Alden Chamber of Commerce
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Alden, New York 14004-0149

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CHAMBER OFFICE
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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

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TREASURER - NOLL FERRIS

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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
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(V) Richard Kegler,Paul Henry, Nancy Hughes, Richard Jablonski
(S) L. Fusco, Paul Hutschenreuter

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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

Alden Chamber of Commerce Newsletter

JANUARY 2011 VOLUME 19, NUMBER 5

Business Bingo

Business Bingo, sponsored by the Alden Chamber of Commerce, is a fun game to celebrate Alden's WinterFest while visiting Alden's merchants and to win prizes.

Beginning February 3 and continuing until February 12, visit a participating merchant displaying a poster in the window.

A play card can be picked up at any participating business. Check the merchant's Bingo numbers and if you have a matching number, the merchant will stamp your card. When you have completed a Bingo line, enter your name, address and phone number on the back and deposit the card in the box at the Village Hall. The drawing will take place during the dance on February 12, 2011.

You do not need to be present to win. Limit of two entries per family and one winner per household. Prizes are given in Chamber Gift Certificates and prizes will be awarded at the Chamber office during their regular business hours. You must be 18 yrs or older to play. No phone calls, please. Chamber office hours are Monday, Tuesday, Thursday, and Friday from 9 am - 4-30pm. Closed Wednesdays.

Michael Herter (L) receiving the "Holiday Spirit Award" from Michael Rambach

2010 ALDEN CHAMBER OF COMMERCE HOLIDAY LIGHTING CONTEST WINNERS

Members of the Alden Chamber of Commerce recently had a pleasant drive around the Village and Town of Alden for the annual judging of the Chamber's Business and Residential Lighting & Decorating Contest. The number of homes and businesses submitted for judging was down from previous years, perhaps due to the 2 1/2 feet of snow that blanketed Alden earlier in the month, which prohibited many from setting up elaborate lighting displays. All residential prizes are awarded in Alden Chamber of Commerce Gift Certificates. This event was generously sponsored by Cooke & Steffan, Attorneys.

For the business entries, first place was awarded to The West Alden Kitchen, 12463 Broadway, who will be awarded the beautiful crystal "Holiday Spirit Award" trophy. Second prize went to Ulbrich's Garden Center, 11500 Broadway.

For the residential entries, first place was awarded to Mark & Dawn Skimmer, 2299 Countyline Road and second prize was awarded to Jackie Mullins, 52 Two Rod Road.

The Chamber thanks those who braved the elements and participated in this year's contest and appreciates everyone's efforts to help make our community beautiful during the holiday season.

2010 HOLIDAY SPIRIT AWARD

The holiday lights up and down the streets of Alden made our community beautiful during the holiday season. The 2 1/2 feet of snow that blanketed Alden early in December perfectly set off the beautiful lighting displays on the homes and businesses in the Town and Village.

The beautiful crystal "Holiday Spirit Award" is given to the first place business winner of the Alden Residential and Business Holiday Lighting and Decorating Contest sponsored by the Alden Chamber of Commerce. This year's business winner, chosen on December 16, 2010 from the contest entries, was The West Alden Kitchen, 12463 Broadway.

On January 3, 2011, the trophy was presented by Michael Rambach of Ulbrich's Garden Center, the winner in 2009 and second place winner this year. It was given to Michael Herter of The West Alden Kitchen. This trophy, inscribed with the names of the winners, was donated in 2008 by Bill Dabb of Laser Ace Engraving. It will be in the WAK's possession for one year and will then be passed on to the next year's business lighting winner.

Alden a "Winter Wonderland" for this Year's Christmas in the Park

Friends and family of all ages enjoyed an event-filled afternoon Saturday, December 4 at the annual Alden Christmas I n the Park, presented by the Alden Chamber of Commerce and the Town of Alden Recreation Department. The recent heavy snowfall certainly helped foster a "Winter Wonderland" atmosphere in the Village. During the afternoon, ACTS carolers, sang while strolling the streets in period costumes and there was a living nativity performed by ACTS at the Beacon Cafe'. Horse drawn wagon rides traveled around the Town Park and kids enjoyed live reindeer. The Alden Kiwanis provided kettle corn and pictures of little ones sharing their toy lists with Santa. To help keep warm at Firemen's Park, the Alden Lions Club provided hot cocoa with cookies donated by Tops and St. Aidan's Church had free chill. At the Legion Hall there was a Holiday Marketplace where you could buy many Christmas needs like gourmet foods, wreaths and more.

