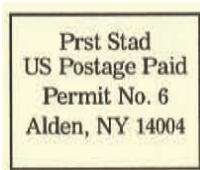
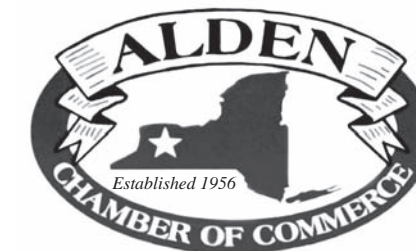


Alden Chamber of Commerce
13500 Broadway
Alden, NY 14004



Alden *Chamber of Commerce* *Newsletter*



NOVEMBER 2015 VOLUME 24, NUMBER 4

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 2015-2016

Diane Casell John Drogi
Kara Smith Randy Moyer
 Laura Ross

Directors 2015-2017

Brooks Bowman Christopher Gust
Nancy Hughes Jennifer Strong
 Sue Galbraith

Directors 2015-2018

Christopher Dowd Bill Blarr
Deborah Bressette Earl Gillen
 Aurora Mali Perry

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 - 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

*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.**

SAVE THE DATE! ALDEN'S CHRISTMAS IN THE PARK SATURDAY, DECEMBER 5TH

Alden's 22nd "Christmas in the Park" will be held Saturday afternoon, December 5th. 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 Holds Fall Luncheon The Pink Cow Awarded Business of the Year

Members and guests of the Alden Chamber of Commerce enjoyed a delicious buffet lunch at the Whistle Stop Inn on Tuesday, October 13th, for the Chamber's 14th annual "Business of the Year" Luncheon. Among the guests were family, friends, and staff of The Pink Cow, the recipient of the 2015 Alden Chamber of Commerce Business of the Year Award. President Bowman presented the award to owner Laura Ross and also gave proclamations from the Town and Village of Alden, Erie County, and NY State Senator Patrick Gallivan's office honoring The Pink Cow as Business of the Year.

The Pink Cow owner Laura Ross' interest in opening an ice cream stand started in 2007 when she helped a friend open Yummies in neighboring Warsaw, New York. When Laura saw the little building in the Alden Village Ames parking lot, she also saw a lot of potential there and knew Alden would be a great place for her family and business. The building needed a major renovation to run as a functional ice cream stand. Since day one, Laura credits the community---through the entire renovation, local residents stopped and offered support and encouragement. Finally, Poppy's Sip-n-Dips opened in July of 2010. After realizing that most people called it either "the Pink Place" or "the Cow Place," Laura and her family quickly changed the name to suit and The Pink Cow was born. Laura's vision for The Pink Cow was that it would be a community-gathering place for friends and family or families and kids after playing hard in one of the many local youth sports. The Pink Cow operates under the philosophy, "building community one line at a time." Throughout the year, The Pink Cow participates in many local events, numerous fundraisers, sponsors youth sports teams and hosts car washes for various local organizations. Their two most notable personal fundraisers are The Christmas Giveback to support Alden Meals on Wheels and the Annual Alden Fire Department Scoopfest. After accepting the award, Laura spoke briefly about her ice cream journey and concluded by thanking her staff whom she credits with serving great quality products, at a fair price, with a smile.

Then guests listened attentively as featured speaker Karen Muchow, Alden Town & Village Historian, gave a brief history of Alden's ice cream places of the past and past owners and uses of the land in the Village Plaza. She also brought a display of ice cream artifacts and photos depicting earlier times. Local candidates for Erie County Legislator incumbent Ted Morton and his opponent, Debbie Liegl, as well as candidates for Alden Supervisor, Mark Casell and Rick Savage spoke briefly to the gathering as well.

"The Mission of the Alden Chamber of Commerce is 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. Through the Chamber's efforts to provide advocacy, programs, events, and services, our members will be afforded the opportunity to enhance their business and achieve greater economic success."



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.

