

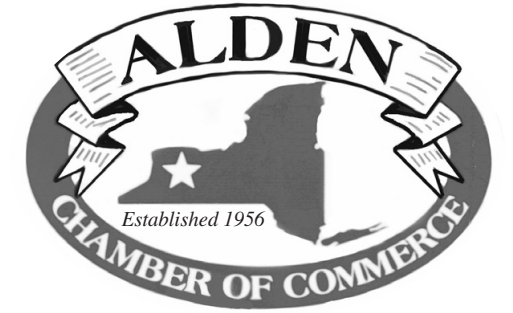
Alden Chamber of Commerce
P.O. Box 149
Alden, New York 14004-0149

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Alden Chamber of Commerce Newsletter

MAY 2011

VOLUME 20, NUMBER 1



The Alden Chamber of Commerce cordially invites you to attend the

Annual Spring Membership And Election Dinner

Tuesday, May 17, 2011

at

MaGavin's Restaurant & Pub
12443 Broadway, Alden NY

Cash Bar at 5:00pm Dinner at 6:00pm

The Annual Distinguished Citizen Award will be presented to Arlene Cooke.

Nominees for election to serve a three year term on the Board of Directors are*

Brooks Bowman-Elwood-Jordans Agency
Christopher Gust-Alden State Bank
Nancy W. Hughes
Jennifer Strong-Neill & Strong, Attorneys
Steven Weber

Tom Ulbrich
Executive Director of UB Center of Entrepreneurial Leadership
will speak on

The Small Business Community - America's Innovation Machine
Cost of the dinner is **\$20.00** per person and **reservations are required**. Call the Chamber office at 716-937-6177 with your reservation and send checks to Alden Chamber of Commerce, PO Box 149, Alden, NY 14004 by **May 9**. **Broken reservations will be billed.**

COMMITTEE MEMBERS

BUSINESS & ECONOMIC DEVELOPMENT - RAY STOOS, Paul Hutschenreuter, John Drogi, Christopher Dundon, Earl Gillen, Nancy Hughes, Jennifer Strong, Gary Wagner, Paul Henry, Steve Weber

ALDEN ECONOMIC DEVELOPMENT - CHRISTOPHER GUST, Gary Wagner

PROMOTION/PUBLICITY - CHRISTOPHER GUST, Susanne Galbraith, Lynn Fusco, Nancy Hughes, Lee Weisbeck, Paul Henry

WEBSITE - CHRISTOPHER GUST, Steve Weber

TOWN, VILLAGE & SCHOOL LIASON

(T) Ronald Smith, Jennifer Strong
(V) Richard Kegler, Paul Henry, Nancy Hughes, Richard Jablonski
(S) L. Fusco, Paul Hutschenreuter

MEMBER SERVICES - BROOKS BOWMAN, Susanne Galbraith, John Drogi, Earl Gillen, Paul Henry, Nancy Hughes, Richard Jablonski, Thomas Steffan, Gary Wagner
MEMBERSHIP - Steve Weber, Paul Henry
WELCOME WAGON - Susanne Galbraith

INSURANCE - BROOKS BOWMAN, Ronald Smith, Noll Ferris, Gary Wagner

MERCHANTS ASSOCIATION - THOMAS STEFFAN

HUMAN RESOURCES - STEVE WEBER, Michael Druding, John Drogi, Noll Ferris

Visit our website www.aldenny.org

CHAMBER OFFICE
13500 Broadway Alden, New York 14004
Phone (716) 937-6177 FAX: (716) 937-4106
E Mail: secretary@aldenny.org

Board of Directors meetings are held every third Thursday of the month at 4 pm at the Whistle Stop Inn. All Members are invited.

Member of: WNY Chamber Alliance

PRESIDENT - STEVE WEBER
VICE PRESIDENT - JOHN DROGI
TREASURER - NOLL FERRIS

EXECUTIVE SECRETARY
BARBARA HOSKYNS
ASSISTANT EXECUTIVE SECRETARY
LYNDA TUCKER

DIRECTORS 2010-2011
BROOKS BOWMAN CHRISTOPHER DUNDON
NANCY HUGHES JENNIFER STRONG
STEVEN WEBER

DIRECTORS 2010-2012
MICHAEL DRUDING NOLL FERRIS
SUSANNE GALBRAITH EARL GILLEN
THOMAS STEFFAN

DIRECTORS 2010-2013
JOHN DROGI DR. LYNN FUSCO
PAUL HENRY PAUL HUTSCHENREUTER
RAYMOND STOOS

THINGS YOU NEED TO KNOW

In this space we want to include your news such as change of name, location, phone number, etc. Please submit important news or changes to the Chamber office at 937-6177.