The Alden Historical Society was open for visiting and children's Christmas stories were read at the Ewell Free Library. Many Alden businesses offered special discounts and free refreshments. The Alden Town Recreation Department presented the movie "Elf" at the Community Center.

There were also appearances of several professional mascots. Buffalo Billy from the Buffalo Bills, PerryWinkle from Perry's Ice Cream and Hamburglar and Grimmace from McDonalds had fun with all at Fireman's Park.

Nine trees were beautifully decorated by area organizations and were announced and lit one by one while singer James Harasimowicz, accompanied by Nicole Peters, sang Christmas Carols. Winners of the tree decorating contest were as follows - 1st place judges' vote was Cub Scout Pack 160; 1st place popular vote was Crittenden Presbyterian Youth Group, 2nd place judges' and popular vote was Youth Against Cancer from Alden High School, 3rd place judges' vote was Heritage Centers Alden IRA and 3rd place popular vote was Alden Primary School. Consolation prizes were awarded to Alden Community Scholarship Foundation, Alden Girl Scouts, Alden High School Student Congress and Hearts & Hands, Faith in Action. The tree judges were Assemblywoman Jane Corwin, Chuck Airey of Alden Pools & Play and Marken Codillo of Tractor Supply (Alden).

Business sponsors who helped make Christmas in the Park possible included CMK Builders, Crosby's Mart (Alden), Gillen's Expert Auto, Henry's Candy & Gifts, Liazon Benefits Inc., Save-a-Lot (Alden) and Tractor Supply (Alden). The Chamber and the Town Recreation Department would also like to thank all the wonderful volunteers and organizations in Alden who helped make this annual event another successful and enjoyable day for the community.

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 Liazon links.

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

Small Business Administration Newsletter

The latest newsletter from SBA features

- Small Business's Guide to Getting a Piece of the Federal Contracting Pie
- Small Business Week Winners Announced
- SBA Staff Directory
- SBA Buffalo Employees to Receive Excellence In Government Rewards
- SBA Warns Small Businesses of Fraudulent Attempts to Offer to Help Them Secure SBA Loans

A schedule of upcoming seminars and other information is also available. Go to-www.sba.qov/idc/groups/documents/ny buffalo/nybuf apr2010 newsletter.pdf

OUR APOLOGIES

MaGavin's Restaurant and Pub was inadvertently omitted from the Alden Information Guide inserted in your last newsletter. We apologize for this oversight and ask that you add MeGavin's Restaurant & Pub 937-9946 to your guide under the Restaurant heading.

The phone number listed for Grants under the Catering heading is incorrect. Please change the phone number to 716-698-0911.

NEW YORK NEWS

NY WORST TAX CLIMATE IN NATION - The Tax Foundation's announcement that New York now has the worst tax climate in the nation is another clear message that business as usual must end in Albany. New York now has fallen to 50th from 49th last year, worse than both California and New Jersey. The Democratic Majorities in both the State and Assembly have made New York's competitive position worse by adding billions of dollars in new taxes. The full report of the Tax Foundation is available at http://www.taxfoundation.org/research/show/22658.html

Support Alden - Buy Locally **Alden Alive and Growing**

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.

WEST ALDEN KITCHEN

Always a popular family restaurant, West Alden Kitchen is located at 12463 Broadway at the corner of Three Rod Road in Alden. Owner Michael Herter began his business In July, 2002. The restaurant employs four full time and seven part time employees. Assisted by brother-in-law Andrew Mack, and operated mainly by family members that include Andy's mother and five of Mike's children, the West Alden Kitchen strives to make everything homemade. Known for their homemade soups, chili, and gravies, the restaurant is a great choice for a meal. Fridays feature the best boneless, skinless haddock and homemade salads. Tuesdays offer homemade potato pancakes and Saturdays highlight a 12 ounce New York Strip Steak Dinner for 2 for just $19.99. Don't forget to finish your meal with one of their delicious homemade desserts. West Alden Kitchen serves breakfast, lunch and dinner with daily specials. Breakfast is served all day. Seniors 65 or over receive a 10% discount. Kiddies have their own special menu. You can dine in or take-out. Business hours are Saturday - Thursday from 5-30 am - 8 pm and Friday from 5:30 am - 9 pm. To place an order, call 716-937-7070. The restaurant also caters parties so stop in for a special catering menu.

