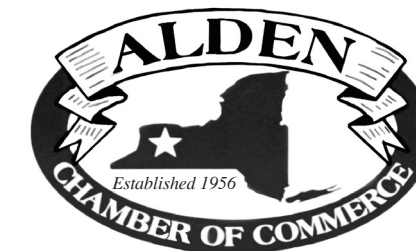


Alden Chamber of Commerce
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Alden, NY 14004

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Alden *Chamber of Commerce* *Newsletter*



NOVEMBER 2016 VOLUME 25, NUMBER 4



SAVE THE DATE! **ALDEN'S CHRISTMAS** **IN THE PARK**



SATURDAY, DECEMBER 3rd

Alden's 23rd "Christmas in the Park" will be held Saturday afternoon, December 3rd. This annual fun, free, diverse event is sponsored by the Alden Chamber of Commerce and the Town of Alden Recreation Department, along with a host of local businesses and community organizations.

A Holiday Marketplace featuring gourmet foods, wine tasting and crafts will occupy the American Legion Hall at 13143 Broadway (right across from the Bandstand) from noon until 4:30 p.m. Skip the crowded malls and find something unique for those on your shopping list and sweet and savory items for your holiday entertaining as well.

Throughout the afternoon, several groups will offer snacks and beverages around the Bandstand area. Carolers in period costume will stroll in the Village. There will be mascots, kids' crafts and other activities, pony rides and horse-drawn wagon rides, a Living Nativity at ACTS and much more. The Alden Historical Society will be open from 11 a.m. – 4 p.m. Many businesses will host open houses from 1:00 – 5:00 p.m. with refreshments and some discount prices to help with Christmas shopping. There will be kid-friendly games and, of course, Santa will be present for pictures near the Bandstand. Local non-profit organization Christmas Trees around the Bandstand will be lighted and judged at 5:00 p.m.

It's a wonderful way to kick off the holiday season and spend time with family and friends. The festivities go on snow or shine! Local businesses help make this wonderful family event more successful each year. If you are interested in sponsorship, please call the Alden Chamber office at (716) 937-6177 for more information. More details will follow closer to the event. Check www.aldenny.org or call the Alden Chamber office at 937-6177 for more information.

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 — Brooks Bowman
Vice President — Christopher Dowd
Treasurer — Christopher Gust
Secretary - Jenny Urbanski

Directors 2016-2017

Brooks Bowman Christopher Gust
Nancy Hughes Jennifer Strong
Sue Galbraith

Directors 2016-2018

Christopher Dowd Bill Blarr
Deborah Bressette Earl Gillen
Aurora Mali Perry

Directors 2016-2019

Angelo Daluisio John Drogi
Laura Ross Scott Sitzman
Kara Smith

COMMITTEE MEMBERS

Alden Economic Development

Christopher Gust, Gary Wagner

Promotion/Publicity - Christopher Gust, Paul Henry,

Nancy Hughes, Laura Ross, Lee Weisbeck

Town, Village & School Liaison

Town - Jennifer Strong

Village - Susanne Galbraith, Angelo Daluisio

School - Adam Stoltman

Member Benefits - Brooks Bowman,

Christopher Dowd, Christopher Gust, Paul Henry,

Laura Ross, Kara Smith

Visit our website www.aldenny.org

Find us at www.facebook.com/aldenchamber

Chamber office hours:
9am. to 4:30pm.
Tuesday, Thursday and Friday.
Closed Monday and Wednesday.

Chamber in Action

Chamber Holds Fall Luncheon The Alden Village Market Awarded Business of the Year

Members and guests of the Alden Chamber of Commerce enjoyed a delicious buffet lunch at Cooker Dan's Bar and Grill on Tuesday, October 18th, for the Chamber's 15th annual "Business of the Year" Luncheon. Among the guests were family, friends, and staff of The Alden Village Market, the recipient of the 2016 Alden Chamber of Commerce Business of the Year Award. President Bowman presented the award to owners, Rick and Brian Kohl, and also gave proclamations from the Town and Village of Alden, Erie County, and NY State Senator Patrick Gallivan's office honoring The Alden Village Market as Business of the Year.

The Alden Village Market is a locally owned and operated family business, established in 2008 by brothers Rick and Brian Kohl. The Market started out with cut-to-order deli meats and cheeses as their focus. Now with over 100 deli meats and cheeses to choose from, they have expanded into other areas of a marketplace with frozen products, fresh cut meats and poultry, soups & sandwiches, deli trays and even catering. They continually strive to offer great products for a great price. What's most important to them though, is building relationships with their customers. Many decent, hard-working folks walk through the doors of the Market and giving excellent customer service is their number one priority. Sponsoring local organizations and promoting community involvement is also a priority, donating baskets and dollars to many local non-profit and community events. After accepting their award, Rick spoke a few brief "unprepared" remarks about the deli's journey and concluded by thanking family, friends, staff and the customers.

