](http://www.ontarionycc.com)

Newsletter – March – April, 2012

## Ontario's Biz Buzz

**Congratulations to Tops Supermarket** celebrating 50 years of great food and family values! Tops is located at 6272 Furnace Rd. in Ontario and opened on Sept. 30, 1997. Tops began as a neighborhood grocery store in 1922 in Niagara Falls operated by Ferrante Castellani who came to America from Italy in 1920. In 1950, Ferrante's son, Armand wished to expand the grocery store and became a partner with Bell's Markets in Buffalo. Through the next decade the business continued to expand and in 1962 Tops was the first modern supermarket in Western New York. The name Tops was chosen due to the lingo of the 50's the best was known as being "Tops". Armand was committed to giving his customers the best possible shopping experience. Tops now has 132 stores that stretch from northern Pennsylvania to Syracuse.

**R.E. Ginna Nuclear Plant** is in the process of being merged with Exelon, a Chicago based company. All of Constellation Energy's New York plants will be transferred to Exelon, once the merger is complete. The transaction should close the first quarter of 2012. In addition to Ginna, Exelon will acquire Nine Mile Point nuclear plant in Oswego.

**Secor Hardware in Ontario** located in the Tops Plaza (corner of Rt. 104 and Furnace Rd.) is in the process of expanding into the former Blockbuster space. Completion anticipated in May, 2012.

**Ontario Barn Vineyard's** wine "Oval Garden Chardonnay" is now available at The Brookwoods Golf Club. Please remember to ask for it!

Next Newsletter deadline: April 20<sup>th</sup> for May – June publication

## Congratulations To Bene-Care, Inc. Listed in Rochester Top 100 Businesses

Bene-Care was listed as No. 71 in the Top 100 Rochester Businesses. Bene-Care Inc. is a health insurance service company located at 1260 Creek St., in Penfield. They work with employer groups as a broker/consultant to find solutions to assist in curbing the large cost of health insurance. Bene-Care was founded in 1985 and Mr. William Bach is President and Mr. Jeffery Bach is Vice President. They employ 38 people. The Rochester Top 100 annually recognizes the fastest-growing privately held companies in the nine county region and is sponsored by the Rochester Business Alliance and KPMG. Bene-Care, Inc. has been a member of the Ontario Chamber of Commerce for many years and works with many of our local businesses with their health insurance needs. Bene-Care may be contacted at 585-347-1300. Website: [www.bene-care.com](http://www.bene-care.com).

## Ontario Chamber Welcomes New Officers

At the March 19<sup>th</sup> meeting of the Ontario Chamber the board accepted the resignation of **Ray Cedruly**, Vice President, with sincere regret. Thank you Ray for all of your hard work and dedication! The board appointed **Sherry Verstraete**, as Vice President. Sherry is now the Director of the Pines of Peace Hospice Care. Welcome aboard! At the Feb. 20<sup>th</sup> meeting the board accepted the resignation of **Vicki Steele** as President with sincere regret and appointed **Donna Burolla** as Acting President. Sherry and Donna will fill their term of office until Sept. 2012.

## Community Events – Mark Your Calendar

**March 30<sup>th</sup> - Verizon Wireless – 6280 Furnace Rd. – Small Business Technology Event-** Businesses – Jump start your Spring by visiting us at Wireless Zone for our Small Business Technology event from 11 am to 2 pm on Friday, March 30<sup>th</sup>. You will get to see the latest technology for business from Verizon Wireless and learn how businesses just like yours are increasing their productivity and efficiency! Everything from new tablets, applications, smart phones, and mobile credit card payment systems! Free lunch included. Please contact Steve Wexler @315-524-3339 to reserve your spot today. Space is limited.

**March 31<sup>st</sup> – North Ontario United Methodist Church – 7200 Ontario Center Road – Organ Dedication Concert – 6 pm.** – Wayne Skinner, a graduate of the Boston Conservatory of Music, will perform in concert to dedicate the new Allen Organ at the North Ontario United Methodist Church, 7200 Ontario Center Rd., Ontario, NY. The public is cordially invited to attend this free event. There will be a reception and refreshments following the concert. For more information please call the church office at 315-524-9509.

