



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

Association to Sponsor Wine & Concert Event

Wines, Wheels & Song, an event featuring wine tasting and sales by New York State wineries and a concert by area singer-songwriter Pat Shea, will be presented by the Clarence Hollow Association on Friday night, September 21, at the Western New York Event Centre. A significant portion of the proceeds will go to purchase surveillance equipment for the Clarence bike paths.

The event replaces the Harvest Auction Gala which had been scheduled for October 19.

Many of the wineries participating will be those who have occupied the Wine Shack at the Clarence Hollow Farmers' Market. Among those already committed are: Niagara Landing Wine Cellars, Rooster Hill Vineyards, The Winery at Marjim Manor, Thirsty Owl Wine Company, Wagner Vineyards, Lakewood Winery, Freedom Run Winery, Anthony Road Wine Co., Eveningside Vineyards, Johnson Estate Winery, Spring Lake Winery, and Vizcarra Vineyards. Several more are anticipated.

Versatile singer Pat Shea will present an hour-and-one-half concert in memory of Joan Diver who lost her life on the bike path last September. Shea has headlined many concerts and has opened for national recording and touring artists. He has produced a number of CDs of original, Christmas, and Broadway music. A resident of Lancaster, Shea has a large local following.

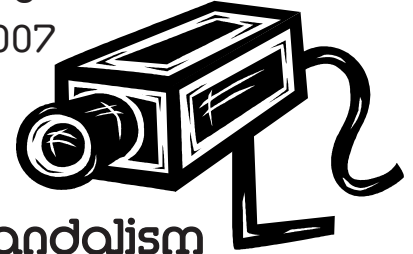
Tickets at \$25 pre-sale and \$30 at the door will be available soon at several Clarence-area locations and over the internet. Chairman JoAnn Barnes and Vice Chairman Don Boyd Jr. are organizing a committee of volunteers to produce the event. For information, or to volunteer, call 759-2345.



Membership Meeting

Thursday, July 26, 2007
8:00 to 9:00 a.m.

Asa Ransom House



"Safety and Vandalism on the Bike Paths"

Speaker: Pat Casilio Jr., Town Councilman

Improved Bike Path Safety To be Discussed on July 26

Safety on the Clarence bike paths, highlighting the planned surveillance system, will be discussed by Pat Casilio Jr., town board member, at a meeting of the Clarence Hollow Association on Thursday, July 26, from 8 to 9 a.m. at the Asa Ransom House. Mr. Casilio will review steps already taken as well as measures planned to increase safety and eliminate vandalism on the rails-to-trails.

Central to the surveillance system are cameras mounted on poles or buildings. Seventy thousand dollars are required for the first phase. Funds are expected to come from the town of Clarence, service clubs and other community organizations, donations by individuals and companies, and grants.

All interested persons are invited to attend the meeting. There is no charge and coffee and muffins are served courtesy of the Asa Ransom House.

Because one of its missions is to improve and promote the quality of life in Clarence Hollow, the Clarence Hollow Association maintains a Rails-to-Trails Committee. Although not nearly as active as it could be in this area, the association has sponsored an annual family bike ride to encourage use of the trails.



Market Seeks Volunteers

The Clarence Hollow Farmers' Market is a function of the all-volunteer Clarence Hollow Association and is staffed by members and other volunteers. It is entirely self-supporting through vendor fees, Country Store profits, fundraisers, donations, and grants. To join its crew of volunteers for as little as one three-hour shift, call 759-2345.

PRESERVATION QUOTE

"Investing in (Rails-to-) trails today is a form of preventative medicine that can reduce future health-care costs associated with obesity."

Keith Laughlin, President
Rails-to-Trails Conservancy

This
issue
sponsored by:

**Kreher's Farm
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Clarence Hollow CRIER

Monthly Newsletter of the

Clarence Hollow Association
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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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Welcome Magazine Features Clarence

The recently-published Welcome Magazine for 2007-2008 again includes a two-page spread of editorial and advertising about Clarence Hollow and Clarence Hollow Association members.

The hard-cover publication is a guide to the Buffalo-Niagara region distributed to hotels, motels, tourism centers, and businesses throughout Western New York. Clarence Hollow has had significant representation in this publication for more than 20 years.

This year's advertisers making possible the full page of editorial are Asa Ransom House, Hayes Seafood House, The Red Mill Inn, Olde Orchard Shoppes at Antique World and Sunday Fleamarket, Adventures in Cooking, and Kelly Schultz Antiques.

The information page makes mention of the Clarence Historical Museum, Clarence Hollow Farmers' Market, Western New York Event Centre, Asa Ransom House, Great Pumpkin Farm, shops, antiques, and restaurants.

Other neighborhoods similarly highlighted in Welcome are Elmwood Village and East Aurora.



Association Buys American Flags

The 120 new American flags flying from light poles on Main Street in Clarence Hollow were purchased by the Clarence Hollow Association with the assistance of a grant from the New York State Senate secured by State Senator Mary Lou Rath.

Total cost of the flags and required replacement accessories was \$4,136.00. The grant was for \$3,000; the association paid the balance.

As a member of the association's Beautification Committee, Bob Lenz is in charge of the project. He monitors the condition of the flags and poles regularly; please report any problems you see to 759-2345. The flags are attached to the poles by the town parks department which stores them off-season.

Business After Hours Receptions Scheduled

August and September Business After Hours events have been announced by Chuck Eckert, chair of the Networking Events Committee.

