

July 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

Tickets on Sale for Wine, Wheels & Song

Tickets are now on sale for Wine, Wheels and Song III, a fundraising and wine tasting event to be presented by the Clarence Hollow Association on Friday, September 18, at the Western New York Event Centre, Clarence, from 6 to 10 p.m.

More than 30 New York State wineries will offer wine sampling and sales by the bottle. Tickets are \$30 pre-sale and \$35 at the door. Admission includes a souvenir wine glass, free snacks throughout the night, a wine-themed silent auction, live music by Mystic Traversion, food sales by area caterers, wine-basket raffle, First Responders Raffle, and free parking.

The main beneficiaries will be the Clarence Center Volunteer Fire Company's new two-story training facility for use by area fire companies for fire and disaster training, and Clarence bike path improvements including the new community pavilion at the Junction at Clarence Hollow.

Nearly 900 persons enjoyed last year's second annual Wine, Wheels and Song. This September 18 we are anticipating an attendance of more than one thousand. To add variety to the event, we are making room for several companies whose products and services are of interest to wine lovers.

Tickets are available at the Clarence Hollow Farmers' Market, online at www.clarencehollow.org and locally from all Bank of Akron branches, M&T Bank Clarence, Asa Ransom House, Gallagher Printing, and Craftsmen Cafe.

For more information, call Event Chair JoAnn Barnes at 759-2345.



Raffle to Support Training Facility

The Clarence Hollow Association has received authorization from the Clarence Center Volunteer Fire Company to sponsor a "First Responders Raffle" in conjunction with Wine, Wheels and Song III on September 18. The raffle will raise money to help build and maintain a two-story training facility on the fire company's grounds in Clarence Center in memory of Flight 3407 and to pay tribute to first responders. The facility will be available for training in fire and disaster preparedness by other area fire companies as well.

First prize will be a 46" Sony LCD HDTV. Second prize will be a Playstation 3, and third prize, a Gamin global positioning system. Tickets are \$5 each and five for \$20. They are on sale at the Clarence Hollow Farmers' Market, at area fire companies, and from many Clarence Hollow Association members.

The drawing will be on September 18 at the Western New York Event Centre during Wine, Wheels and Song. Ticket holders need not be present to win. For information, call 759-2345.

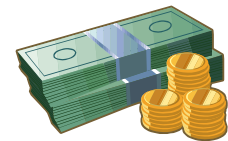
Membership Meeting

Thursday, July 30, 2009

8:00 to 9:00 a.m.

Clarence Youth Bureau
10510 Main Street

Speaker:
Sterling Kozlowski,
KeyBank



KeyBank President To Speak July 30

Sterling Kozlowski, president of KeyBank's Western New York District, will be the guest speaker at the Thursday, July 30, membership meeting of the Clarence Hollow Association at the Clarence Youth Bureau from 8 to 9 a.m. He oversees Key's community bank franchise and is responsible for growing the client base in retail banking, business banking, private banking, and commercial banking businesses.

Prior to his appointment at Key in June 2006, Mr. Kozlowski was senior vice president of national small business banking for HSBC Bank USA. He and his wife live in Clarence Center.

The meeting is open to all interested persons. There is no charge.

PRESERVATION — QUOTE —

"It is incumbent upon us, now more than ever, to make a compelling case for the importance of ensuring that what defines and connects us is not destroyed by benign neglect, ignorance, and greed."

Caroline B. Mason
Chairman, Board of Trustees
Preservation League of
New York State

Donates to Office



The Clarence Hollow Association recently received a donation from Ian McPherson in the form of five file cabinets, four portable chairs, and two storage boxes. They once belonged to the former McPherson Steel Corp. Ian is currently a member of the association board of directors.

Flora Leamer Named Woman of Distinction

Flora Leamer, treasurer of the Clarence Hollow Association, was honored last month by State Senator Michael D. Ranzenhofer as the 2009 Woman of Distinction for the 61st State Senate District. She traveled to Albany to receive the award on June 10.



In addition to serving the Clarence Hollow Association in many capacities since 1994, Flora is an active board or committee member of the following organizations:

Clarence Center Community Association, Erie County Fair, Clarence Chamber of Commerce, Memorial Flight 3407, Meals on Wheels, American Cancer Society, American Heart Association, Clarence Women's Club, Garden Friends of Clarence, Clarence Club House Restoration Committee,

Clarence Bicentennial Steering Committee, Clarence Senior Center, Akron High School Alumni Association, Clarence Church of Christ, Kingdom Bound Ministries, Clarence Historical Society, and Newstead Historical Society.

