

Alden Chamber of Commerce
13500 Broadway
Alden, NY 14004

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Alden *Chamber of Commerce* *Newsletter*



MAY 2014 VOLUME 23, NUMBER 1

The Alden Chamber of Commerce cordially invites you to attend the

Annual *Spring Membership* *and* *Election Dinner*

Tuesday, May 20, 2014

at the

Whistle Stop Inn

1338 Exchange Street, Alden, NY

Cash Bar at 5:00p.m. Dinner at 6:00p.m.

THE ANNUAL DISTINGUISHED CITIZEN AWARD WILL BE PRESENTED TO ED & BERYL SMALL

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

Brooks Bowman
Christopher Gust
Nancy Hughes
Jennifer Strong
Sid Bennett

Elwood-Jordans Agency
Alden State Bank
Neill & Strong PLLC
Tractor Supply

Our guest speaker for the evening will be

Amy Nash, UNYTS Advocate

See Biography Inside

Cost of the dinner is \$25.00 per person and reservations are required. Call the Chamber office at 716-937-6177 or email to secretary@aldenny.org with your reservation and send checks to Alden Chamber of Commerce, 13500 Broadway, Alden, NY 14004 by May 13.

Broken reservations will be billed.

CHAMBER OFFICE

13500 Broadway Alden, NY 14004
Phone (716) 937-6177 Fax: (716) 937-4106

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

Member of WNY Chamber Alliance

President - Christopher Gust

Vice President - Brooks Bowman

Treasurer - Shawn Gillen

Executive Secretary - Barbara Hoskyns

Secretary - Jenny Urbanski

Directors 2013-2014

Brooks Bowman Christopher Gust
Nancy Hughes Jennifer Strong
Steven Weber

Directors 2013-2015

Christopher Dowd Bill Blarr
Susanne Galbraith Earl Gillen
Aurora Perry

Directors 2013-2016

Diane Casell John Drogi
Kara Smith Randy Moyer
Laura Ross

COMMITTEE MEMBERS

Alden Economic Development - CHRISTOPHER GUST, GARY WAGNER

Promotion/Publicity - Christopher Gust, Paul Henry, Nancy Hughes, Laura Ross, Lee Weisbeck

Town, Village & School Liason

Town - Harry (Bud) Milligan, Jennifer Strong
Village - Susanne Galbraith, Paul Henry, Richard Jablonski

School - Adam Stoltman

Member Benefits- BROOKS BOWMAN, CHRISTOPHER DOWD, Christopher Gust, Paul Henry, Richard Jablonski, Aurora Perry, Randy Moyer, Laura Ross Steven Weber

Visit our website www.aldenny.org

Friend us at www.facebook.com/aldenchamber

Chamber Office Hours Have Changed

**Please note this change in the
Chamber office hours.**

We will now be open from 9am. to 4:30pm.

Tuesday, Thursday and Friday.

Closed Monday and Wednesday.

A MESSAGE FROM PRESIDENT CHRISTOPHER GUST



As the Alden Chamber of Commerce begins its new fiscal year on May 1st, I'd like to take a moment and thank our great membership for your support, which allows the Chamber to fulfill its mission to assist, support, and promote the well-being and growth of commerce, business, and industry in the Alden area while enhancing the quality of life in our Community.

The Board of Directors of the Chamber, its staff and several volunteers are already hard at work planning several exciting events for the community this year. In addition to the successful Wine & Food Tasting event held on April 12th, the Chamber will resurrect a traditional event by holding a Trade Show at the Community center on May 15th, in conjunction with National Small Business Week. Also, the Alden Farmers Market will return for its 12th season on May 17th, our annual Spring Membership and Distinguished Citizen dinner will be held on May 20th, the ever-popular Taste of Alden will kick off the Alden Hook & Ladder Fire Company's carnival on June 19th, and we are planning our third Alden Chamber Golf Outing during the summer to raise money for our scholarship program.