Then guests listened attentively as featured speaker Karen Muchow, Alden Town & Village Historian, gave a brief history of the current deli corner of Emerson and Broadway and of the past owners and uses of that block section of the Village. She also brought a display of photos depicting earlier times. Then former Town Supervisor Bud Milligan presented a beautifully framed picture of the Veteran's Memorial to Brian and Rick Kohl and thanked them for their generous support of the memorial.

President Bowman also presented a proclamation from NYS Senator Gallivan's office to Christopher Gust honoring the 100 year anniversary of Alden State Bank. President Bowman then concluded the luncheon by noting the end of the 14th season of the Alden Farmers Market, which is sponsored and operated by the Chamber, and also announced that the Chamber's annual Christmas in the Park will be held on Saturday, December 3rd.

The Chamber would like to thank GOLD sponsors Alden Family Dentistry, Alden Pharmacy, Alden State Bank, Bene-Care Agency, Carbone's Pizzeria, Cristin Bishop Keller Williams Realty, Zoladz Construction and SILVER sponsors Cooke & Steffan Attorneys and David Pajak, Attorney at Law, for helping to make the luncheon possible.



FARMERS' MARKET ENDS 14TH SEASON

This past October 15th, the Alden Farmers' Market closed its 14th season with a Membership Hot Dog Roast and kids and pet costume parade on a beautiful sunny, but cool autumn day. Market Manager Earl 'the grillin' Gillen served up made-to-order Sahlen's hot dogs at the Alden Chamber food tent. The folk harmonies and fun musical melodies of The Apen Family Band entertained customers, vendors and volunteers alike. Many families also came out for the Harvest Fest kids and pet costume parade. All participants received a small goodie bag and the judges had a hard time choosing our ribbon winners. The following is a list of this year's winners: 1st place - Olivia Schaff, age 11 (police woman), 2nd place - Skyler Schuster, age 2 (duck) and 3rd place - Julie Partell, age 6 (Butterfly). Tinkerbelle (dog) was the only pet entered, so he won 1st place, dressed as a jail bird!

The winning ticket for the popular Amish-made shed raffle was selected on closing day as well. Congratulations go out to Fred DesJardin of the Village of Alden! Congratulations also to Joyce Noel, winner of the beautiful quilt donated by Penny Marble Quilt Designs, and Gale Bielawa of Alden, winner of the Fall Farmers' Market Gift Certificate Basket. Through the generosity of local Alden merchants, the Chamber was able to assemble both the July and October baskets of gift certificates, special offers, and lottery tickets. Thank you to all the local contributors: Alden Pharmacy, Alden Pools & Play, Buffalo Audubon Society, Carbone's Pizzeria, Chicken Coop Originals, Darien Lake Theme Park, DeSpirit Mosaic & Marble, Drogi & Sons, Geoffano's Pizzeria, Humble Beginnings, JMS Design, Kis'N Greens Golf Course, Leonard Oakes Estate Winery, Neill & Strong Attorneys, Pautler Chiropractic, Town & Country Restaurant, Wagner's Agway, West Alden Kitchen, Whips Automotive, and the Whistle Stop Inn. The sale of raffle tickets for both of these drawings helps fund the Farmers' Market.

We are thankful to the plaza owners and neighbor tenants for all of their support as well as the many returning vendors, one-time vendors, Chamber volunteers, and of course, the customers! The Alden Chamber of Commerce sponsors the Market and Chamber members volunteer to keep it running every Saturday morning from 8:30 a.m. to 1 p.m. Plans are already underway for the 15th season!! See you at the Market in spring 2017!

Coming Events

12th Chamber Ornament Revealed

Available soon for sale will be the twelfth in a series of beautiful commemorative ornaments of an Alden landmark—the Alden State Bank. This year's ornament commemorates the 100th anniversary of the Bank.

The ornament, designed by Bill Dabb of Laser Ace Engraving, is part of a limited edition series. Introduced in 2005 with the gazebo at Fireman's Park, the ornaments have been very popular and sell out quickly. The series continued with the Ewell Free Library in 2006, the Alden Advertiser building in 2007, the Alden Historical Society building in 2008, the Whistle Stop Inn in 2009, St Aidan's Episcopal Church, the original Black Water Bath House in 2010, the Erie County Home in 2011, the Alden Presbyterian Church in 2012, Town Line Lutheran Church in 2013, St. John the Baptist Church in 2014, Veteran's Memorial Wall in 2015, and now the Alden State Bank.