Mass Mutual of Buffalo

Christopher Dowd
13349 Broadway Ste 1, 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

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.



President Bowman gave brief closing remarks and thanked GOLD sponsors: Alden State Bank, Carbone's Pizzeria, Alden Pharmacy, Liazon Benefits, Alden Family Dentistry, Bud Milligan, and SILVER sponsors: Cooke & Steffan Attorneys and Mark and Diane Casell for helping to make the luncheon possible.

WELCOME THIS NEW MEMBER

NATURE'S WAY ENVIRONMENTAL

3553 Crittenden Road, Alden, NY 14004

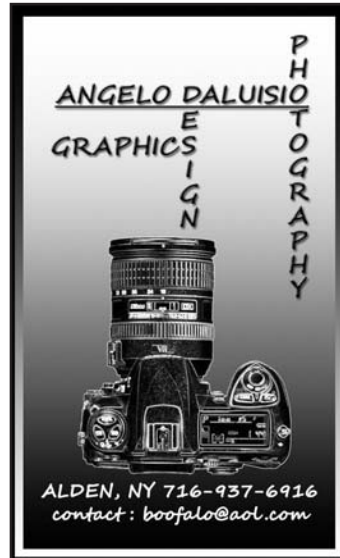
CHAMBER CALENDAR

- | | |
|-------------|---|
| November 19 | Board of Directors' Meeting Whistle Stop Inn 4 p.m. |
| November 28 | Small Business Saturday |
| December 5 | Christmas in the Park |
| December 17 | There will be NO Board of Directors' Meeting in December |
| December 17 | Judging of the Residential & Business Holiday Lights 6 p.m. |

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

Business Profiles

ANGELO DALUISIO PHOTOGRAPHY



Locally owned, Angelo Daluisio Photography, can provide photographic services tailored to your unique and specific needs. Graphic and Design work is also available coupled with photo services or as a stand-alone service. Working together with you or your business, they can provide high resolution images for advertising, marketing, promotional and media needs or design business cards, brochures, flyers, display boards, digital presentations and portable presentation materials.

If you are in need of construction progress documentation, pre/post construction, building interior/exterior or real estate and architectural related images, they can accommodate your needs as well. Additionally, old photos can be digitally restored or enhanced using the most advanced software available—what a great gift idea for the holidays!

Owner, Angelo Daluisio, guarantees your work will receive one-to-one attention and budget friendly results. To view some of his personal work, visit his website: www.angelodaluisiophotography.com. To consult with Angelo, contact him at (716) 937-6916 or email him at boofalo@aol.com. There is no physical busi-

ness location. Hours of services are determined by owner and customer/client.

PAJAK LAW OFFICES



David J. Pajak, Esq. has been the sole proprietor of Pajak Law Offices since 1983. He handles a great range of matters on the trial and appellate level in both State and federal courts. The cases he handles include criminal and DWI (felony and misdemeanor), vehicle and traffic, personal injury, products liability, divorce, child custody and visitation, and business litigation. A “niche” area of his practice involves representing such professionals as teachers, policemen, nurses and physicians who have wrongfully been made the subject of an “indicated” child protective services report. Often, David can help get the CPS record expunged and save the person’s career.

David received his Juris Doctor from SUNY at Buffalo in 1982 and his B.A. from Buffalo State College in 1978. He has been a Town Justice, a CPS attorney, juvenile prosecutor, court-appointed attorney for children, and is a former member of the Negligence Experience Panels of both the Erie County and New York State Bar Associations Lawyer Referral Services. He was chairman of the State Bar Committee on Lawyer Referral Service from 2004 — 2008. His office is located at 13179 Broadway, Suite 2, in the Village of Alden and he serves all eight counties in Western New York. Hours of operation are 9 a.m. to 5 p.m. Monday through Friday, with evening and Saturday hours

by appointment. If you need help, select a trial attorney you can trust! You can reach David at 716-630-0400 or email dave@davepajak.com. For more information on his services, check out his website at www.davepajak.com.