**Heritage Square Museum – Donations Needed for Spring Barn Sale** – Donations will be accepted on Thursdays **April 26 and May 3; 6 pm to 8 pm** and Saturdays, **April 28 and May 5; 10 am to 12 noon** at the Barn at Heritage Square, 7147 Ontario Center Road, corner of Ontario Center Road North and Brick Church Road in Ontario, NY. The town of Ontario Historical Society's spring barn sale will be held on **Thursday, May 17<sup>th</sup> 9 am to 8 pm. Friday, May 18 9 am to 4 pm and Saturday May 19 from 9 am to 12 noon will be the \$2.00 a bag sale.** New this year, extended hours on Thursday. They are need of good saleable donations. They are looking for items such as jewelry, dishes, and other kitchen items, furniture both indoor and outdoor, books, toys, games, small electrical appliances in working condition. Gardening equipment, flowerpots and other yard ornaments. They are not able to accept T.V's, clothing, computers or large exercise equipment. If you have any questions about your donations or need to make special drop off arrangements, please contact: Liz Albright at 524-9127 or Ann Welker at 524-9330. Donation slips are available upon request.

**May 5, 2012 - Pines of Peace - Annual Charity Auction** - Mark your calendar for the **Annual Charity Auction held May 5, 2012** for the Pines of Peace at **Sodus Bay Heights**. Cost is \$25. a ticket and includes lunch, door prizes and fabulous auction items. To reserve a ticket or table of 8 call 315-524-2388.

**April 16<sup>th</sup> and May 11<sup>th</sup> – United Way Day of Caring Annual Food Drive** – The United Way Food Drive relies on support from the community to help collect food for those in need. A food drive is easy and fun to do! We encourage your business to get involved and participate by taking up a collection of food in your company between **April 16 and May 11**. Please deliver your items directly to the food distribution site at The Lyons National Bank at the Tops Plaza in Ontario. Other drop off sites are available on our website: [www.uwaynecounty.org](http://www.uwaynecounty.org). Volunteers will separate and sort the food donations at each site on May 16<sup>th</sup>. Food will be given to local food pantries. Sign your business up today – forms on our website! Items to consider donating: canned tuna, canned vegetables and fruit, spaghetti sauce, mac/cheese, canned meats, canned beans, soup, peanut butter/jam, pasta, rice, cereal, juice, laundry soap, and personal care items.

**June 2<sup>nd</sup> – Ontario Chamber of Commerce Business Fair – 12 pm – 4 pm** – Held in conjunction with Heritage Square Village Faire Days – 7147 Ontario Ctr. Rd., Ontario, NY – Businesses will be provided a booth space inside the train station and under a tent near the station. Registration is required by April 30<sup>th</sup>. Fee: \$10.00. See our website: [www.ontarionycc.com](http://www.ontarionycc.com) (Chamber Functions) for a registration form or contact Nadia for more details. Nadia's email: [nadia7442@rochester.rr.com](mailto:nadia7442@rochester.rr.com) or call 315-524-9443. Other activities planned for the day include: Antique & classic car display; baked food sale; book signing by authors; kids games; pie baking contest; Ore Bed Express Train Ride for kids; food vendors, Community Band Performance; and more!

## Basic Windows Class Offered

**Korvan's Korner Inc., 4089 Main St., Williamson, NY 14589** is offering a basic windows class. This is a 2 part class. It is for 2 nights, 2 hours (6-8 p.m.) per class. During this class you'll learn to use some of the Windows operations, tips and tricks that will be applicable across most windows applications. You will also learn to navigate the internet, and create document files. That's just some of the things you will learn. We provide a booklet to take notes in that is yours to keep. So bring your computer questions and we'll answer them. We will have a short refreshment break.