She and her husband John were Clarence Chamber Citizens of the Year in 2000.

Association Planning Two New Fall Events

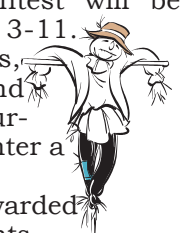
The Retail Events Committee of the Clarence Hollow Association is planning two new fall events to encourage citizens and visitors to visit Main Street merchants and attractions.

The Legend of Clarence Hollow Mystery Game will run from September 25 to October 31 and is designed as a family activity.

A Scarecrow Contest will be held on October 3-11. Business owners, organizations, and residents are encouraged to make and enter a scarecrow.

Prizes will be awarded for both special events.

Details of both events will be published in August. Scarecrow Contest guidelines and entry forms will be available on the CHA website and at select Hollow businesses. The two projects will be the subject of the August 27 membership meeting at the Clarence Youth Bureau.



Clarence Hollow CRIER

Monthly Newsletter of the
Clarence Hollow Association
10803 Main Street
Clarence, NY 14031
716/759-2345
E-Mail: clarencehollowassocia-
tion@gmail.com
www.clarencehollow.org



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.

Officers and Directors

President & Editor

Don Boyd, Resident Member

Vice President

John Leamer, Resident Member

Treasurer

Flora Leamer, Resident Member

Secretary

Elaine Wolfe, Resident Member

Directors

Tom Brady, Brady Insurance Agency
Mark Casell, Resident Member
Carol Conwall Resident Member
Bill Henderson, Hen House Antiques
Tony Kutter, Kutter's Cheese
Ian McPherson, Resident Member
Gary Mong, Bank of Akron
David Passalugo, Bee Group Newspapers
Simone Rowan, Clarence Community & Schools FCU

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

Gold Sponsors

Asa Ransom House Country Inn
Bank of Akron
Hale Northeastern Expo Svcs.
Kelkenberg Homes
Kreher's Farm Fresh Eggs
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Western New York Event Centre

Silver Sponsors

Antique World
Clarence Chamber of Commerce
Flying Bison Brewing Co.
Towne BMW-MINI

Bronze Sponsors

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Greatbatch, Inc.

We Get Letters



Dear Mr. Boyd:

On behalf of the committee of Clarence Day in the Park, we extend to you and the Clarence Hollow Association board our thanks for the support that was provided in helping to make Clarence Day in the Park 2009 a success. We appreciate the utilization of the CHA's name and resources. We look forward to Clarence Day in the Park 2010 which will be Saturday, July 3, and the CHA's participation again in this endeavor.

Clarence Day in the Park Steering Committee
Robert Altieri, Chairman

To the Clarence Hollow Association:

I would like to thank you for awarding me the Business Award from your association. I appreciate it very much. This award will enable me to continue on working toward my dreams both throughout college and afterward. I am attending SUNY Fredonia in the fall and will be majoring in Music Business. I am excited to learn about both the music and business aspects of the industry and it means so much to me for your association to recognize the interest that I have in them. Once again, my sincerest thanks.

Kimberly E. Hahn
4630 Shisler Road

Dear Clarence Hollow Association:

I was recently the recipient of the Clarence Hollow Association Business Award. I am honored to have been chosen and extend the utmost gratitude. I look forward to pursuing my business education in marketing at Syracuse University. Thank you all.

Kial Croteau
5496 Shimerville Road

To the Clarence Hollow Association:

I would just like to thank you so much for your generous scholarship which I received at the award ceremony at Clarence High School. After receiving the Clarence Hollow Association Community Service Award, it encouraged me that much more to incorporate more community service into my life. Thank you so much! I feel so honored!

Sincerely,

Rachel Mesnekoff
9400 Martin Road



Artists Needed For Chalk Art Festival

The Clarence Hollow Farmers' Market is sponsoring its first Chalk Art Festival on Saturday, August 8. Artists are sought to participate at the event, to be held at 10717 Main St., east of Ransom Road, known as "The Junction at Clarence Hollow."

The theme is Wine, Wheels & Song.

There will be three judged categories: open artist for those 19 and older; and student artisan high school and middle school categories for ages 11 to 18.

For those children 10 years and younger, organizers will offer the Kid Artisan area for non-judged chalking.

Several artisans or teams of up to four people can participate in the open artist category and 10 are sought for the high school category as well as the middle school category. The first 20 respondents can be part of the Kid Artisan experience.

There is no entry fee, but space is limited. Applications will be available at the Clarence Hollow Farmers' Market Country Store on Saturdays and Heart of the Hollow during the week.