CHAMBER CALENDAR

May 17

Spring Membership/Distinguished Citizen Dinner

May 19

Board of Directors Meeting, Whistle Stop Inn, 4 PM

May 21

Alden Farmers' Market Opens

June 16

Board of Directors Meeting, Whistle Stop Inn, 4 PM

June 23

Taste of Alden

September 1

Health Insurance Open Enrollment

October 8

Membership Hot Dog Roast (more information to follow) and Farmers Market closing day

**SUPPORT ALDEN - BUY LOCALLY
ALDEN - ALIVE AND GROWING!**

NEW YORK NEWS

RECHARGE NY POWER PROGRAM - The State Senate's passage of "Recharge NY" is an important economic development power program that will lead to jobs and investment in the state. The Assembly needs to quickly take up this legislation and approve it. The bill includes a 910 MW program that will give the state more economic development power resources than expiring programs, allocation-based power benefits and contracts of up to seven years and eligibility criteria that assures growth in a competitive economy. The bill will also bring residential rate protection.

HISTORIC BUDGET - The budget agreement reached by Gov. Cuomo, and the Senate and Assembly leaders is historic and starts NY on a path to economic recovery. The bi-partisan agreement cuts spending, and avoids significant new taxes and increased borrowing. Key points of the budget are creating the Recharge NY Power Program, improving the Excelsior Jobs Program and creating Regional Economic Development Councils to speed up job creation and remove barriers to growth.

IRS ALERTS PUBLIC TO NEW IDENTITY THEFT SCAMS

Remember the IRS does not discuss tax account matters with taxpayers by email!

• **Making Work Pay Refund** This phishing email claims to come from the IRS, references the President and the Making Work Pay provision of the 2009 economic recovery law. The email claims there is a refundable credit available to workers, consumers and retirees that can be paid into the recipient's bank account if the recipient registers their account information with the IRS.

• **Inherited Funds/Lottery Winnings/Cash Consignment** This phishing email sends recipients an email claiming to come from the US Treasury notifying them that they will receive millions of dollars in recovered funds or lottery winnings or cash consignment if they provide certain personal information, including phone numbers, via return email. Alternately they may be sent a phony check of the funds or winning and told to deposit it but pay 10% in taxes or fees.

• **Form W-813EN** In this scam, fraudsters modify a genuine IRS form, Certificate of Foreign Status of Beneficial Owner for United States Tax Withholding, to request detailed personal and financial information. They either email or fax the form and state the recipient will face additional taxes unless they quickly fax the required information to the number provided by the scammer. Legally, this form is filed with their financial institution, not the IRS.

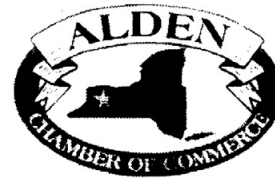
• **Refund Scam** This email claims to come from the IRS telling the recipient that they are eligible to receive a tax refund for a certain amount. The email instructs the recipient to click on a link to access and complete a form for the refund that requires entry of personal and financial information. Some variations claim to come from the Exempt Organization area of the IRS and others have included the name and purported signature of a genuine IRS executive.

The IRS does not initiate taxpayer contact via unsolicited email or ask for personal identifying or financial information via email. If you receive a suspicious email claiming to come from the IRS take the following steps.

Do not open any attachments to the email. Do not click on any links. Contact the IRS at 1-800-829-1040 to determine whether the IRS is trying to contact you. Forward the suspicious email or url to the IRS mailbox phishing@irs.gov, then delete the email from your inbox.

SBA IS NOW AVAILABLE THROUGH FACEBOOK AND TWITTER

To gain access to SBA's Facebook page, visit www.facebook.com/SBAAtlantic. You can also follow SBA on Twitter at www.twitter.com/SBAAtlantic.



COUPON

UP TO 2 FULL FLATS OF ANNUAL
FLOWERS, 48 PER FLAT

\$12.99 / flat
(regularly \$19.99 / flat)

ULBRICH'S GARDEN CENTER
11500 Broadway
Alden

Offer good May 1 – 31, 2011 only

Offer good only with coupon (no reproductions)

Limit **one** coupon per member

FARMERS MARKET COUPON

ALDEN FARMERS MARKET
Alden Village Plaza

10% off plant purchases

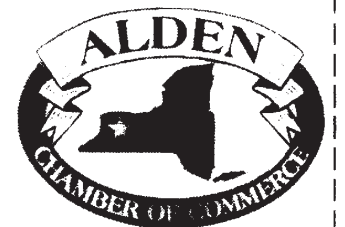
Valid at participating vendors only

This coupon may be used for the entire 2011 season

Expires on October 8, 2011

Offer good only with coupon (no reproductions)

Limit **one** coupon per member



JOIN THE MEMBER 2 MEMBER DISCOUNT SAVINGS PROGRAM

Chamber members have a unique opportunity to offer fellow Chamber members a discount on their service or merchandise as an incentive to attract new customers and increase their business visibility.