All classes will be held at the store front on 4089 Main Street, Williamson, NY 14589.

**Dates:        March     27        &     29**  
                  **April        24        &     26**  
                  **May 29 & 31**

All classes are 6 pm – 8 pm. The cost is \$45 plus tax. To reserve your seat call (315) 589-8759 or e-mail us at: [Classes@korvanskorner.com](mailto:Classes@korvanskorner.com)

Korvan's Korner is also an electronics recycling center.

## 1<sup>st</sup> Winner of 2012 – Ontario Chamber Business Promotion Award

Congratulations to **Edward Jones Investments**, 6323 Knickerbocker Rd., Ontario, NY for winning the Business Promotion Award of \$100.00 to advertise their business. Congratulations to Marie Thomas, Financial Advisor!

To be eligible for the random drawing, you must be a chamber member and mail your business card to: Ontario Chamber of Commerce, PO Box 100, Ontario, NY 14519. Random drawings are held once every business quarter.

## Genesee Valley Pennysaver Looking For Hometown Stories

**What's Your Story?** Have something interesting you'd like to share with our readers? Perhaps an original story, a personal experience, community happening, or school event. Add some photos, and your story will be featured on our popular website for all to see. Who knows – it may even end up in print! It's easy to do – go to My Hometown at [www.geneseevalleypublicaitons.com](http://www.geneseevalleypublicaitons.com) to view previously posted stories, or register with an email address and password to post your own.

## Syracuse University – Industrial Assessment Center

**Manufacturers May Qualify for No Cost Energy & Productivity Assessment** - If you are a manufacturer interested in improving energy efficiency, reducing waste, and increasing productivity, you are invited to contact Syracuse University's Industrial Assessment Center to see if you qualify for a confidential, no cost energy and productivity assessment. Assessments are conducted by engineering interns supervised by faculty from SU's L.C. Smith College of Engineering and Computer Science. To learn more, contact Prof. Frederick Carranti at (315) 443-4346, or email [iac@ecs.syr.edu](mailto:iac@ecs.syr.edu).

## In Memoriam

The Ontario Chamber was saddened with the loss of **Michael Patrick Murphy**

We extend sincere condolences and sympathy to his wife, children, family members, and friends. Mr. Murphy was owner of Murphy Funeral Services of Ontario, Palmyra, and Macedon. He will be missed in all of these communities. Murphy Funeral Home is a longtime member and supporter of the Ontario Chamber.



Pictured L to R: Bob Kelsch, Ontario Supervisor Chris Thomson, Kitchen Manager, Kristen Rector, Executive Chef, Mark Leenhouts, Shea's owner, and Jim Hoffman, Chairman, Wayne Cty. Bd. of Supervisors.

## Ontario Chamber Welcomes Shea's Grill

The Ontario Chamber of Commerce welcomed Shea's Grill, a new business in Ontario, with a ribbon cutting ceremony on Feb. 3, 2012 at 5 p.m. A full house of restaurant customers watched as Mr. Mark Leenhouts, owner of Shea's, assisted Bob Kelsch, Ontario Town Supervisor, in cutting the ribbon at the entry to a renovated dining area. Flowers from Nature's Way Floral in Ontario were presented to Mr. Leenhouts, a gift from the Chamber, in honor of the grand-opening. Shea's Grill is located at 6361 Knickerbocker Rd., former location of The Branding Iron Restaurant.

Mr. Leenhouts has many years of restaurant experience and previously operated a restaurant on East Avenue, in Rochester. The new location offers an expanded capacity with room for 120 diners. Mr. Leenhouts describes Shea's as serving "American comfort food with flair" which favors fresh ingredients and in-house preparation. Shea's Grill is open for parties, large or small and will soon be serving lunch. Hours for dinner are Tuesday through Saturday, 5 p.m to 9:30 p.m. Lunch is served Tuesday through Friday – 11:30 a.m. to 2:30 p.m. and brunch on Saturday from 8 a.m. to 2 p.m. and Sunday from 8 a.m. to 3 p.m. Closed on Mondays. For more information, call (315) 524-8367 or go to the website: [www.sheasfoodwinetap.com](http://www.sheasfoodwinetap.com) for a full menu.