Check-in for the festival begins at 8 a.m., with chalking from 8:30 to noon and the closing ceremony at 12:30 p.m. For more information, send e-mails to Erwin Rakoczy at clarencefarmersmarket@gmail.com or call Rakoczy at 480-3920.

All applicants must state the specific image to be drawn prior to confirmation of participation in the event. The festival reserves the right to deem submitted subject matter as inappropriate. No political or commercial advertisements or statements, written or visual, are allowed.

There will be a maximum of four artists allowed for team efforts.

A 5-foot by 5-foot asphalt surface that has been painted either white or black, and chalk will be provided by the Clarence Hollow Farmers' Market Art Committee. Pastels are the medium; use of all other materials is forbidden.

Mail the completed application to Erwin Rakoczy, c/o Clarence Hollow Farmers' Market, 10803 Main St., Clarence, NY 14031 to confirm a reservation and to receive additional information.

- Reprinted from
The Clarence Bee

This issue sponsored by:



BANK OF AKRON

Banking. The Hometown Way.

Wins Bicycle



Mary Celine Aaron of Shepard Bros. Funeral Home, Clarence, was the winner of the Schwinn bicycle in a free raffle sponsored by the Clarence Hollow Association. The winning name was drawn at the Clarence Hollow Farmers' Market on Saturday, July 18.

The bicycle was donated by Mark Casell, chairman of the association's Rails-To-Trails Committee. The raffle promoted use of the Clarence bike paths and the new bike rental program at the Junction at Clarence Hollow on Saturdays and Sundays.

Visitors Guide Features Hollow

Clarence Hollow is one of three shopping districts in Erie and Niagara counties featured in Welcome 2010, the "premium guide to the Buffalo/Niagara region." The hard-cover book was distributed during the week of June 21 to all rooms in hotels throughout Buffalo and Niagara Falls. In addition to year-round visibility in the guide, the Hollow and its participating members are featured on the web site, welcome-magazine.com.

Clarence Hollow is described in a full-page of text (page 16) facing a page of ads by Asa Ransom House, Antique World, Hayes Seafood House, and Adventures in Cooking. Two other Clarence Hollow Association members have ads in other sections of the book: Brennan's Bowery Bar and Orazio's. The Clarence Hollow Association subsidized the ads on page 19.

The other two shopping districts similarly featured are Elmwood Village and East Aurora.

Business of Week Market Dates Open

The popular Business (Member) of the Week program at the Clarence Hollow Farmers' Market has filled all Saturdays through August and is now accepting applications for Saturdays in September and October.

To apply for a single appearance at the Market, call Don Boyd at 759-7035.

Welcome New Members



The Carriage House Cafe, 9060 Main Street, Kathy Ivancik, owner, 565-1820, ivanhurdk@aol.com. Transfer from Kathy Buran.

Craftsmen Cafe, 10622 Main Street, Dawn Lasky, president, 759-9867, dawnl.craftsmencafe@gmail.com. Transfer from Tina Ames.

Cute as a Button & Nina Bell Originals, 10622 Main street, Lauren DiMaria & Nancy Sciandra, owners, 341-5888, joereen@verizon.net. Recruited by Flora & John Leamer.

KeyBank, 9640 Transit Road, East Amherst 14051, Karen Silver, vice president and branch manager, 341-1333, karen_silver@keybank.com. Recruited by John Leamer.

Phil's Char-Pit, 9980 Main Street, Phil Convertini, owner, 759-7700, pconvertini@roadrunner.com

Staybridge Suites, 8005 Sheridan Drive, Clarence 14221, Amy Engler, director of sales, 810-7829, amye@visitscott.com.

The Wilson Center, 5935 Davison Road, Akron 14001, Tina Tompkins Ames, vice president of entrepreneurial education, 741-3414, ttames@wilsoncenter.org. Transfer from Annette Pinder.

MAIN-ly BUSINESS

NAMED RISING STAR - Kim Marie Krug and her Monkey See, Monkey Do children's bookstore at 9060 Main Street were the subject of a feature article in Buffalo Business First of July 17-21. She was dubbed a "rising star" for "her little bookstore with big ideas."

CITED FOR GROWTH - Business First recently named Rock Oak LLC number 44 on its 2008 list of Fast Track companies ranked by sales and employee growth; Rock Oak's combined growth rate was 25.76%. Other companies owned by Paul and James Stephen were Attitude Marketing, #2, and Sleep Inn-Buffalo Airport, #38. All three companies are owned by Stephen Development LLC of Lockport, according to Business First.