More so than ever before, we ask our local residents to shop locally and support our Village business core, as well as those businesses of our entire membership. The Chamber launched an effort to bring awareness to local small business on "Small Business Saturday" last November 30th and will do again with the upcoming National Small Business Week, beginning May 12th. The Chamber will also continue to support and participate in the Alden Economic Development Committee and wish recently departed director Fred Heinle all the best in his new professional pursuits. Fred worked closely with the Chamber to develop a new Small Business Toolbox, which is now found at the Chamber's web site at www.aldenny.org.

The Chamber continues to embrace social media as a resource to communicate with the community and serve as a member benefit. We recently launched a second, improved Facebook page that will allow better content and easier administration. We are pleased that we have over 400 "likes". If you haven't already, please check out this great source of up-to-the-minute information on Chamber events and activities, as well as community and membership information (search for "Alden Chamber of Commerce" at Facebook.com).

The Chamber faces new challenges this year as we see the effects of the implementation of the Affordable Care Act (aka Obamacare). The Chamber will no longer be able to offer certain insurance products to our members. The ability to offer good, value-priced insurance options to businesses and individuals in Alden and the surrounding community has been a role the Chamber has fulfilled for the past several years. With that role being taken away from us, we will lose a certain portion of our membership, putting more financial stress on the Chamber by a reduction in income through dues.

Our membership renewal forms will be mailed in May. Please give strong consideration to renewing your membership to the Alden Chamber of Commerce. Membership dues, which are among the lowest in all of Western New York, are a lifeline to allow the Chamber to continue fulfilling its mission. A recent study found that "When consumers know that a small business is a member of the chamber of commerce, they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future." [Schapiro Groups Study, 'The Real Value of Joining a Local Chamber of Commerce'] As always, if you have any suggestions of what we can do to better serve you, our valued member please contact me directly via email at cgust@aldenstate.com or our office at secretary@aldennv.org.

Thank you for your friendship and support as we work together to make our community the best it can be and "Alive and Growing".

Yours truly,
Christopher Gust

President, Alden Chamber of Commerce

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

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.

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

Christopher Dowd

12282 Westwood Road, Alden, NY 14004

Phone: (716) 276-1134

Email: cdowd@financialguide.com www.financialguide.com/Christopher-Dowd Free financial plan review/Free benefits analysis

Neill & Strong, Attorneys

13166 Main Street, Alden, NY 14004

Phone: (716) 937-3353

Free 30 minute attorney consult OR \$50 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

Safeguard Business Solutions, Inc.

1288 Blood Road, Cowlesville, NY 14037

Phone: (716) 675-0124

10% off any order

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.

Johnny Bear's Restaurant

1415 Broadway, Darien Center, NY 14040

Phone: (585) 547-2220

10% off ice cream purchase.

Not valid with any other offer or coupon. Must show membership card or this flyer to receive discount.

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

"When consumers know that a small business is a member of the chamber of commerce, they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future." [Schapiro Groups Study, 'The Real Value of Joining a local Chamber of Commerce']

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 on July 26 and at the Market's closing on October 11. 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.

New Facebook Page

The Alden Chamber continues to embrace social media as a resource to communicate with the community and serve as a member benefit by recently launching a new and improved Facebook page. The new page is designed for a community organization and will allow us easier administration and more features and flexibility than our original page. We will be transitioning from our original Facebook to our new page throughout the coming months. If you are "friends" with our original page, please follow us over to the new page to continue to receive information and updates on Chamber and community activities, as well as information from our members (search for "Alden Chamber of Commerce" on Facebook.com).

The Chamber Continues Going "Green"

The Chamber would like to do its part to reduce our carbon footprint by sending out less paper. If you would PREFER to receive our newsletter and/or invoices (membership and insurance) electronically (via email), please call the Chamber office at (716) 937-6177 or email at secretary@aldenny.org. We ask that all members please provide an accurate email address for your business, contact name, and indicate what correspondences you would prefer to receive electronically: Chamber newsletter, membership invoice, insurance invoice, or all of the above. "We do not inherit the earth from our parents; we borrow it from our children."

