

February 2009



Clarence Hollow Crier

NEWSLETTER OF THE CLARENCE HOLLOW ASSOCIATION

To Promote, Improve, and Maintain the Quality of Life, Prosperity of Business, and Historic Charm of Clarence Hollow

Membership Meeting

Thursday, February 26, 2009

8:00 to 9:00 a.m.

Clarence Youth Bureau
10510 Main Street

**“Viral Marketing
Concepts for the Small
Business Owner”**

**Speaker: Ben Wagner,
Voice of the Bisons**



Association Moves To Grange Building

After nearly three years in Clara's House, 10847 Main Street, the office of the Clarence Hollow Association is now at 10803 Main street in "The Grange" building on the East Hill.

Led by John and Flora Leamer, 21 volunteers - members and others - moved and settled furniture, equipment, and records on the weekend of February 6-8. The association now occupies the lower level of the landmark building built in 1876 as the German Methodist Church.

After 1907, it was owned by the Clarence Grange, becoming one of the Clarence Hollow's common gathering sites. Throughout the years, the building has housed many businesses including antiques, arts, photography, custom picture framing, furniture restoration, brass and silver polishing, and more. The building is owned by Jeffrey and Carolyn Lattimer and also houses WH Henderson Architects on the upper level. As the founder of the Clarence Hollow Association in 1987 and its first president for six years, Carolyn is an honorary and active C.H.A. member.

The Clarence Hollow Association had occupied a portion of Clara's House since April 2006 when it was acquired by Catherine Surianello to save it from demolition. The association moved so that the Surianellos could rent the entire facility as a residence.

Prior to Clara's House, the association enjoyed offices in the former R.H. Larkin Insurance Agency building at 10490 Main Street beginning in December 2002. The building was sold to Eagles' Wings Ministries

Viral Marketing Concepts To Be February 26 Topic

"Viral Marketing Concepts for the Small Business Owner" will be the topic of the guest speaker at the monthly meeting of the Clarence Hollow Association on Thursday, February 26. The meeting is at 8 a.m. and please note the new location, the Clarence Youth Bureau, 10510 Main Street. Viral marketing is an e-mail message, usually in the form of advertising, that contains elements that make recipients want to forward it to others.

The speaker will be Ben Wagner, play-by-play announcer of the Buffalo Bisons Baseball Club. Mr. Wagner is set to begin his third season as the "Voice of the Bisons" on the Bisons Baseball Network. He will anchor all 144 Bisons games as well as pre-game and post-game coverage on the team's radio coverage or on the Herd's television package. "Viral marketing works for the large and small company and has been a huge movement in professional baseball for the past few years," he said.

Mr. Wagner joined the Bisons in 2007 after spending three seasons in New Jersey with the Lakewood BlueClaws. During the Bisons' off-season, he broadcasts local college football and basketball games on Time Warner SportsNet and provides commentary for the UB basketball program. He resides in Lancaster.

The meeting is open to all interested without charge; refreshments will be served. The Youth Bureau is located in the former Clarence postoffice building.

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PRESERVATION —QUOTE—

"With record oil prices, declining natural resources, and a desire by many to reduce their impact on the earth, it is time to take a closer look at older buildings, the unsung heroes of the energy conservation movement."

Erin M. Tobin
The Preservation League
of New York State

Clarence Hollow CRIER

Monthly Newsletter of the
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Mission Statement

The Clarence Hollow Association is a not-for-profit volunteer organization working to promote, improve, and maintain the quality of life, prosperity of business, and historic charm of Clarence Hollow.

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Simone Rowan, *Clarence Community & Schools FCU*

Edna Scherf, *Resident Member*

"...Move..." *continued from page 1*

and the agency moved to 5170 Bank Street.

The owners of all three buildings -- the Larkins, Surianellos, and Lattimers -- have generously allowed the association to pay a modest monthly rent, below market value, largely to defray the cost of utilities. Over the years, others have donated office furniture and equipment to the association.

The thanks of the association go to the following for their help in making the move in the face of cold and windy weather and deep snow: (in alphabetical order) Cheryl and Bryan Anthony, Pat Brace, Pat Casilio, Carol Conwall, Shari and Fred Ehlert, Jeannie Kay, Kathy Kline, Pam Kloc, Scott Kreher, Carolyn, Hannah and Joel Lattimer, John and Flora Leamer, Bob Lenz, Nancy McIver, Antoinette Miller, Jim Ramsey, and Mark Zuchiewski.