House Number Signs To Phase Out Soon

The Clarence Hollow Association will soon be phasing out the House Number Sign project. We have a limited amount of blanks left to sell of these two styles of signs. The Clarence Area Sign represents the five hamlets of Clarence by outlining a building from each hamlet. The Clarence Center sign represents buildings at the four corners of Clarence Center.

The signs are 15 inches wide and 12 inches high with 4 inch reflective house numbers and are individually silkscreened on a heavy gauge rugged plastic. Each sign can be ordered as one sided for \$35.00 or two sided for \$55.00.

These make great gifts and help celebrate the history of our town. Please order now to assure availability. Please send order forms to: Clarence Hollow Association, 10803 Main St., Clarence, NY 14031.

To request an order form email to: clarencehollowassociation@gmail.com or call Flora Leamer 984-5235.

Calendar of Events



JULY 30, Thursday

Membership Meeting, Clarence Hollow Association, Clarence Youth Bureau, 10510 Main Street, 8 to 9 a.m. Speaker: Sterling Kozlowski, president, KeyBank Western New York District. (759-2345)

AUGUST 2, Sunday

Great American Garage Sale, Antique World.

AUGUST 2, Sunday

Summer Concert Series, Clarence Summer Orchestra, Rhapsody in Blue, Clarence Town Park, 7 p.m.

AUGUST 3, Monday

Taste of Clarence and Cruise Night, Clarence Chamber of Commerce, Clarence Town Park, 4 to 9 p.m.

AUGUST 7, Friday

Take Back the Path 5K Race and Walk, Clarence Center Volunteer Fire Company, 7 p.m. (741-3322)

AUGUST 8, Saturday

Chalk Art Festival, Clarence Hollow Farmers' Market, 10717 Main Street, 8 a.m. to 12:30 p.m. (480-3920)

AUGUST 9, Sunday

Summer Concert Series, American Legion Bank of the Tonawandas Post 264, Clarence Town Park, 7 p.m., Big Band Tribute/Dancing Under the Stars.

AUGUST 22, Saturday

Outdoor Concert, Brothers of Mercy Sacred Heart Adult Home, 4520 Ransom Road, 6:30 p.m., Yesterday Band.

AUGUST 24, Monday

Business After Hours Networking Reception, Jeanee Kay's Wag More-Bark Less Professional Pet Services, 10455 Tillman Road, Clarence, 5:30 to 7 p.m.

AUGUST 27, Thursday

Membership Meeting, Clarence Hollow Association, Clarence Youth Bureau, 8-9 a.m. Speakers: Kevin and Nicole Floss, on The Legend of Clarence Hollow Mystery Game and the Scarecrow Contest.

AUGUST 29, Saturday

Chicken Barbecue, Clarence Hollow Farmers' Market, 10717 Main Street, 10 a.m. to 1 p.m.

Discounted Ad Program To Resume in August

The Advertising Committee of the Clarence Hollow Association will restart its Bee Group Newspapers group advertising program with a full page of members' ads in the August 26 Clarence Bee. Deadline is August 20.

The association contracts with Bee Publications for full-page ads which are divided into 12 units for member purchase. Because the association does the billing to member participants and qualifies for discounts, the cost to members is less than members might pay for a same-sized ad.

Other projected publication dates are September 9, September 23, November 11, and November 25. In addition to The Clarence Bee, ads are scheduled in Events & Festivals Guide, and Lancaster, Depew, and East Aurora Bees.

For information, call Carol Conwall, committee chair, 634-2033, or David Passalugo at the Bee, 204-4936.

Association Restarts Beautification Program

The Clarence Hollow Association has reinstated its Beautification Awards Program to recognize achievements in Main street property maintenance. Multi-colored framed certificates with photographs honor businesses and residents for "enhancing the quality of life and generating pride" by specific beautification efforts.



The first two 2009 beautification awards were presented on Monday, July 20, at a Business After Hours networking event at Goodrich Coffee & Tea to:

Arthur Fuerst "for greatly improving the appearance of Arthur's Executive Cleaners at 9450 Main Street with extensive remodeling and landscaping," and

Richard Budde "for erecting a new building and opening Goodrich Coffee & Tea at 9450 Main Street."

The awards program is the Clarence Hollow Association's answer to residents' concerns about poor maintenance of buildings and properties. By board action, the association favors voluntary action over government enforcement.

The program was first instituted in November 2004. Through January 2006, the association presented 18 awards to property owners and managers.

The 2009 beautification program is being managed by Donna Ioviero and Elaine Wolfe as members of the association's beautification committee. Several more certificates are in the works. For information, call the association at 759-2345.