Business Toolbox

The Alden Chamber of Commerce is pleased to announce our new Business Toolbox page found on our web site. Are looking to start your own business but don't know where to begin? Do you have your own existing business and you have questions? Need free business consultation services from an Alden Chamber member? Check out our new page for all your answers with more content to follow. <http://www.aldenny.org/toolbox.asp>

Spring Membership & Election Dinner Speaker, Amy Nash

Amy Nash, a 1980 ACS graduate, was diagnosed with End Stage Renal Disease during her senior year in college. She was on peritoneal dialysis for four months, and at age 23 received her first kidney transplant in 1986 from a 20-year-old donor killed in a car accident. Post-transplant, Amy was director of marketing for Skis Dynastar and Lange Ski Boots for 12 years, overseeing the advertising and promotion of its products and Olympic and World Cup athletes.

After 21 years, her transplant failed and Amy returned to peritoneal dialysis in July 2007. A dozen friends were tested as potential living donors, and one dating back to her childhood in Alden, Maureen Wirth, proved to be a match. In a testament to the success of living donation, Maureen ran the New York City Marathon 11 months after donating her kidney to Amy in December 2008.

In celebration of her two transplants, Amy has raised over \$25,000 for the National Kidney Foundation of Western New York to help patients like herself. NKF honored her with its Extraordinary Achievement Award in 2007.

In 2008, Amy was invited to Washington, D.C., to speak with Congressional staffers in an effort to ensure passage of the 2008 Medicare Health Act, one of the last bills Ted Kennedy championed and voted for. Amy was able to do dialysis between meetings in Congressional offices, and her advocacy on Capitol Hill remains one of her proudest achievements.

In 2013, Amy was chosen to ride on the Donate Life float in the Tournament of Roses Parade in Pasadena, California, with other organ recipients, donor families, and advocates from across the U.S. As a National Donate Life Ambassador, Amy continues to volunteer with Unyts, the WNY Organ Procurement Organization (OPO), as a way to thank her two kidney donors. She uses her marketing and public speaking background to put a face on organ transplantation and kidney disease to educate others. Amy speaks as often as possible to increase awareness for organ, eye, tissue and blood donation at schools, corporations, religious groups, civic organizations, and to the print, broadcast, and electronic media.

Amy and her husband Jerry, a fellow 1980 ACS classmate, reside in Clarence with their son, Nicholas Colombo.



Alden Chamber of Commerce to Hold Trade Show May 15th

Reviving a traditional event from many years ago, the Alden Chamber of Commerce will host a Trade Show on Thursday, May 15 in conjunction with National Small Business Week. The Show will take place at the Alden Community Center, located at Alden Town Park on West Main Street, and begin at 2 p.m. with an informative presentation on the Affordable Care Act and its impact on small businesses. The Trade Show will follow at 3 p.m. and run until 7 p.m. Table rates will be \$40 for Alden Chamber members and \$60 for non (future) members. Call the Chamber office at 937-6177 to reserve a table. Act quickly because space is limited. This is a great opportunity to give your product or business some great exposure at a very reasonable cost. The public is invited to attend. Admission is free and there will be prize drawings. Be sure to check the Alden Advertiser or follow the Chamber's Facebook page for more updates.

Taste of Alden Thursday June 19

Gather up your relatives, friends and your taste buds!! The annual Taste of Alden will be the opening event for the Alden Heritage and Reunion Carnival which runs Thursday, June 19th through Saturday, June 21st.

The event, sponsored by the Alden Chamber of Commerce, will be on Thursday, June 19th from 5 p.m. to 8 p.m. in the Alden Town Park refreshment tent area. From appetizers to desserts, the variety of food will offer something for everyone.