Ornaments cost just \$5.00 and will be available for sale at the Chamber office, 13500 Broadway; Alden Advertiser, 13200 Broadway; Alden Pharmacy, 13203 Broadway, and Henry's Candy & Gifts, 13237 Broadway during their regular business hours.

Don't have a complete set? Past ornaments are available at the Alden Chamber of Commerce office, 13500 Broadway, for \$7.00 bought individually or \$6 each when bought in a complete set. These ornaments make a beautiful gift especially for friends and family who have moved out of town. The Chamber office hours are Tuesday, Thursday, and Friday from 9 a.m. until 4:30 p.m.



Save the Date:
Taste of Alden &
5K Race for Scholarships 2017
Friday, June 2, 2017

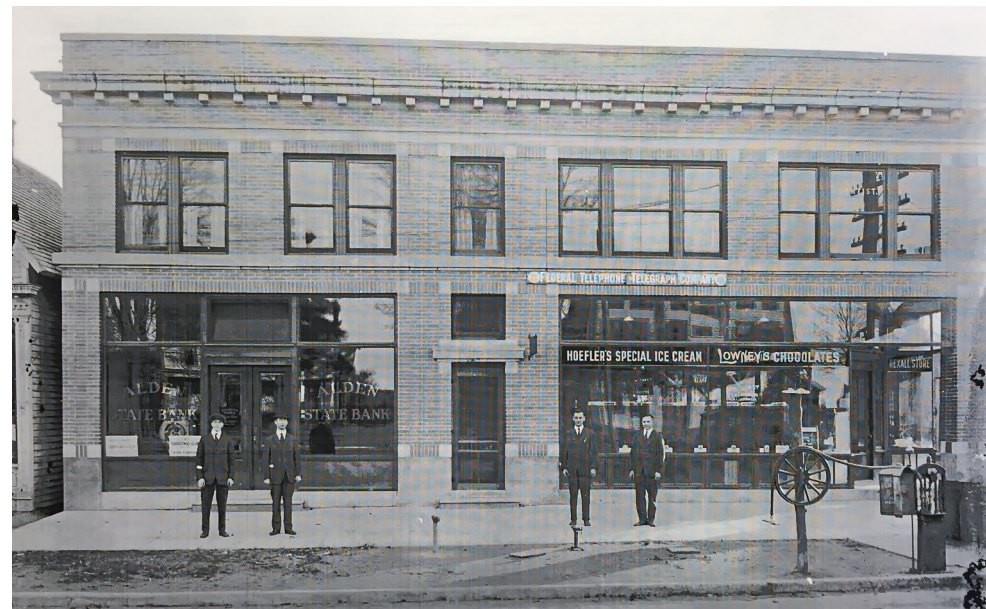
Coming Events

Congratulations to Alden State Bank on their 100th Anniversary!

The Alden Chamber of Commerce would like to take this opportunity to congratulate the Alden State Bank on their 100th anniversary in business providing local growth to the Town of Alden, Village of Alden, and Town of Lancaster and for their support of many Chamber activities including active participation on our Board of Directors.

The Alden State Bank opened for business on October 5, 1916, in rented quarters in the building at 13205 Broadway at the corner of Exchange Street. Now in their 100th year, they have two locations, one at 13216 Broadway in the Village of Alden and one at 5802 Broadway in the Village of Lancaster.

Alden State Bank is truly a cornerstone of the Alden community. Since 1916, the bank has supported the community, not only by lending locally, but also by contributing to the development of local institutions and charities and investing in area schools, local fire departments, and local municipalities. Congratulations and looking forward to the next 100 years!



Member News!

Office/Retail Space Available: Prime storefront location in the Village of Alden, ideal for office or retail. Over 600 sq. ft. \$700.00 per month, includes heat & water, 13179 Broadway, next to law office. Call Dave Pajak, 716-630-0400.

Member Benefits

JOIN THE MEMBER 2 MEMBER DISCOUNT SAVINGS PROGRAM

Chamber members have a unique opportunity to offer fellow Chamber members a discount on their services or merchandise as an incentive to attract new customers and increase business visibility. Each Chamber newsletter will advertise your business and your exclusive Chamber member's discount. You decide what you wish to offer and how your offer will be presented. You may also wish to include employees in the offer. It's easy to enroll. Simply call 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.