Each Chamber newsletter will advertise your business and your exclusive Chamber members discount. You decide what you wish to offer and how your offer will be presented. You may also want to include employees in the offer.

It's easy to enroll in the Member 2 Member Savings Program by calling the Chamber office at 716-937-6177. More information and the form for describing your offer/discount will be mailed or faxed to you to complete and return.

It's a simple, positive and effective way to draw attention to your business.

Member 2 Member Discounted Savings

A & N AUTOMOTIVE

13560 Genesee Street
Crittenden, NY 14038
Phone- 716-937-9425

10% off any repairs totaling over \$100.00

ALDEN COUNSELING & WELLNESS

11901 Broadway
Alden, NY 14004
Phone 716-937-3300

One (1) free initial counseling consultation

ALDEN OPTICAL STUDIO

12444 Broadway
Alden, NY 14004
Phone 716-937-8888

10% off eyeglass purchase for Chamber members and their families

DAVID J. PAJAK, ESQ.

13179 Broadway Suite 2
Alden, NY 14004
Phone 716-937-7950

\$100 mirror wills 1/2 price initial consult matrimonial or family court matters

Offer good for employees of members also.

HAKE PLASTIC MOLDS

11168 Broadway Alden, NY 14004
Phone 716-683-1579

*5% off your mold order of \$50.00 or more
10% off your mold order of \$500.00 or more*

Blackwater Fitness Club

1370 Exchange Street
Alden, NY 14004
Phone 716-937-7110

Free shirt and reassessments at 3 and 6 months with one year membership

THE BUFFALO AGENCY

12282 Westwood Road
Alden, NY 14004
Phone 716-276-1134

*Free Financial Plan Review
Free Benefits Analysis*

SAFEGUARD BUSINESS SOLUTIONS INC

1288 Blood Road
Cowlesville, NY 14037
Phone 716- 675-0124

10% off any order

NEILL & STRONG, ATTORNEYS

13166 Main Street
Alden, NY 14004
Phone 716-937-3353

*Free 30 minute attorney consult OR
\$50.00 off from a residential real estate transaction*

DCR PROPERTIES

3580 Clinton Street
West Seneca, NY 14224
Phone 716-444-8643

20% off first month placement fee

MARY KAY COSMETICS

11669 Boncliff Drive
Alden, NY 14004
Phone 716-512-0168

*10% off any purchase**

** Discount cannot be used on sale items*

dirtyblinds.com of WNY

235 Alley Road
Alden, NY 14004

Phone- 716-685-9050 585-334-2010

All new customers receive 10% discount off first blind cleaning. \$100.00 minimum. Ask for Kevin

CREIGHTON OPTICAL

13375 Broadway
Alden, NY 14004
Phone- 716-937-7373

25% off any frame or insurance discount, whichever is greater-, also \$45 eye exam for Chamber members and employees without vision insurance coverage.

*Call 716-937-6177 today
to advertise your
Member 2 Member discount offer.*

SMALL BUSINESS MATCHMAKER EVENT

Join SBA. SCORE Buffalo Niagara & Business First for our

6th Annual Small Business Matchmaker. Awards Luncheon and Expo' May 11, 2011

4 Events - One Day

Matchmaking

Small Business Week Awards Luncheon

Exposition

FREE SCORE Workshop- Selling to the Government

Register Early!

Small Business Matchmaker. Awards Luncheon & Exposition, <http://www2.bizjournals.com/buffalo/calendar/?date=2011-5-1>

Get a copy of your tax documents faster than ever

You can order copies of your tax return or tax account transcript quicker and easier. You also have two ordering methods -phone or mail.

If you are a student who needs a copy of your tax return transcript for a financial aid application, a potential home buyer needing to verify your income, or if you need information from your tax account, ordering that information is now quicker and easier. To request your free transcripts call the new toll-free number (1-800-908-9946) and follow the message prompts, or complete IRS Form 4506T, Request for Transcript of Tax Return, and mail it to the address listed in the instructions. You should receive your transcript in fewer than two weeks. For mailed requests, please allow up to 30 days.

If you need an exact copy of a previously filed and processed tax return with attachments (including Form W-2), you should complete Form 4506, Request for Copy of Tax Return, and mail it to the addressed listed in the instructions, along with a \$57 fee for each tax year requested. Copies are generally available for returns filed in the current year and going back six years.

