

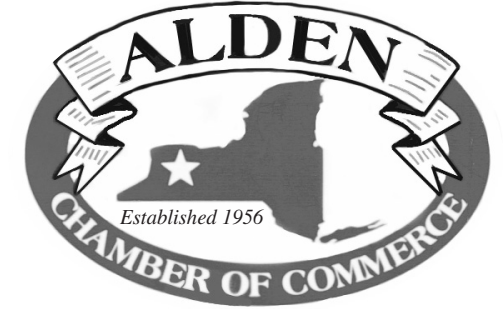
Alden Chamber of Commerce
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Alden, New York 14004-0149

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Alden Chamber of Commerce Newsletter

MARCH 2011

VOLUME 19, NUMBER 6



BUSINESS BINGO

Winners

The fun game of Business Bingo, sponsored by the Alden Chamber of Commerce, was played by many in both Alden and its surrounding communities. A random drawing of the winning Bingo cards was held February 12th at the conclusion of Alden's 7nd Annual WinterFest.

Winners were Rachel Czechowski, Darien Center; Theresa O'Connor, Alden. Ann Heinrich, West Seneca; Alycia Baran, Marilla; and Challis Cox, Cowlesville. Congratulations!

The Chamber expresses a big thank you to the participating businesses and to all who played the game.

the Chamber's web site. www.aldenny.org by early May. Non-profit groups will sell coffee, soda & snacks the entire season.

We continually seek new farm and specialty product vendors. Please refer any potential vendors to the Chamber office or Market Manager. Vendors may come for just one or two Saturdays or for the full season.

Chamber will again sell food (coffee, pizza, etc). several times along with some other products. There will again be two "big basket" raffles and we hope Chamber RMembers will participate by providing Gift Certificates from their businesses for this.

Community groups are encouraged to sell food and/or have information tables at the Market. To find out how you or your group can participate, please call or email the Market Manager, Nancy Hughes, at 716-937-0103 or nancy.hughes65@yahoo.com.

It's hard to believe that this is our 9th season. Vendors, volunteers, customers and entertainers are all keys to our success. Come join all your old and new friends at the Alden Farmers Market.



2010 Farmers Market

COMMITTEE MEMBERS

BUSINESS & ECONOMIC DEVELOPMENT - RAY STOOS, Paul Hutschenreuter, John Drogi, Christopher Dundon, Earl Gillen, Hancy 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



Farmer's Market Basket from 2009

FARMERS MARKET RAFFLE BASKET ITEMS WANTED

Yes, Spring is just around the corner and before you know it Farmers Markets will be opening. Again this year The Alden Farmers Market will raffle two amazing baskets of gift certificates for local restaurants, products & services. Winners will be selected in mid-July and at the Market's closing on October 8.

We're now seeking donations of Gift Certificates for both raffles. In order to reduce the number of times businesses are asked for contributions, the items received now will be divided between the two baskets - we will not ask for a second contribution for the Fall drawing. If you send two certificates now one will be placed in each basket. If only one certificate is received it is at the discretion of the Alden Chamber of Commerce as to which basket it will be placed into.

Gift Certificates can be for a free item, a certain dollar amount off your service or product, or a percentage off the cost. Lottery tickets given in your name are also a good idea. This is an excellent way to attract more customers into your business, and there is no charge to participate. Participants will be listed in publicity about the raffle.

The Farmers Market is sponsored by the Alden Chamber of Commerce, with over 50 years of service to the community.

Please call the Chamber, at 937-6177, to participate in the big basket raffles or for more information. Gift certificates can be mailed or delivered to the Alden Chamber of Commerce, 13500 Broadway, Alden, NY 14004.

Thing 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 CALENDER

March 17

Board of Directors Meeting
Whistle Stop Inn, 4 PM

April 21

Board of Directors Meeting
Whistle Stop Inn, 4 PM

May 17

Spring Membership and Election Dinner.
More information to follow.

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.

SUPPORT ALDEN - BUY LOCALLY
Alden - Alive and Growing!



TOMPKINS INSURANCE AGENCIES INC

Tompkins Insurance Agencies, second largest insurance agency in Western New York, serve customers through twenty one locations. Their Alden office is located at 13360. Broadway. Started in 1876, each independent agency offers personal and business insurance and employee benefits. Representatives Kim Rushok and Mike Hardie are ready to assist you with your insurance needs. Tompkins Insurance Agency is a neighbor and trusted advisor. Relationships with twenty five of the leading regional and national carriers allows the agency to customize auto, homeowners and business insurance and employee benefit programs to meet their customers' coverage and price needs. Providing 24/7 customer service, they boast a 99% customer satisfaction rating. Tompkins Insurance Agency is open Mon - Fri 8 am - 4-30 pm. Give Kim or Mike a call at 716-937-3318 for more information or visit www.tompkinsins.com.



KEY BANK

Michelle Ford, Assistant Vice President of the Depew branch, hopes customers will make Key Bank their choice for their banking needs. Located at 1219 French Road in Depew NY, the bank has four full time and four part time employees. Key Bank is a full service bank featuring Key 4 Women which assists woman owned businesses and Key Equipment Financing that assists small businesses with their equipment needs. They offer business and consumer banking and lending. Also available are business and consumer investments. Key Bank offers a 24 hour ATM, safe deposit boxes and night deposit drops. Lobby and drive-through hours are Monday - Wednesday 9 am - 4 pm, Thursday 9 am - 5 pm and Friday 9 am - 5-30 pm. Stop in and see how Michelle can help you. For more information, visit keybank.com or call 716-668-5354. Look for the big red key logo.