2013 HOLIDAY SPIRIT AWARD

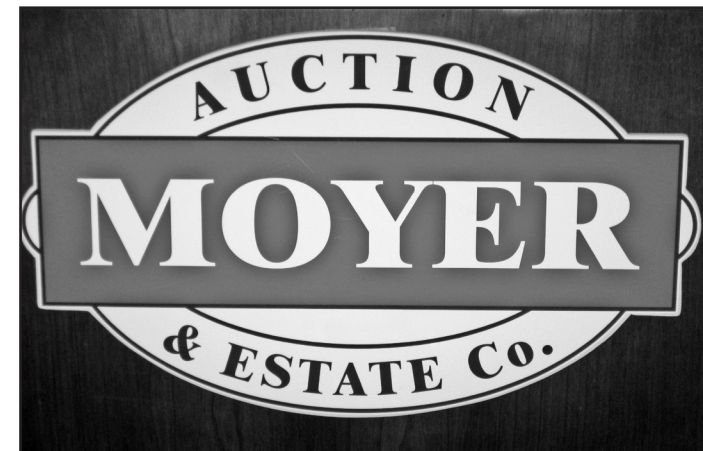
The holiday lights up and down the streets of Alden made our community beautiful during the holiday season. Our residents and businesses did an outstanding job of making the holidays festive with their displays.

The beautiful crystal "Holiday Spirit Award" trophy 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 and Cooke and Steffan, Attorneys. This year's business winner, chosen on December 19, 2013, from the contest entries, was NAPA Auto Parts, 12691 Broadway, Alden.

Pictured is the trophy as it was presented to Dick Czechowski of NAPA Auto Parts. This trophy, inscribed with the names of the winners, was donated in 2008 by Bill Dabb of Laser Ace Engraving. It will be in NAPA's possession for one year and will then be passed on to the next year's business lighting winner.

Business Profiles

MOYER AUCTION & ESTATE CO.



Randy Moyer CAI and Moyer Auction & Estate Co., based in Alden, New York, serve all of Western New York in the areas of auctions, appraisals, and real estate. The company prides itself in being experts in handling the delicate matters of Estate liquidation & settlement and their services benefit many estate & trust administrators, executors, families, and individuals. Specializing in complete estates, they do assist a great many seniors with life transitions such as downsizing and accept quality consignments both large and small. When you select Moyer Auction to represent your property, they

handle every phase of the auction process. As commissioned agents representing an estate or individual, they are working with you on the same team.

They also provide professional & entertaining auctioneer services to many local and national non-profit organizations & institutions. You can contact Randy by email: Randy@MoyerAuction.com or by phone (716) 937-7493 office, (716) 913-0522 cell. Check out their website for the latest auction information www.moyerauction.com and "like" them on Facebook/Moyer Auction. "Sell for you is all we do!"

WELCOME TO THESE NEW MEMBERS

AUTOCLAIM WARRANTY SERVICE

Warranty Claims Processing and Consulting

2891 Peters Corners Road, Alden, NY 14004 Phone: (716) 937-7005

SUGARBAKED

A bakery

924 Exchange Street, Alden NY 14004 Phone 716 319-7111

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 cannot 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. 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.



JOHNNY BEAR'S RESTAURANT

Johnny Bear's Restaurant (formerly Beachy's Drive-In) in Darien Center opened in July, 2011. The owner, John Phillips, has lived in the Western New York area for most of his life. The restaurant is located in Darien Center close to the famous Darien Lake Theme Park and the Darien Lake State Park. Johnny Bear's restaurant philosophy is that all customers deserve a great experience: whether you are a guest at the restaurant or choose take-out service to enjoy a

meal at home, they will do everything possible to assure that your food is served fresh, hot, and with a smile.