Please keep this valuable information in mind in case you, or someone you know need a copy of a tax document. The process has been improved to better serve taxpayers. For more information, please visit IRS.gov.

With the continued growth in electronic filing and to reduce costs, individual and business taxpayers will no longer receive paper income tax packages in the mail from the Internal Revenue Service. Some New York State forms (ie NYS-45) are no longer being mailed also.

Welcome to these new members

Alden Optical Studio

12444 Broadway, Alden 937-8888. Tuesday - Friday 9am - 5pm or by appointment at your convenience. Eye exams, glasses, contacts, repairs and cleanings.

Shaffer's

11003 Alleghany Rd, Darien Center NY 14040.
585 547-3767 Home repairs

Black Star Primitives

285 Main Street, Arcade, NY 14009 716-572-7353 Hand made primitives, arts and crafts

CANCELLATION GUIDELINES FOR MEMBERS WITH HEALTH INSURANCE

The Alden Chamber of Commerce bills subscribers of our health insurance program in advance on a quarterly basis. It's important to remember that if you find that you will be canceling that policy 1 or 2 months into the quarter, you will be reimbursed for any unused month in that quarter. The billing cycle goes from the first of a month to the first of the next month etc.

It is important and to your advantage to pay your premium on time. Late payers will be assessed a late fee of \$25. If your payment is not received in the Chamber office by the end of the month in which payment is due, your policy will be cancelled and reinstatement can not be attained until September 1, our open enrollment. If your payment will be late call the Chamber office at 937-6177 to make arrangements.

Also be advised that the Alden Chamber of Commerce must be notified in order to cancel a health insurance policy. Do not contact the insurance company except in the case of Encompass 65 subscribers. Encompass 65 subscribers must inform the Chamber office but also MUST personally inform Independent Health. You are responsible for health insurance premiums until we are notified otherwise.

We know that routine cancellations will happen so please help us by phoning in your plan cancellations as soon as possible. We have a limited time to go back to cancel subscribers; even one day over the limited window of time and you could be responsible for premiums you do not want to pay.

Any changes to your health insurance such as cancellation, marriage, divorce, birth of a child or the death of anyone covered by the policy must be reported to the Chamber office within 30 days of the event.

REPAIRS PLANNED ON CEMETERY AND PAVEMENT ROADS

Legislator Dino Fudoli announced the bridges on Cemetery and Pavement Roads in Lancaster will be repaired this year. Details about the two projects will be announced soon. Due to the size and scope of the work, repairs to these bridges will generate many jobs.

Alden Chamber Gift Certificates

Does your business participate? If not it should!

- NO COST to your business
- Keeps shopping dollars local
- Make great gifts for those 'hard to buy for'
- Certificates are deposited like checks directly into your account
- Your name is listed as a participant in the handout flyers
- Bi-annual flyer in the Alden Advertiser and newsletter
- Your business listing on the Chamber website Gift Certificate page
- Decal provided to alert customers you accept the certificates

For more information or to sign up, call the Chamber office at 716-937-6177

CARDS, CARDS, CARDS BROCHURES TOO!

Did you know the Chamber office has display racks for business cards and brochures? This is another benefit the Chamber offers to our members. Come in and drop off (or mail to us) your promotional materials and we will display and distribute them for you.

Alden Optical Studio
716 937 8888
Open 9am - 5pm Tuesday thru Friday

Allen Golibersuch
Owner/Licensed Optician

12444 Broadway
Alden, NY 14004

BLACKWATER FITNESS CLUB
10,000 SQ. FEET OF STATE OF THE ART STRENGTH & CARDIO EQUIPMENT
AEROBIC/SPINNING - FULL SERVICE LOCKER ROOMS - PROFESSIONAL STAFF
PROFESSIONAL TRAINERS - MASSAGE THERAPY - NUTRITIONAL STAFF
NUTRITIONAL ADVICE
MON.-THURS. 5am-9pm FRI. 5am-7pm SAT. 7am-5pm SUN. 7am-NOON
1370 EXCHANGE STREET 937-7110

Phone 716-937-7373 Fax: 716-937-4136

Creighton Optical
Since 1963

Optometrists
Dr. Joseph Kuczarski, Dr. Matthew Sendker, Dr. Alex Crinzi
James F. Creighton, Optician Kevin F. Creighton, Optician
Providing Eye Exams Fitting Fine Eyewear and Contact Lenses
13375 Broadway • Alden, New York 14004 • 14004-1410
M 9-7; T 9-5:30; Th 9-5:30; F 9-7; S 9-12
Eye exams 4 days a week

JENNIFER L. STRONG, ESQ.