ELWOOD-JORDANS AGENCY INC

Elwood-Jordans Agency was founded by Frank Alger in 1875. Since 1998 the agency has been owned by Brooks D. Bowman. Located at 13361 Broadway in Alden, Elwood-Jordans Agency has two full time and three part time employees with over 60 years of insurance experience between them. The agency represents over 25 different insurance companies and Wholesale Brokerages. Elwood-Jordans Agency offers personal insurance which includes home, auto, antique, snowmobile, ATV, motorcycle, renters, valuable articles, watercraft, landlords, and flood insurance. It also offers commercial insurance. Coming in 2011, life insurance will be added to their portfolio of products. Elwood-Jordans Agency staff are current with their education and certification in this rapidly changing industry. Office technology has been upgraded with new computer systems and software. Elwood-Jordans Agency offers a cutting edge website, www.elwoodiordans.com, that includes real-time customer chat help and online quoting along with claims and billing services. The Agency plans to team with local Financial Advisors to provide financial education and support to its clientele and the community. For an appointment, please call 716-937-9196. Office hours are Monday - Friday 8:30 am - 4:30 pm.

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.

Independent Health employers and subscribers updateIndependent Health will name Reliance Rx as its preferred specialty pharmacy effective January 1, 2011. Medicare Advantage members will continue to have CuraScript as an option during 2011.

The IRS has announced it will defer the new W-2 requirement for employers to report the cost of coverage under an employer-sponsored group health plan. A draft of the new Form W-2 with codes for the cost of coverage is available on the IRS website.

CHAMBER CALENDER

January 20	Board of Directors Meeting, Whistle Stop Inn, 4 PM
February 3 - 12	Business Bingo
February 17	Board of Directors Meeting, Whistle Stop Inn, 4 PM

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.

Welcome to These New Members

Gary Stroh, 151 Kristoria Lane, Alden - *Banker*

Imagination Station, 11363 Broadway, Alden - 716-683-0794
Child care and preschool - educationally based

Butler Marketing,164 Palmdale Drive, Williamsville - 716-632-1549
Manufacturer representative

Blackwater Fitness Club, 1370 Exchange Street, Alden - 716-937-3888
Spa and Fitness Center

Crosby's, 13285 Broadway, Alden - 585-637-8743 *Gas/Mini market*

Advanced Care PT of WNY, 12846 Broadwav, Alden - 716-649-0444
Physical therapy services

Over 250 business and community members read the Alden Chamber newsletter.

Reach them by advertising in it!

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

Salon 77
9114 Alleghany Rd.
Corfu, NY 14036

Sherry Anauo - *owner*
&
Gloria Moretti - *stylist & nail tech.*

585-599-3477

Hours: Mon (Gloria) appt only;
Tues. 8-6; Wed. 8-7; Thurs. 8-7;
Fri. 8-7; Sat. 8-2

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

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 bus iness taxpayers will no longer receive paper income tax packanes in the mail from the Internal Revenue Service. Some New York State forms (ie NYS-45) are no longer being mailed also.

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

Safeguard Business Solutions Inc.
1288 Blood Road
Cowlesville, NY 14037
Phone 716-675-0124
10% off any order

DCR Properties
3580 Clinton Street
West Seneca, NY 14224
Phone 716-444-8643
20% off first month placement fee

Alden Counseling & Wellness
11901 Broadway
Alden, NY 14004
Phone 716-937-3300
One (1) free initial counseling consultation

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***

David J. Pajak, Esq.
13179 Broadway Suite 2
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Phone 716-937-7950
$100 mirror wills
1/2 price initial consult matrimonial or family court matters
Offer good for employees of members also.

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

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