Committees Seek Help

Three Clarence Hollow Association committees, gearing up for major projects, are seeking members to help organize and run their events.

The Farmers' Market Committee has begun meetings to organize for May Flower Days and the opening of the market on Saturday, June 6. Cheryl Anthony is the new chair of the committee and market manager.

The Memorial Day Chicken Barbecue, scheduled for May 25, needs workers in several categories: entertainment, advertising, ticket sales, displays by not-for-profits, food service, and Chinese auction. Flora Leamer chairs the barbecue.

Thirdly, committee members are needed for the third annual Wine, Wheels, and Song fundraiser on Friday, September 18. JoAnn Barnes will again chair this event.

To offer your help on these events, call the association at 759-2345.

Welcome New Members



Dash's Market, 8845 Main Street, Williamsville 14221, Tony Pacella, store manager, 650-2888, tonyp@dashsmarket.com.

Genesis Payment Processing Group, 10255 Main Street, Suite 10, Jeff Fancher, partner, 800/476-5018, jfancher@genesispagg.com. Transfer from Buffalo Custom Closets.

WL Henderson Architect, 10803 Main Street, William L. Henderson, AIA, architect, 759-6110, bill@wlhendersonarchitect.com. Sponsored by Hen House Antiques.

Hunt Real Estate, 8870 Sheridan Drive, Williamsville 14221, Gary Kenline, senior vice president, 633-5350, gkenline@huntreal-estate.com. Recruited by Elaine Wolfe.

Passport Wine & Spirits, 8855 Main Street, Williamsville 14221, Ronald Grimm, president, 565-9463, kliinter@passport-ws.com.

Prosthetic Home Services Inc., 10654 Main Street, Mark Zuchlewski, certified prosthetist, president, 759-9111, zuchlewski@yahoo.com.

Sala Restaurant, 9780 Main Street, Alexander & Sheila Pozantidis, owners, 759-6840.

The Wilson Center, 5935 Davison Road, Akron 14001, Annette Pinder, vice president marketing & development, 741-3414, info@thewilsoncenter.org. Transfer from GRI, LLC.

Brothers of Mercy To Host March 23

Brothers of Mercy Nursing and Rehabilitation Center will host a Clarence Hollow Association Business After Hours networking reception on Monday, March 23, from 5 to 7 p.m. Attendees will meet in the lounge off the lobby of the Center at 10570 Bergtold Road.

The 240-bed skilled nursing and subacute rehabilitation center offers physical, occupational, and speech therapy, and rehab nursing. Founded in 1980, it is one of the largest of its kind in Western New York.

All interested are welcome to attend. There is no charge and refreshments will be served. Purposes of the Business After Hours events are to acquaint attendees with the products and services of the host companies or organizations and to offer networking opportunities for all. Pam Kloc will represent Brothers of Mercy at the event. Simone Rowan is chairman of the Clarence Hollow Association Networking Events Committee.



MAIN-ly BUSINESS

OPENS BUSINESS - Mike and Vicki Taschetta have opened Service Time at 10440 Main Street to install and service heating and cooling systems and appliances, and to sell used appliances.



Located where a Subway restaurant last was, they moved their business from Kenmore to be closer to their home in Newstead. (759-0925)

RECEIVES HONOR - Clarence Supervisor Scott Bylewski has been named the Am-Pol Eagle Citizen of the Year for Politics. He will be honored in the newspaper on February 26 and at a luncheon at Kloc's Grove, West Seneca, on May 3.



Marketing Again Topic For March CHA Meeting

As a sequel to its February 26 program on "Viral Marketing Concepts," and to emphasize the importance of marketing in the recession, the Clarence Hollow Association will feature another marketing expert at its March 26 membership meeting at the Clarence Youth Bureau. Speaker will be C.H.A. Member Annette Pinder, vice president of marketing and development for The Wilson Center and Murphy Leadership. Her topic will be "Marketing Success ... Using Less to Accomplish More."

Ms. Pinder's career spans more than 20 years as a marketing, communications, sales, and public relations professional in both private and not-for-profit sectors. Prior to joining The Wilson Center and Murphy Leadership, she was the business manager for Focus Point Media, one of the country's largest website providers.

Her primary interests include the need for responsible leadership and integrity in transforming the way we do business, and the role the internet will have in achieving marketing success in today's economy. She has published articles locally and nationally.

The meeting will run from 8 to 9 a.m. at the Clarence Youth Bureau and is open to all interested without charge.