NEILL & STRONG, PLLC
ATTORNEYS AND COUNSELORS AT LAW

13166 MAIN STREET P.O. Box 395
ALDEN, NEW YORK 14004-0395

716-937-3353 Fax 716-937-7222
E-MAIL: JLSTRONG@NEILLSTRONG.COM

*Thank You for
Serving as Directors*

*Brock's Bowman
Christopher Dundon
Nancy Hughes
Jennifer Strong
Steven Weber (president)*



SAFEGUARD BUSINESS SYSTEMS

Cecelia France is the local Safeguard Business Systems Distributor. She operates her business at 1288 Blood Road in Cowlesville, NY. Cecelia's customer base is wide spread over the WNY counties of Niagara, Erie, Orleans, Genesee and Wyoming. Many customers are located in the Alden area. Safeguard Business Systems was started in 1970 and Cecelia worked for the original owner from 1988 until 2006, when she purchased the business. Cecelia is celebrating her 5th year anniversary. Safeguard is your affordable one-stop shop for all your business needs. They carry many office staples like business checks and forms, letterheads, envelopes, business cards, brochures, gift certificates, and advertising or mailing labels. They also have promotional products and apparel. If anyone is interested in apparel, Cecelia can provide you with a free spec sample designed with your logo. Safeguard provides services for web service, website design and "Do it yourself" websites., and also newsletter programs and company email accounts without a website. Their professional Logo design team will design a new logo or update an old one. Visit their website at www.gosafeguard.com. To order, or for more information, please call Cecelia at 716-675-0124 or email cfrance@gosafeguard.com.



VIP SEATS INC

VIP Seats is a company that buys and sells event tickets for individuals, groups and businesses to many hard-to-get tickets/events all over the world. Co-owned by brother Nick and sister Della Giammusso, the company also has two part time employees. Their office is located at 5762 Main Street in Williamsville, NY. VIP Seats is fully bonded and licensed and transactions are secure. Nick and Della began their VIP Seats in 1993. Building on their past experiences in business, promotion and marketing, they have grown VIP Seats by providing their clients with top-notch customer service. Referrals from satisfied clients is another positive way they have increased their sales. VIP Seats is the leading provider of premium event tickets to both the travel and concierges industries throughout North America. VIP Seats hours of operation are Monday through Friday from 9 am - 9 pm, Saturday and Sunday from 10 am - 7 pm. Their website at www.VIPSeats.com can be searched for the most popular concert tickets, theatre tickets or sports events or, by the city where you wish to view a concert or event being held. Tickets may also be purchased online with a credit card. You can also sign up for their VIP newsletter. For more information, please call 716-632-9982.

Run Your Ad in the Chamber Newsletter 3.5 x 1.5
\$15 per issue or \$75 per year (6 issues)
Call the Chamber office at 716-937-6177 for details

CANCELLATION GUIDELINES FOR MEMBERS WITH HEALTH INSURANCE

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Over 250 business and community members read the Alden Chamber newsletter.
Reach them by advertising in it!

July 30 - Hot Country Liners (line dancers)
 Aug 6 - Village Wide Garage Sale
 Aug 13 - Kids Day + June Beyers organ music
 Aug 20 - TBA
 Aug 27 - TBA
 Sept 3 - Crafts Show
 Sept 10 - Kickin Rhythm Cloggers
 Sept 17 - Community Organizations Day
 Sept 24 - Fire Safety Day
 Oct 1 - Crafts Show
 Oct 8 - Closing Day Festivities

The complete list of events and other useful information can be found at www.aldenny.org. Please be Our Friend at www.facebook.com/aldenchamber and "like" us at www.facebook.com/aldenfarmersmarket.

The Farmers Market is sponsored by the Alden Chamber of Commerce and is located in the Alden Village Plaza (near Tractor Supply) at 13119 Broadway (Rt 20). Pets, bicycles, rollerblades & skateboards should not enter the main area for health & safety reasons.

MEMBERSHIP DUES

Membership renewal invoices for 2011-2012 will be mailed around April 29. To avoid a \$10 late fee please be sure to send your payment by May 31, 2011. Membership cards will not be mailed with invoices but will be included in the July newsletter. If you have not received an invoice and wish to renew your membership or require a membership card sooner than July, please contact the Chamber office at 937-6177. If you participate in the health insurance program, the gift certificate program or have a link on our website, your membership must be current. We are committed to our members and your renewal is important to us.

ALDEN CHAMBER SPONSORING SPRING SPRUCE UP TIME!

Spring is here and it's time to spruce up your landscape with the pretty colors of blooming flowers. Winter's drab scenery is past!