### Fishermen (And women) Get Ready DEC Has New Fishing Map

NYS DEC has a new Free Fishermen's guide available. The large, fold-out **I FISH NY Guide** to Freshwater Fishing in New York State contains valuable fishing information – including fish species present, the type of access available, whether ice fishing is allowed, what (if any) permits are required, and the location of fishing piers, marinas or local campsites – for more than 320 lakes and ponds and 112 rivers and streams. It also contains color photos and descriptions of New York's most popular sportfish, important contact information, and a list of recommended fishing waters. To obtain a free copy, e-mail to [fwwfish@gw.dec.state.ny.us](mailto:fwwfish@gw.dec.state.ny.us) and include "NY Fishing Map" in the subject line.

### The Chamber Welcomes Returning Members – Thank You For Being So Prompt With Your Dues!

Almy, Patrick & Rita – Osburn House Properties  
Burrows, Keith & Kevin – Burrows Bros.  
Burkwit, Clarence – Burkwit Engineering  
Ferguson-Leaty, Debora – Ferguson's Hair Care  
Jeffers, Michael – Jeffers Birnie CPA's P.C.  
Kowalyk, Teon – Ontario Family Chiropractic – Cold  
Laser Therapy & Wellness Center  
Lockwood-Kushall, Shirley – Lockwood's Old Time Stuff  
McConnell, Charles – McConnell Editorial Services  
McNally, Katharine  
Molinari, Jim – Danes Welding Supplies Inc.  
Morrow, Stephen – New York Sports  
Strati, Anthony & Sharon – Star Travel  
Vargo Jr., George & Martha – Ontario Laser Wash  
Verstraete, Sherry – Pines of Peace

### The Chamber Welcomes New Member

Uno Chicago Grill, 931 Holt Rd., Webster, NY  
14580 – Katie Lawton, Business Manager



## **Pines of Peace Hospice Care Wish List**

Listed below is a "Wish List" from Pines of Peace. Pines of Peace is funded solely through charitable contributions. If you would like to donate, items can be dropped off at 2378 Ridge Rd., Pines of Peace, Ontario (near Lanson Rd. and Ridge Rd.) For questions, call 315-524-2388.

### **\*Indicates a priority**

#### **FOOD ITEMS**

##### **Decaf Coffee\***

Broth (beef, chicken, vegetable)  
Canned Vegetables  
Canned fruit  
Dried split peas  
Powdered beef bouillon  
Dry lentils  
Long grain rice  
Tiny macaroni  
Flaked coconut  
Semisweet chocolate chips  
Chopped walnuts

#### **HOUSEHOLD PRODUCTS**

##### **Paper Towels\***

##### **Tissues\***

##### **Disinfectant wipes – NON bleach\***

Quart canning jars, lids, screw-on bands  
Lysol Disinfectant Spray  
Liquid Dishwasher Detergent  
Rinse Agent for Dishwasher (like Jet Dry)  
**Liquid Laundry Detergent *unscented HE only*\***  
**Fabric sheets – *unscented*\***  
Spray Stain Remover – like Shout, Resolve  
Tall kitchen and Small wastebasket trash bags  
Zip lock bags (gallon and quart)

#### **OFFICE SUPPLIES**

##### **Stamps\***

Gift cards to Staples, BJ's, Wegmans or Tops  
Cardstock – white

#### **PERSONAL PRODUCTS**

Body Wash  
Bar Soap  
Mouth Wash  
Deodorant  
Sanitary Pads  
**Baby Wipes\***  
**\$\$ for utilities\***

## **Ontario Food Pantry Request**

If you would like to donate to the Ontario Food Pantry you can drop off your canned food products at the locations listed below. Example of items needed: Nonperishable canned food items (beans; pasta; tuna fish; peanut butter; macaroni and cheese, canned soups); personal hygiene products and laundry products. For a large donation, pickup can be arranged. **Please call Tim King at 315-524-7938.**