A breath away Spa Center will host a reception on Monday, August 20, at its Clarence location, 10580 Main Street in the Hollow.

On September 24, the location will be the historic Hull House at 5976 Genesee Street, between Ransom and Gunnville Roads.

The purpose of the Business After Hours events is to stimulate business among members of the association by exchanging information. All attending are urged to bring business cards and printed literature about their organizations to hand to other attendees. "This is in keeping with the association's mission to promote and improve the prosperity of business, and is one of the many benefits of belonging to the association," it was stressed by Chairman Eckert.

Companies Sponsor Farmers' Market

Two companies have made in-kind donations to the Clarence Hollow Farmers' Market at the silver (\$500) level and have been added to the list of corporate sponsors of the Clarence Hollow Association. Their financial support provides expanded services to members and the community.

County Line Stone Co. Inc. of Akron donated asphalt in front of the Kornerstone Coffee building and adjoining deck, and Flying Bison Brewing Company of Buffalo donates beer which is sampled and sold at the market when it holds chicken barbecues.

Gold-level sponsor (\$1,000 or more) Asa Ransom House has been designated as the Music at the Farmers' Market sponsor for July and August.

To contribute to the Clarence Hollow Farmers' Market, call 759-2345.

Value of Fitness August 30 Topic

The advantages to business of exercise and fitness will be the subject of the guest speaker at the meeting of the Clarence Hollow Association on Thursday, August 30, from 8 to 9 a.m. at the Asa Ransom House.

Speaker will be Bob Gosch, the owner and general manager of Discover Golf Performance Center on Roll Road in Clarence. A professional golf instructor, he is also a personal trainer and fitness specialist.

Mr. Gosch will be featured in the August issue of PGA magazine, a national magazine for golf professionals. He is a former owner of Gold's Gym in Williamsville and SAFTI located in the Eastern Hills Buffalo Athletic Club.

His talk will incorporate mental exercise and positive thinking.

Chamber Will Host Taste of Clarence

The Clarence Chamber's fourth annual Taste of Clarence & Cruise Night will be held on Monday, August 6, from 4 to 9 p.m. in the Main Street Town Park large pavilion.

Area restaurants will sell their specialty food and drink items. Antique and classic automobiles will be on display. Other events will include wine tasting, Chinese auction, and door prizes. There is no admission charge and all are invited.

Members of two committees of the Clarence Hollow Association will participate in the event. The Farmers' Market Committee will have a display and will sell chances on its August wine basket raffle. The committee producing Wines, Wheels & Song, wine tasting and concert on September 21 at the Western New York Event Centre, will be selling tickets.

Promote Your Business To New Area Residents

You can promote your business to 100 new Clarence-area residents each month through the Clarence Hollow Association's membership-benefit program called New Resident Mailing.

Each mailing includes a welcome letter on Clarence Hollow Association letterhead, the Clarence Hollow brochure, and participating members' flyers. The cost per month, including first-class postage, ranges from \$10 to \$25 depending on the size and weight of a flyer or brochure. All must be folded to fit a standard business envelope.

Areas covered are Clarence, Akron, Alden, Clarence Center, East Amherst, and Lancaster. Interested members may obtain more information by calling Bob Lenz at 759-2315.

Two Barbecues Earn \$3,600



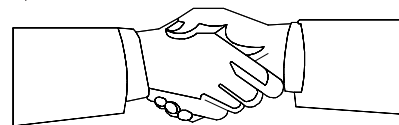
Its two annual spring-summer fundraising events this year earned more than \$3,600 for the Clarence Hollow Association to be used to fund its member services and community projects.

The Memorial Day chicken barbecue raised \$2,060, including a net return of \$566 from the Chinese auction. A total of 840 Chiavetta's chicken dinners were served.

One thousand chicken dinners were sold at Day in the Park on June 30, resulting in a net income of \$1,600. The Clarence Hollow Association pays New York State sales tax on the sale of food items at these two events. Sales tax is included in the \$7.00 or \$7.50 charge for dinners.

"The association regards these two barbecues not only as fundraisers, but as contributions to family enjoyment which adds to the quality of life in Clarence," said Flora B. Leamer, treasurer and chair of the Memorial Day function.

Welcome New Members



A-1 Concrete Leveling & Foundation Repair, PO Box 429, Nicole Young, vice president, 800-574-6511x 711, estimates@a1concreteraising.com

Walk the Villages July 25 in Clarence

On Wednesday, July 25, Clarence will host a group walk for the Walk the Villages program. The program was established by Senator Mary Lou Rath to promote health and fitness as well as local tourism.

All interested parties are invited to meet at 6 p.m. at the Clarence Historical Society. We will do a brief tour through the Society museum, and the Clarence Town Park. Next, we will walk down to the Asa Ransom House, 10529 Main Street where we will tour this historical fine dining, bed & breakfast inn and receive a special treat. Some will proceed to some of the other Hollow shops.

We will then drive to Clarence Center where we will be served hors d'oeuvres at L'Atelier Culinary Shop & Crossroads Books. Next door, The Perfect Gift and Clarence Center Coffee Company & Cafe will be open for business and will be of interest to visit. Pizza Inn Restaurant will be open for dining inside or outside for any who wish to stay following the tour.

Please plan your schedule now to tour Clarence next Wednesday, July 25 at 6 pm. and bring your Walk the Villages book. (If you do not have a booklet, you can obtain one that evening.) We look forward to guiding you through Clarence.

Any questions can be directed to Flora Leamer 984-5235.

- Walk the Villages Committee