The Alden Chamber of Commerce is sponsoring two Spring Spruce Up promotions during the season for Chamber members.

The first promotion is a month-long offer at Ulbrich's Garden Center, 11500 Broadway, Alden where up to 2 full flats of annual flowers, 48 plants per

flat, may be purchased for only \$12.99 per flat regularly \$19.99. A coupon is required and is valid from May 1 - May 31, 2011 only. The coupon is included in this newsletter.

Secondly, participating vendors at the Farmers' Market, former Ames plaza, Alden, will be offering 10% off plant purchases every Saturday for the whole Farmers Market season ending on October 8. A coupon is required and is also included in this newsletter.

LOWEST PRICE DARIEN LAKE AND FANTASY ISLAND TICKETS AVAILABLE AT THE CHAMBER

The fun at Darien Lake Theme Park starts on May 14 so start planning for your visit now. Again this year the Chamber is selling Good-any-day tickets. The cost is \$35.00 for members and \$37.00 for non-members, tax included. These tickets are valid all season for both Darien Lake Theme Park and Splashtown Water Park at Darien Lake. Plus by buying Good-any-day tickets you will save the cost of parking by showing your ticket at the parking entrance. You get to the fun faster because tickets bought ahead of time means no waiting in ticket lines at the main gate. Children under 2 years of age enter free.

Better yet, on the day that you visit, present the Darien Lake Good-any-day ticket at Guest Relations to upgrade to a season pass for only an additional \$34.99.

Fun Wow! Fantasy Island all-day-any-day tickets are now available at the Chamber office too. Tickets sell for \$18 for members and \$20 for non-members, tax included.

The Chamber office is open Monday, Tuesday, Thursday and Friday from 9:00 am to 4:30 pm only. Closed Wednesday.

COMING SOON

The Chamber is excited to announce that a newly updated website will soon be launched. New features will benefit businesses with a searchable database by name, business name or category and a great new opportunity to advertise on the site. The newsletter will now be available online and many other positive changes have been made to showcase our members. Watch for more details in the next newsletter and keep watching www.aldenny.org for the launching. For more information about advertising or to share success stories about your business, please call 716-937-6177 or email secretary@aldenny.org.

LOWER YOUR SMALL BUSINESS UTILITY BILLS

New York State Electric and Gas (NYSEG) and Rochester Gas and Electric (RG&E) have launched the Small Business Energy Efficiency Program offering small businesses the opportunity to lower their energy usage and utility bills. This program is being offered to eligible small businesses on a first-come-first-serve basis, while funding is available.

As part of the program the **utilities are paying 70%** of the cost to replace small businesses' older fluorescent lamps and ballasts with brand new, energy-efficient lamps and ballasts that cut lighting costs by up to 50%. Not only will the new lighting improve the look of the business, it will make it more efficient and environmentally friendly. Upgrades also include changing incandescent bulbs to compact fluorescent lights (CFLs) and upgrading exit signs to light emitting diode (LED) technology.

NYSEG/RG&E will provide a **FREE** lighting energy efficiency assessment for eligible small businesses with demand of less than 100 kilowatts (kw). This entails a brief walk through of the site where data will be collected on the current lighting system, facility characteristics, operations and workflow. The business will then receive energy saving solutions based on their specific needs and requirements, and a proposal detailing the customized solution, savings and costs.

For questions or to enroll visit www.nyseg.com or www.rge.com or call 1.877.359-9814.

ALDEN FARMERS MARKET OPENS MAY 21

Alden's Farmers Market will open its ninth season on May 21 this year with a small crafts show. Candidates for the special election to fill Chris Lee's vacant Congressional seat also have been invited: so please stop by to say hello. At this writing Jane Corwin has indicated she will attend.

We'll also have crafts the following week and the entertainment season opens on June 4 with the Niagara Frontier Fiddle Club. (Always a good time!) The Farmers Market will run every Saturday through October 8 - again located in the Alden Village Plaza, between Tractor Supply and Save a Lot.

We're pleased that nearly all vendors are returning, and we may have a Couple of new ones. Vendors were very enthusiastic at Our late March meeting, despite the snow storm. The Farmers Market is sponsored by the Chamber of Commerce.

Produce is limited early in the season - although asparagus, rhubarb, some leafy greens and early peas will be in: along with potatoes and onions. The list will grow every week throughout the season, always having the freshest products on hand. But early sales aren't just limited to a few vegetables and fruits. Market stalls will be overflowing with plants, shrubs, and vegetable & herb starts to get the home gardens going. By late summer farmers will provide a wide array of both familiar and exotic vegetables, fruits and other treats.