### **Lobby at:**

Ontario Town Hall – 1850 Ridge Rd.  
Lyons National Bank – Tops Plaza  
Meyers – Ingraham American Legion  
Post 428, Knickerbocker Rd.  
Area Churches

### **Stores:**

Sue's Hair Trends, 2015 Ridge Rd.  
Edward Jones Investments –  
6323 Knickerbocker Rd., Ontario

## **NYSERDA New Construction Incentive Program Presented to Chamber**

At the Feb. 20<sup>th</sup> meeting of the Ontario Chamber of Commerce, Mr. James Bittker, Outreach Specialist for the NYS Energy Research and Development Authority explained incentives for new construction OR renovated commercial buildings. There is cash back for installing cost-effective electric efficiency measures into the design. Technical assistance is also available and help in filling out the application. Funding is on a first come first serve basis from Jan. 4, 2012 to Dec. 30, 2015 or until funds are fully committed. For more detailed information about this program, contact:

James Bittker, Outreach Specialist  
Sustainable Performance Consulting, Inc.,  
1630 Empire Blvd., Webster, NY 14580  
Phone: (585)943-7604

E-mail: [jbittker@spc-ny.com](mailto:jbittker@spc-ny.com)

There is no charge for a consultation or services provided to the business.



Pictured above, Chris Vicari, owner of Vicari's Pizzeria

**Ontario Chamber of Commerce  
March, 2012  
Business of the Month  
Vicari's Pizzeria – 1795 Ridge Road**

Chris Vicari, owner of Vicari's Pizzeria states that he has been in the pizzeria business in one capacity or another for the past nine years. The learning curve has been a steady one, from making the food in the kitchen, serving patrons, and finally learning the nuances of managing the business, all the small stuff that make a business work.

There is so much to learn about managing the actual business. This is an eighty or ninety hour a week job. The hard work will pay off in the long run.

The pizzeria business is very competitive, but as long as you put out a good product people will continue to buy their food from you. Some of our clients eat here several times a week. Most of our patrons are from Ontario, however we do have some folks that come from Webster and Sodus. Most of our advertising is word of mouth. We do have specials on the internet. Some of our busiest days are just before holidays and special celebrations. Deliveries are a must for this business. As a Webster resident, Vicari says, "I really like it out here because it is a big area but a small community. It is more personal."

We completely renovated the restaurant last year. I wanted more seating capacity and we are still working to that end. We have tables now instead of the counter. This allows people to sit and talk in groups instead of talking across each other. We also have new picnic benches. Vicari says, "I want to make the business more inviting. I think it is important to know your clients and address them by their first names." As soon as you walk in to the store you will notice "The Wall." As a New York Yankee fan Vicari has decorated the inside of the store with a "Yankee" motif. One of the two flat screen televisions is dedicated to Yankee games as programming permits. This is just one more way of making my patrons more comfortable and making the business my own. The other important thing to me was to have all the food prepared in the kitchen and not in the dining area.

We have natural gas fired brick ovens which must remain on all the time, even if we have a day off. All of our food is fresh and the pasta sauce is my own recipe. We also provide catering for a variety of events. The catering menu is more extensive than the everyday menu and even if you can't find what you want on the catering menu, just ask and we will provide you with a customized menu. We can respond to just about any size pizza order. We once had an order for 166 cheese pizzas.

Vicari says, "My employees are great!" Some of them have been with me from the start. I have 6 part time employees along with lots of family help.

**The hours of operation are Monday through Saturday – 10 a.m to 10 p.m., Sunday 12 to 9 p.m.  
Vicari's can be found on the web @ <http://www.vicarispizzeria.com>  
Phone: (315) 524-4500**

Congratulations to Vicari's Pizzeria as Business of the Month for March. 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 Wayne County Mail, and the Webster-Ontario Pennysaver.