New York Life

Christopher Dowd
13349 Broadway Ste 1, Alden, NY 14004
Phone: (716) 276-1134
Email: cdowd@ft.newyorklife.com
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

Paychex Inc.

33 Dodge Road, Getzville NY 14068
Phone: (716) 957-7483
One month free.

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.

Ken's Maple Products

Ken Bieniek
1470 Sandridge Road, Alden NY 14004
(716) 937-9519
10% off any product.

Member Benefits

ALDEN CHAMBER GIFT CERTIFICATES

Participate in the Alden Chamber of Commerce Gift Certificate Program and keep our shopping dollars Local also.....

- NO COST to your business
- 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
- Make great gifts for those 'hard to buy for'
- Make excellent stocking stuffers

Does your business participate? If not it should!

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

ALDEN CHAMBER GIFT CERTIFICATES

The Perfect Gift "One Size Fits All"

Available at the Alden Chamber of Commerce and Alden Pharmacy

Accepted at these participating Chamber member businesses:

A & N Automotive	Creighton Optical	Parkside Cupcakes
Alden Advertiser	Crystal Clear Pools	Petschke Plumbing & Heating
Alden Animal Hospital	Drogi & Sons Automotive	Save-A-Lot (Alden)
Alden Family Dentistry	Gillen's Expert Auto Inc.	Simply Hair Studio
Alden Foot Care	H & R Block (Alden)	Sitzman's Maytag HAC
Alden Pharmacy	Henry's Candy & Gifts	The Pink Cow
Alden Pools & Play	Johnny Bear's Restaurant	Tompkins Insurance Agency
Alden Village Market	Kis-N-Greens Golf Course	Town & Country Restaurant
Blackwater Fitness Club	Majestic Oaks B & B	Frank A. Torrelli, DC
C*Shore Design	NAPA Auto Parts	Wagner's Agway
C & M Service & Sales	Neill & Strong PLLC Attorney	West Alden Kitchen
Carbone's Pizzeria	Olsen's Pet & Feed Supply	Whistle Stop Inn
Country Crossroads of Marilla		

Chamber in Action

Alden Chamber of Commerce Hosted Lunch & Learn Seminar

The Alden Chamber of Commerce and Bene-Care Agency, LLC, hosted a free Lunch & Learn Seminar about the new federal overtime, FMLA & FLSA regulations on Tuesday, September 27th, at the Alden Village Hall from 12 noon – 1 p.m. Local small business owners learned about the new federal overtime regulations that will go into effect December 1st, 2016, and had a chance to ask questions specific to their small businesses. A light lunch was provided courtesy of Elwood-Jordans Insurance.



“When consumers know that a small business is a member of the chamber of commerce, they are 49% more likely to think favorably of it and 80% more likely to purchase goods or services from the company in the future.”

(Schapiro Group Study, “The Real Value of Joining a local Chamber of Commerce”, December 2012)

Member Benefits

Did You Know?

New federal overtime, FMLA/FLSA regulations go into effect December 1st, 2016. Should you know about this? The answer is, YES! In case you missed our FREE Lunch & Learn Seminar in September, you can find the information on the Alden Chamber of Commerce website www.aldenny.org in the Business Tool Box Section under News & Information.

- ➔ Alden Chamber Home
- ➔ Tool Box
- ➔ Developing A Business Plan
- ➔ News & Information
- ➔ Business Solution Seminars In Alden
- ➔ Small Business Association Resources
- ➔ Score Consultation Sessions
- ➔ Buffalo State College Small Business Development Center
- ➔ Chamber Member's Offering Free Consultation



Business Toolbox

Developing A Business Plan

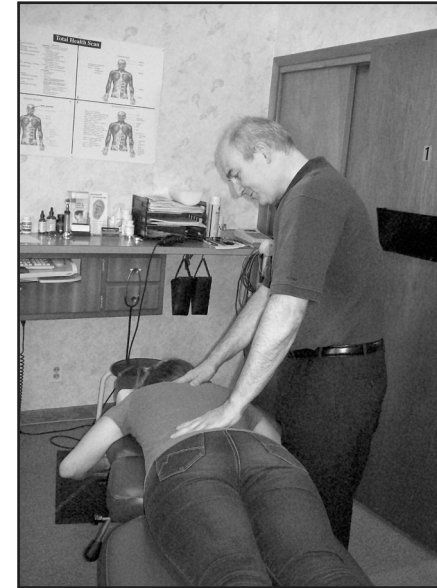
The Small Business Administration has an excellent site for developing your business plan. [Use this link](#) to the SBA website and follow their instructions.