The Market also offers baked goods, fudge, maple & honey products, jams & jellies, Specialty pasta, spices, handcrafted soaps, hanging baskets, plants, flowers, crafts and more. Producers are on hand to proudly discuss their products and techniques, providing a truly rare level of personal service and knowledge. Recipes and helpful hints are available. Sure to entice Customers into trying something new and wonderful.

As in past years, non-profit groups will sell coffee, soda and snacks throughout the regular season. Two large raffles will again be featured with drawings mid-July and Oct. 8 (closing day). The Chamber Hot Dog Roast also will be Oct. 8.

Crafters and other potential vendors are invited to register for any or all of the Farmers Market events by calling either the Market Manager (937-0103) or the Chamber office (937-6177). Chamber members call have a free space.

From Craft Shows to Fiddlers to Fire Safety Day - something full is always going on at the Market. A Health & Wellness Day is scheduled for July 23. But of course, every Saturday is really a health and wellness day at farmers markets.

Here is the preliminary schedule as of mid-April:

May 21 - Crafts Show + Meet the Candidates
 May 28 - Crafts show
 June 4 - Niagara Frontier Fiddle Club
 June 11 - Alden HS Jazz Ensemble + other groups
 June 18 - Dark Road Duo (harmonica & fiddle music)
 June 25 - Crafts show
 July 2 - Emma & Carl Eddy (fiddle & guitar tunes)
 July 9 - Craig Wilkins - country singer + Cub Scouts bottle drive
 July 16 - Singing Duo "Envy": Valerie Uebelhoer & Nicole Peters
 July 23 - Health & Wellness Day

July 30 - Hot Country Liners (line dancers)
 Aug 6 - Village Wide Garage Sale
 Aug 13 - Kids Day + June Beyers organ music
 Aug 20 - TBA
 Aug 27 - TBA
 Sept 3 - Crafts Show
 Sept 10 - Kickin Rhythm Cloggers
 Sept 17 - Community Organizations Day
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 Oct 1 - Crafts Show
 Oct 8 - Closing Day Festivities

The complete list of events and other useful information can be found at www.aldenny.org. Please be Our Friend at www.facebook.com/aldenchamber and "like" us at www.facebook.com/aldenfarmersmarket.

The Farmers Market is sponsored by the Alden Chamber of Commerce and is located in the Alden Village Plaza (near Tractor Supply) at 13119 Broadway (Rt 20). Pets, bicycles, rollerblades & skateboards should not enter the main area for health & safety reasons.

MEMBERSHIP DUES

Membership renewal invoices for 2011-2012 will be mailed around April 29. To avoid a \$10 late fee please be sure to send your payment by May 31, 2011. Membership cards will not be mailed with invoices but will be included in the July newsletter. If you have not received an invoice and wish to renew your membership or require a membership card sooner than July, please contact the Chamber office at 937-6177. If you participate in the health insurance program, the gift certificate program or have a link on our website, your membership must be current. We are committed to our members and your renewal is important to us.

ALDEN CHAMBER SPONSORING SPRING SPRUCE UP TIME!

Spring is here and it's time to spruce up your landscape with the pretty colors of blooming flowers. Winter's drab scenery is past!

The Alden Chamber of Commerce is sponsoring two Spring Spruce Up promotions during the season for Chamber members.

The first promotion is a month-long offer at Ulbrich's Garden Center, 11500 Broadway, Alden where up to 2 full flats of annual flowers, 48 plants per

flat, may be purchased for only \$12.99 per flat regularly \$19.99. A coupon is required and is valid from May 1 - May 31, 2011 only. The coupon is included in this newsletter.

Secondly, participating vendors at the Farmers' Market, former Ames plaza, Alden, will be offering 10% off plant purchases every Saturday for the whole Farmers Market season ending on October 8. A coupon is required and is also included in this newsletter.

LOWEST PRICE DARIEN LAKE AND FANTASY ISLAND TICKETS AVAILABLE AT THE CHAMBER

The fun at Darien Lake Theme Park starts on May 14 so start planning for your visit now. Again this year the Chamber is selling Good-any-day tickets. The cost is \$35.00 for members and \$37.00 for non-members, tax included. These tickets are valid all season for both Darien Lake Theme Park and Splashtown Water Park at Darien Lake. Plus by buying Good-any-day tickets you will save the cost of parking by showing your ticket at the parking entrance. You get to the fun faster because tickets bought ahead of time means no waiting in ticket lines at the main gate. Children under 2 years of age enter free.

Better yet, on the day that you visit, present the Darien Lake Good-any-day ticket at Guest Relations to upgrade to a season pass for only an additional \$34.99.

Fun Wow! Fantasy Island all-day-any-day tickets are now available at the Chamber office too. Tickets sell for \$18 for members and \$20 for non-members, tax included.