The Clarence Hollow Association thanks these corporate sponsors whose financial support provides expanded services to members.

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Clarence Special Events 2009 (Subject to Changes)

Clarence Jaycees Antique Show @ Town Park Clubhouse	Mar 29
Kiwanis Club of Clarence Easter Egg Hunt @ Main St Town Park	Apr 11
Great American Garage Sales @Antique World	May 3, June 7, July 5, Aug 2, Sept 6, Oct 4
Clarence Farmers' Market May Flower Daze @ 10717 Main St	May 2, 9, 16, 23 & 30
Clarence Women's Club Scholarship Party @ Town Park Clubhouse	May 6
Eastern Hills Sunrise Rotary Club Golf Tournament @ Brookfield CC	May 11
Garden Friends of Clarence Plant Sale & Auction, Town Park Pavilion	May 13
Walk for Celiac Awareness @ Main StTown Park	May 16
Clarence Log Cabin Quilters, Quilt Show @	May 15 – 17
Memorial Day Parade & Chicken BBQ @ Main St Town Park	May 25
Clarence Rotary Lobsterfest, WNY Event Centre, 11163 Main St	May 30
Clarence Farmers' Market Days @ 10717 Main St	Saturdays – June thru Oct
Clarence Farmers' Market Chicken BBQs	June 20, July 18 & Aug 15
Hull Family Home & Farmstead, Ice Cream Musicale' , 5976 Genesee St	June 6 & 7
"Get Fit Clarence" by Clarence Recreation Dept @ Town Park Pavilion	June 20
Clarence Chamber Annual Golf Outing @ Brookfield CC	June 22
Day in the Park with Fireworks @Main St Town Park	July 4
Louisiana Repertory Jazz Ensemble @ Main St Town Park	July 9
Clarence Family Fun Bike Ride @ Farmers' Market 10717 Main St	July 11
Clarence Center in Color Garden Walk - 11 am to 4 pm	July 12
Clarence Hollow Historical Walk w/Doug Kohler @ 10717 Main St	July 18
Clarence Summer Orchestra @ Main St Town Park	July 12, 19, 26 & Aug 2
Clarence Summer Band @ Main St Town Park	July 16
Meals on Wheels Rock the Barn	July 17
Clarence Hollow Sidewalk Sale & Arts n Crafts	July 18
Clarence Hollow Garden Walk	July 18
Taste of Clarence & Cruise Night @ Main St Town Park	Aug 3
Take Back the Path 5K Race and Walk @CCVFC	Aug 7
American Legion Band of Tonawanda Post 264 Concert, Main St Town Park	Aug 9
Clarence Center Historical Walk w/Doug Kohler @ Clar Ctr & Goodrich Rds	Sept 5
Clarence Center Labor Day Fair & Parade	Sept 5, 6 & 7
International Model Construction and Truck Show, Clarence Fire Hall, 10355 Main St	Sept 12 & 13
Tami Barillari Blemel Memorial Walk @ Main St Town Park	Sept 12
Hull Family Home & Farmstead, Civil War Candle Light Tour, 5976 Genesee St	Sept. 19
Wine, Wheels & Song @ Western New York Event Centre	Sept 18
Fall Festival @ The Great Pumpkin Farm	Sept 25 thru Nov 1
Oinktoberfest BBQ Cook-off @ The Great Pumpkin Farm	Sept 25, 26 & 27
Hull Family Home & Farmstead, Revolutionary War Encampment, 5976 Genesee St	Oct 3 & 4
World Pumpkin Confederation Weigh-Off @ The Great Pumpkin Farm	Oct 4
High Performance Dog Sport & Comedy Show @ The Great Pumpkin Farm	Oct 4 & 5
Pumpkin Farm Olympics & Pumpkin Drop @ The Great Pumpkin Farm	Oct 10, 11 & 12
Trebuchet Contest @ The Great Pumpkin Farm	Oct 18
Doors Open Niagara- Free Bi-National Tours of Historical Sites	Oct 17 & 18
Halloween in the Park @Main St Town Park	Oct 24
Christmas in Clarence Festival @ The Great Pumpkin Farm	Nov 27 thru Dec 23
Annual Tree Lighting @ Main St Town Park	Nov 19
Hull Family Home & Farmstead, Christmas at Hull House, 5976 Genesee St	Dec 5 & 6
Clarence Hollow Association Holiday Party @ Town Park Clubhouse	Dec 3
Christmas in the Hollow Shops	Dec

For additional events, details and changes please visit our website at www.clarencehollow.org