The restaurant features fresh hand-made burgers, fresh cut French fries, sandwiches, subs, wings, and ice cream treats. And due to customer requests, beef-on-weck, grilled chicken sandwiches, subs, salads, chicken wings, and soup/chili have all been added to the menu as well. Breakfast is also served on Saturdays and Sundays starting at 7:00 a.m. Open all year the hours of operation are Saturday & Sunday 7 a.m. - 7 p.m. Monday thru Friday 11 a.m. - 7 p.m. Dine-In at 1415 Broadway, Darien Center, or call for Take-Out (585) 547-2220. Check out their website www.johnnybears.net and "like" them on Facebook/Johnny Bear's Restaurant.

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.

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.

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

The Chamber distributes a newsletter to its members four times a year, and also posts the newsletter on their website,

www.aldenny.org.

**A link to the newsletters can be found at
www.aldenny.org/publications.asp.**

Each newsletter brings members the latest news, calendar of events, special offers, Member 2 Member savings, and other interesting and up to date information about Chamber activities.

Advertising space is an inexpensive way to promote your business to over 200 members and visitors to our website which receives over 35,000 hits monthly.

Remember over 200 business and community members read the Alden Chamber newsletter.
Reach them by advertising in it!

If you would like to see your ad in the newsletter, please email your copy to secretary@aldenny.org or mail your copy to Alden Chamber of Commerce, 13500 Broadway, Alden, NY 14004. Please indicate the desired size and the length of term (single issue or all 4).

This could be your ad!
Use your ideas to promote your business
Business Card ad 2 3/8" x 1 1/2"
\$20.00 issue or
\$75.00 per year (4 issues)

This could be your ad!
Use your ideas to promote your business

3"x 4.75" AD
\$40.00 per issue or
\$150.00 per year (4 issues)

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

THANK YOU FOR SERVING AS DIRECTORS

BROOKS BOWMAN (VICE PRESIDENT)

CHRISTOPHER GUST (PRESIDENT)

NANCY HUGHES

JENNIFER STRONG

STEVEN WEBER

Good bye Mike Druding, Hello Shawn Gillen & Kara Smith

The Alden Chamber of Commerce thanks J. Michael Druding of Greatbatch Medical for his service to the Chamber on the Board of Directors and as Treasurer for the past several years. A new career opportunity within Greatbatch has made it impossible for Mike to continue his involvement with the Alden Chamber and we wish him much success in his future endeavors. We are pleased that Bill Blarr, Manager of Environmental, Health, Safety and Security for Greatbatch's WNY Operations' Facilities, has agreed to fill the remainder of Michael's term on the Chamber Board. Welcome Bill!

The Alden Chamber of Commerce at its January Board of Directors meeting elected Shawn Gillen of Alden State Bank Interim Treasurer, replacing Michael Druding. The Board is pleased that Shawn is willing to learn the position and accept the responsibility of maintaining the Chamber's financial records and preparing monthly reports to the Board. The Board and staff of the Chamber look forward to working with Shawn. Welcome!

The Alden Chamber of Commerce is pleased to announce that the Board of Directors has recently elected Alden Pharmacy President Kara Smith to the Board. Kara will serve the remaining 2 years of a recently-vacated term. Welcome, Kara!

MEMBERSHIP DUES

Membership renewal invoices for 2014-2015 will be mailed around May 1. To avoid a \$10 late fee please be sure to send your payment by May 31, 2014. 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 Holds Wine & Craft Beer Tasting Fundraiser

The Alden Chamber of Commerce held a Wine & Craft Beer Tasting event on Saturday, April 12th at the Whistle Stop Inn in Alden. This very successful event featured four wine and three craft beer tastings along with food pairings, a Chinese Auction, and a 50/50 raffle. Magician/Comedian Ted Burzynski entertained attendees with his funny feats of illusion while the Whistle Stop staff graciously served wine/beer tastings at several food stations. A portion of the proceeds from this fundraiser is being donated to the Alden Ewell Free Library. The Chamber extends sincere thanks to Christopher Dowd, Mass Mutual Buffalo, for his sponsorship, to all those that donated baskets to the Chinese Auction, to the Whistle Stop Inn for hosting, and to all who attended and supported the event.