The Chamber office is open Monday, Tuesday, Thursday and Friday from 9:00 am to 4:30 pm only. Closed Wednesday.

COMING SOON

The Chamber is excited to announce that a newly updated website will soon be launched. New features will benefit businesses with a searchable database by name, business name or category and a great new opportunity to advertise on the site. The newsletter will now be available online and many other positive changes have been made to showcase our members. Watch for more details in the next newsletter and keep watching www.aldenny.org for the launching. For more information about advertising or to share success stories about your business, please call 716-937-6177 or email secretary@aldenny.org.

LOWER YOUR SMALL BUSINESS UTILITY BILLS

New York State Electric and Gas (NYSEG) and Rochester Gas and Electric (RG&E) have launched the Small Business Energy Efficiency Program offering small businesses the opportunity to lower their energy usage and utility bills. This program is being offered to eligible small businesses on a first-come-first-serve basis, while funding is available.

As part of the program the **utilities are paying 70%** of the cost to replace small businesses' older fluorescent lamps and ballasts with brand new, energy-efficient lamps and ballasts that cut lighting costs by up to 50%. Not only will the new lighting improve the look of the business, it will make it more efficient and environmentally friendly. Upgrades also include changing incandescent bulbs to compact fluorescent lights (CFLs) and upgrading exit signs to light emitting diode (LED) technology.

NYSEG/RG&E will provide a **FREE** lighting energy efficiency assessment for eligible small businesses with demand of less than 100 kilowatts (kw). This entails a brief walk through of the site where data will be collected on the current lighting system, facility characteristics, operations and workflow. The business will then receive energy saving solutions based on their specific needs and requirements, and a proposal detailing the customized solution, savings and costs.

For questions or to enroll visit www.nyseg.com or www.rge.com or call 1.877.359-9814.

ALDEN FARMERS MARKET OPENS MAY 21

Alden's Farmers Market will open its ninth season on May 21 this year with a small crafts show. Candidates for the special election to fill Chris Lee's vacant Congressional seat also have been invited: so please stop by to say hello. At this writing Jane Corwin has indicated she will attend.

We'll also have crafts the following week and the entertainment season opens on June 4 with the Niagara Frontier Fiddle Club. (Always a good time!) The Farmers Market will run every Saturday through October 8 - again located in the Alden Village Plaza, between Tractor Supply and Save a Lot.

We're pleased that nearly all vendors are returning, and we may have a Couple of new ones. Vendors were very enthusiastic at Our late March meeting, despite the snow storm. The Farmers Market is sponsored by the Chamber of Commerce.

Produce is limited early in the season - although asparagus, rhubarb, some leafy greens and early peas will be in: along with potatoes and onions. The list will grow every week throughout the season, always having the freshest products on hand. But early sales aren't just limited to a few vegetables and fruits. Market stalls will be overflowing with plants, shrubs, and vegetable & herb starts to get the home gardens going. By late summer farmers will provide a wide array of both familiar and exotic vegetables, fruits and other treats.

The Market also offers baked goods, fudge, maple & honey products, jams & jellies, Specialty pasta, spices, handcrafted soaps, hanging baskets, plants, flowers, crafts and more. Producers are on hand to proudly discuss their products and techniques, providing a truly rare level of personal service and knowledge. Recipes and helpful hints are available. Sure to entice Customers into trying something new and wonderful.

As in past years, non-profit groups will sell coffee, soda and snacks throughout the regular season. Two large raffles will again be featured. with drawings mid-July and Oct. 8 (closing day). The Chamber Hot Dog Roast also will be Oct. 8.

Crafters and other potential vendors are invited to register for any or all of the Farmers Market events by calling either the Market Manager (937-0103) or the Chamber office (937-6177). Chamber members call have a free space.

From Craft Shows to Fiddlers to Fire Safety Day - something full is always going on at the Market. A Health & Wellness Day is scheduled for July 23. But of course, every Saturday is really a health and wellness day at farmers markets.

Here is the preliminary schedule as of mid-April:

May 21 - Crafts Show + Meet the Candidates
 May 28 - Crafts show
 June 4 - Niagara Frontier Fiddle Club
 June 11 - Alden HS Jazz Ensemble + other groups
 June 18 - Dark Road Duo (harmonica & fiddle music)
 June 25 - Crafts show
 July 2 - Emma & Carl Eddy (fiddle & guitar tunes)
 July 9 - Craig Wilkins - country singer + Cub Scouts bottle drive
 July 16 - Singing Duo "Envy": Valerie Uebelhoer & Nicole Peters
 July 23 - Health & Wellness Day