FARMERS’ MARKET ENDS 13TH SEASON

This past October 10th, the Alden Farmers’ Market closed its 13th season with a Membership Hot Dog Roast and kid 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 melodious harmonies of The Lake Effect, a Capella singing group, 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 hand-made by former Market Manager, Nancy Hughes, along with a small pumpkin donated by Kate’s Country Cousins. The judges had a hard time choosing, but our first place winners were the Star Wars duo: Elise as R2D2 and Avery as Princess Leia. Second place went to the prairie group: Victoria, Savannah, Matthew, and Levi. Diner girl, Olivia, came in third with her “hotdog” poodle, Tinkerbell, taking first place in the pet category.

The winning ticket for the popular Amish-made shed raffle was selected on closing day as well. Congratulations go out to Sue and Gary Wessel of Alden! Congratulations also to Don Geil of Alden, winner of the Fall Farmers’ Market Gift Certificate Basket. Through the generosity of local Alden merchants, the Chamber was able to assemble this gift certificate basket worth about \$800. Thank you to all the local contributors: A&N Automotive, ACTS, Alden Pharmacy, Alden Pools & Play, C*Shore Design, Carbone’s Pizzeria, Corner Cuts, Country Cross Roads Florists, Creighton Optical, Darien Lake Theme Park, DeSpirit Mosaic & Marble, Jacquelyn Mazurek, Drogi & Sons, Gillen’s Expert Auto, Henry’s Candy, How Do You Like Me Now Salon & Spa, Humble Beginnings, Kis N Greens Golf Course, Neill & Strong PLLC, Pautler Chiropractic, Serenity Massage Therapy, Simply Hair Studio, Sitzman’s Maytag, The Pink Cow, Wagner’s Agway, West Alden Kitchen, 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 a 14th season. See you at the Market in spring 2016!

Introducing a Partnership with....



The Alden Chamber of Commerce has recently partnered with Bene-Care Agency, LLC - an insurance agency, benefits broker and payroll provider, who has provided services to employer groups and individuals in Western New York for over 40 years. Through Bene-Care, we will now be able to offer members an enhanced portfolio of benefit offerings, as well as a complete Human Capital Management Solution.

Bene-Care offers a portfolio of services to help you, your business, and your employees navigate and manage the complexities of employee benefits, healthcare reform, payroll, and human resources. These services, which Bene-Care refers to as their Human Capital Management Solution, encompass all activities needed to maintain a productive organization with engaged personnel. Bene-Care's flexibility allows you to choose the lines of service that are right for you. Partnering with Bene-Care will allow the opportunity to enroll in a benefit package with any WNY carrier (Univera, BCBS of WNY, Independent Health, and MVP). In addition to an increased selection of product offerings, Chamber members will also have increased options for dental, vision, short-term disability, long-term disability, NYS DBL, life and accidental death and dismemberment insurance. Their online enrollment tools also allow for ease of plan administration!

Bene-Care's payroll solution lets employers incorporate applicant tracking, employee onboarding, time and attendance, benefits administration and HR "hire to fire" functions right within a single system! They also offer Workers' Compensation policies with per-pay-period billing, along with full-service ACA tracking and reporting.

We will roll out information in time to explore your new options for 2016. Of course you will be able to keep your current plan until your renewal and for some members this will continue to be the best fit. We are excited to announce this new partnership, as we believe it will result in enhanced benefits and service to you and that is our priority. For more information on Bene-Care and their services, please visit www.bene-care.com. You may call them directly at (716) 688-8161 or contact Jenny Urbanski, Chamber Secretary, (716) 937-6177 with any questions.

CANCELLATION GUIDELINES FOR MEMBERS WITH HEALTH INSURANCE

Please 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 cancelations will happen, so please help us by phoning in your plan cancelations 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 cancelation, 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.

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