CHAMBER CALENDAR

- May 14 SBA "Marketing Your Small Business" Seminar, ACTS, 8 a.m.
- May 15 Trade Show, Alden Community Center, 2 — 7 p.m.
- May 20 Spring Membership & Distinguished Citizen Dinner, 5 p.m.
- May 22 Board of Directors Meeting, Whistle Stop Inn 4 p.m.
- June 12 Board of Directors Meeting, Whistle Stop Inn 4 p.m.
- June 19 Taste of Alden, Alden Town Park

ALDEN FARMERS MARKET OPENS MAY 17

Spring is finally here! Despite the long, cold, snowy winter ... the 12th season of Alden's Farmers Market will open on May 17. As usual, we'll have a small crafts show — the first of several throughout the season. The Farmers Market is sponsored by the Chamber of Commerce.

On May 24, a local author will join us for a book signing, in addition to crafts! And the 31st will also include soil testing by Master Gardeners. Be sure to bring a small clean bag of your garden's soil, for the \$3.00 testing. The formal entertainment season opens on June 7 with the very talented young jazz musicians from the Alden High and Middle Schools.

The Farmers Market will run every Saturday through October 11. We will again set up in the Alden Village Plaza, a little closer to Broadway but very near last year's location.

Early produce is limited, although asparagus, rhubarb, some leafy greens and early peas may be in; along with potatoes and onions. Of course, early season sales aren't limited to a few vegetables and fruits. Market stalls should 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 unusual vegetables, fruits and other treats.

The Market also offers baked goods, fudge, maple & honey products, specialty pasta, spices, handcrafted soaps, hanging baskets, plants, flowers, crafts and more. Producers are on hand to proudly discuss their products and techniques, providing personal service and knowledge. Recipes and helpful hints are available, sure to entice customers into trying something new and wonderful. Leonard Oakes Winery is coming with Castings & sales on alternate weeks and we expect a second winery on the open dates.

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 in late July and Oct. 11 (closing day). Last year's Amish shed raffle was very successful and will be repeated. Tickets for it will be sold all season, with the drawing on Oct. 11. The Chamber Hot Dog Roast also will be that day.

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 business members can have a free space at the Market.

Something fun is always going on! A Health & Wellness Day is scheduled for June 28. But, of course, every Saturday is really a health and wellness day at farmers markets.

Here is the preliminary schedule (subject to change) as of mid-April:

These events are all for Saturday

- May 17 — Opening Day: Wine tasting + Crafts
- May 24 — Crafts + Book Signing by Lisa Dabb Reiter
- May 31 — Crafts + Master Gardener soil testing
- June 7 — Alden High School & Middle School Jazz Ensembles
- June 14 — Fathers Day Crafts + singer Sara Elizabeth Genco
- June 21 — Emma & Carl Eddy fiddle & guitar tunes
- June 28 — Health & Wellness Day
- July 5 — Crafts
- July 12 — Craig Wilkins — country music star
- July 19 — Niagara Frontier Fiddle Club + Beaver Meadow Audubon
- July 26 — Hot Country Liners + First Raffle Drawing
- August 2 – Village Wide Garage Sale
- August 9 – Magician, Ted Burzynski
- August 16 – Dark Road Duo – harmonica-based Americana music
- August 23 – Buffalo Steel (Steel drum trio)
- August 30 – Crafts Show
- Sept. 6 – June Beyers, Organ Music + Meet the Candidates
- Sept. 13 – Community Organizations Day + Winery
- Sept. 20 – Fire Safety Day + Master Gardener
- Sept. 27 – Crafts Show
- Oct. 4 – Sara Elizabeth Genco, Singer
- Oct. 11 – Closing Day – Harvest Festival + Porcelain Train, acoustic music + Costume Parade

The complete list of events and other useful information can be found at www.aldenny.org.

And, please be our Friend at [Facebook.com/aldenchamber](https://www.facebook.com/aldenchamber) and “like” us at [facebook.com/aldenfarmersmarket](https://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.