Welcome to These New Members

Freeman Fabrications

13500 Genesee Street, Akron
Phone 716-912-1090

Offers welding, fabrication and sales

Key Bank

1219 French Road, Depew
Phone 716-668-5354

Banking services

Save-A-Lot

13107 Broadway, Alden
Phone 716-937-7100

Low price grocery store

Parlato Law Firm

3343 Harlem Road, Buffalo
Phone 716-270-0750

Full service law firm

CHAMBER PARTNERS WITH DISNEY

The Alden Chamber of Commerce and the Disney Institute are pleased to announce a unique one-day event. "Disney's Approach to Quality Service" is a program that will show you the principles of service excellence and how attention to detail creates a consistent, world-class service environment. Presented by the Disney Institute,

this program showcases the strategies and business models that contribute to Disney's long-term success. You will learn how to apply these strategies to your own business or organization. The date is March 30, 2011 at the Americana Conference Resort & Spa in Niagara Falls, Ontario. Alden Chamber of Commerce members receive \$50 off of the \$395 admission fee by using the promotional code ACCMEE. Call 877 544-2384 ext 1 or go to www.NiagaraMouse.com for more information.

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.

NYSEG and RG&E Offering Rebates to encourage Commercial and Industrial Customers to become more Energy Efficient

NYSEG and RG&E have launched a rebate program for nonresidential electricity and natural gas customers who install qualifying energy efficient equipment.

These rebates will provide nonresidential customers, including municipalities, with the incentive to further improve energy efficiency which will, in turn, reduce their energy use.

Among the eligibility requirements, nonresidential customers must pay a System Benefits Charge through their utility bills. This charge provides the funds for the rebates.

The new program includes two categories of rebates- Prescriptive rebates are available for a broad range of energy efficient lighting and controls, variable frequency drives natural gas furnaces, boilers and controls; unitary heating, ventilation and air conditioning (HVAC); air-to-air heat pumps and HVAC chillers. All nonresidential NYSEG and RG&E electricity and/or natural gas customers are eligible for these prescriptive rebates.

Custom rebates are available to customers whose energy

efficiency improvements require site specific engineering and cost analysis. Any nonresidential NYSEG or RG&E electricity customer with demand of 100 kilowatts or more and all nonresidential NYSEG or RG&E natural gas customers are eligible for these custom rebates.

For projects in both the prescriptive and custom rebate categories, customers can select their own contractor to install equipment. Rebates will be paid directly to the customer.

Complete information on the new rebate programs, including customer eligibility requirements, qualifying equipment, descriptions of the rebate processes and rebate applications, is available at nyseg.com and rge.com - click on "Energy Efficiency Incentives" and then on the "Commercial and Industrial Rebate Program." Program information is also available at the companies' energy efficiency hotline (1.800.995.9525) or you may contact Susan Westphal at 716.651.5225

These rebates are being offered in accordance with a June 2008 New York State Public Service Commission order as part of the Commission's Energy Efficiency Portfolio Standard. The goal is to reduce statewide energy use by 15% by 2015 while at the same time reducing customer bills, stimulating New York state growth and creating jobs.

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

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

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.

DCR Properties

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

20% off first month placement fee

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

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**

Mary Kay Cosmetics

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

10% off any purchase*

Discount cannot be used on sale items

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

Safeguard Business Solutions Inc.

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

10% off any order

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

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.

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
 PROFESSIONAL TRAINERS - MASSAGE THERAPY - NUTRITIONAL ADVICE
MON.-THURS. 5am-9pm **FRI.** 5am-7pm **SAT.** 7am-5pm **SUN.** 7am-NOON
 1370 EXCHANGE STREET 937-7110

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

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

SMALL BUSINESS HEALTH CARE TAX CREDIT FOR SMALL EMPLOYERS

The Small Business Health Care Tax Credit helps small businesses and small tax-exempt organizations afford the cost of covering their employees.

To be eligible an employer must provide health care coverage for at least 50% of the cost based on a single rate plan, have less than 25 full time workers, and pay average annual wages below \$50,000. Both taxable and tax-exempt firms qualify.

The credit is worth up to 35% of a small business' premium costs in 2010. In 2014, the credit increases to 50% (35% for tax-exempt employers). The credit phases out gradually for firms with average wages between \$25,000 and \$50,000 and for firms with the equivalent of between 10 and 25 full time workers.

For more information, and to see if your business qualifies, go to www.irs.gov and click on Health Care Tax Credit.

To see what your tax credit savings may be, visit www.aldenny.org and click on Member Benefits. A link to the tax credit savings tool is available with the Liaison links.

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 address 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.

NEW YORK NEWS

SUPPORT FISCAL RESTRAINT - The Business Council urges legislature to adopt a no growth budget and avoid adding spending and taxes that are unaffordable both the state's economic, business sector and its residents. The Council says the best economic development program would create jobs to for a better business climate.

SUPPORT PROPERTY TAX CAP - The Business Council also advocates a property tax cap to put NY on the road to economic recovery. In 2009 local governments and school districts collected \$46 billion in property taxes from businesses and homeowners in the state. Outside New York City, businesses paid a full 40 % of the tax levy.

SUPPORT FISCAL REFORM BUDGET - The proposed budget addresses the need to reduce government spending and put NY on a road to recovery. By ending the short-term fixes, the budget a long-term approach to moving NY in the right direction. Difficult decisions will be made in the budget process but NY cannot tax its way out of their deficit.

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>>

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.

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