If you would like to talk to someone regarding the new regulations, be sure to contact the **Human Resource Hotline** provided by Bene-Care Agency. As part of your Chamber membership, you will have access to the highest quality of professional services; services that will deliver you the tools, resources and information to help you manage your business and your employees. Your membership allows you to contact Bene-Care with your HR questions and concerns that will deliver exceptional value, eliminate headaches, communicate clearly with employees, and simplify your life by providing easily accessible, knowledgeable resources for your HR needs. Better yet, simply call Bene-Care at (716) 688-8161 and ask for HR Support!

Did you know Bene-Care offers additional Human Resource assistance?

- Pre-Employment Services
- Handbooks
- Federal & State Labor Laws
- Auditing Services
- Employee Assistance Program
- HR Forms

Business Profile



Frank A. Torrelli, D. C. Chiropractic Solutions

Dr. Frank A. Torrelli, D. C. practices chiropractic, wellness, and functional wellness at his office located at 13167 Broadway in the Village of Alden. Dr. Torrelli incorporates not only chiropractic care, but nutrition, hormone balance, fitness, weight loss, and detoxification, all Five Pillars of Health, into his care regimen as well. Dr. Torrelli's protocols and programs are designed to rejuvenate the nervous, endocrine, and detoxification systems through lifestyle changes, nutrition, proper supplementation and exercise. Looking for a Wellness Center in Western New York? Say goodbye to overweight, back pain, neck pain, fibromyalgia, stress, headaches and more. Dr.

Torrelli's programs and protocols are designed for all ages, but mostly focus on the middle-aged "baby boomer" market segment. His doctorate is in Chiropractic with certifications in Traditional Naturopathy, Chiropractic Neurology, and Functional Medicine. Other specialties include Functional Nutrition, Detoxification, Chiropractic Cranial Therapy, Soft Tissue Techniques and Exercise Program development. Dr. Torrelli is also a licensed Doctor of Pastoral Science through the Pastoral Medical Association. Call Dr. Torrelli today (716) 937-9473 or visit his website www.FatEvolution.com and discover the secrets to a healthier, youthful lifestyle!

Coming Events

Small Business Saturday

Saturday, November 26th, will be Small Business Saturday, traditionally, the first Saturday after Thanksgiving and the day after Black Friday. American Express began the campaign as a way to promote shopping local during the holiday season. Please remember member businesses when doing your holiday shopping this year! Avoid the traffic headaches, lines, and parking hassles at the big box stores and malls and shop small at our local Alden businesses for unique gift items. Make a day of it and patronize one of our many local restaurants, for breakfast, coffee, lunch, dinner or just drinks or dessert!



Small businesses donate 250% more than larger businesses to non-profits and community causes (Source: Seattle Good Business Network).

If you spend \$100 at a local business, roughly \$68 stays in your local economy. If you spend the same at a large business, only \$43 stays in the local economy (Source: Civic Economics Study in Grand Rapids, Michigan).

As a store owner, this is a great opportunity to join a national campaign and to plan specials, coupons, or events to attract customers. If you are a fan of social media, post pictures of products or people shopping in your store or if you are shopping, just check in at local businesses or tweet using: #SmallBizSat #ShopSmall and #SmallBusinessSaturday. Also remember our local service businesses year round, whether you need insurance, legal advice, new brakes on your car, or a chipped tooth fixed! Support the businesses that support your community.

CHAMBER CALENDAR

- November 17** Board of Directors' Meeting Whistle Stop Inn 4 p.m.
- November 26** Small Business Saturday SHOP LOCAL!!
- December 3** Christmas in the Park
- December 15** **NO MEETING -- Merry Christmas & Happy New Year!**
- January 19** Board of Directors' Meeting Whistle Stop Inn 4 p.m.

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.

Business Profile



ALDEN PET SPA

Alden Pet Spa, located conveniently at 13221 Broadway in the Village of Alden, offers a calm and relaxed grooming environment where any pet will be happy to visit. Each pet receives a personalized groom with premium shampoo for their specific needs. All dogs are groomed from start to finish and there is no cage drying.

Owner, Katie Gaebel, opened Alden Pet Spa in 2014. Katie is a Profes-

sional Certified Groomer through the Rochester Institute of Dog Grooming and a Nationally Certified Groomer with the National Dog Groomer's Association of America. She is also certified in Pet First Aid. Pamper your pooch! Call (716) 713-9155 and make your appointment today and see the difference a professional grooming can make! Follow their Facebook page at <https://www.facebook.com/Alden-Pet-Spa>.