

June 2008



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

Day in the Park Volunteers Needed on Saturday, July 5

The Clarence Hollow Association will again be one of several not-for-profit organizations participating in Day in the Park, the annual Independence Day event in Clarence, on Saturday, July 5, in the Main Street Town Park.

The association is in charge of a Chiavetta's chicken barbecue and is prepared to serve more than 1000 dinners.



Volunteers are needed to sell and serve the chicken dinners beginning at 2 p.m. Call Flora Leamer at 984-6235 or email Flora_Leamer@yahoo.com to volunteer for a two-hour shift.

Family Bike Ride Set for July 12

The annual Clarence Fun Bike Ride is set for July 12 and participation is free to the public. The ride is sponsored by the Clarence Hollow Association to encourage residents and others to use the town-wide Rails-to-Trails Bike Path System.

Beginning at the Clarence Hollow Farmers' Market at 10717 Main Street, riders can choose to travel east on the West Shore Trail all the way to Akron, or join the Peanut Line Trail and turn west to Clarence Center. A shorter route is the West Shore Trail west to Wehrle Drive.

Each adult rider will be given an updated Bike Trail map along with a New York State trail map. Further, to help celebrate our town's bicentennial celebration, each family will be given a "Historic Clarence Visitor's Guide."

Riders may begin at the Market between 9:30 and 11 a.m. For more information, contact Flora Leamer at 984-5235 or email her at flora_leamer@yahoo.com.



Membership Meeting

**Thursday,
June 26, 2008**

**8:00 to 9:00 a.m.
Asa Ransom House**

**"Lies That Are Holding
Your Business Back"**

**Rick Wallace,
Next Level Coaching**



Business Coach to Talk On Thursday, June 26

"Lies That Are Holding Your Business Back" is the provocative title of the talk by the guest speaker, Rick Wallace, at the monthly membership meeting of the Clarence Hollow Association on Thursday, June 26, at the Asa Ransom House, from 8 to 9 a.m. Mr. Wallace is president and business coach of Next Level Coaching LLC.

He has 30 years of business experience in management positions in corporate training, sales, marketing, product development, new business development, and division management. He has worked for Burroughs Corporation, Standard Register Corp., and Imak.

His talk on June 26 will explore fallacies of why small businesses don't reach the owners' goals and actions to overcome them. He founded Next Level Coaching in 2007.

The meeting is open to Clarence Hollow Association members and their associates, as well as guests. There is no admission charge and refreshments will be served.

The speaker originally announced for this meeting, Stephen Stark, recently resigned from the position of economic development officer of the Clarence Chamber of Commerce.



Brothers to Sponsor Networking Reception

Sacred Heart Home, 4240 Ransom Road on the Brothers of Mercy campus, will host a Business After Hours reception on Monday, July 21, from 5 to 7 p.m.

Members and guests are invited. Refreshments will be served. There is no charge.

Clarence Hollow **CRIER**

Monthly Newsletter of the

Clarence Hollow Association
10748 Main Street
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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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Business Members Display Weekly at Farmers' Market

Several Clarence Hollow Association business members have elected to appear at the Clarence Hollow Farmers' Market as a "Business of the Week." Each of the following members has booked a Saturday in June or July.

Organic Whole Food Supplements, Kutter's Cheese Factory, Family Chocolate Shoppe, The Health and Fitness Advantage, Addytude Salon, Cold Stone Creamery, Clarence Garden Club, and Main Mobility.

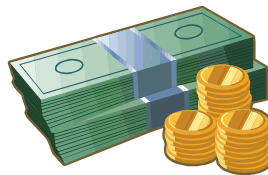
Saturdays are available beginning August 2. For information about the Business of the Week program, contact Don Boyd at 759-7035.

— PRESERVATION — — QUOTE —

"All the suburban developments are practicing this New Urbanism style, trying to create a sense of village within a subdivision. So I think there is a changed sense of how people want to live and work, and it's widespread."

Mark Goldman
Buffalo Historian and
community activist

This issue sponsored by:



Bank of Akron

We Get Letters



Greetings to one and all:

Please share the flyer with this newsletter about Heritage Days, a Clarence Bicentennial Event, July 25, 26, and 27, a once-in-a-lifetime experience not to be missed.

If an organization or individual would like to set up a game or booth or volunteer for Heritage Days, we have several opportunities available to make money for a charity or church organization. Also, remember the parade on Sunday, July 27, at 1 p.m., which is open to one and all to participate. We would love to have the little kids on floats and bikes to dress up and celebrate.

Spread the word, spread the flyers, all over town!

Darlene Feinen
Co-chair Heritage Days 2008



Clarence Hollow Association:

Thank you to the community and the many people who participated in the Clarence Hollow Association Memorial Day Bicentennial Themed Chicken BBQ. It was great to see so many come, work together, and enjoy the bicentennial displays, Chinese Auction, and vendors while they had a chicken dinner.

We have a wonderful community and it is such a joy to be able to celebrate 200 years with all these great people. Thanks to the American Legion for coordinating the Memorial Day Parade and the ceremony after the parade. It is so moving in honoring our deceased veterans.

Enjoy our Bicentennial Year.

Thank you,
Flora Leamer, Event Chairman

Clarence Hollow Day Adds Sidewalk Sale

Saturday, July 19, has been named Clarence Hollow Day, combining three events: special events at the Clarence Hollow Farmers' Market from 8 a.m. to 1 p.m.; the Clarence Garden Walk; and the Sidewalk Sale in the Hollow.

Retailers in the Hollow have been encouraged to set up sale items outside their places of businesses. Businesses not in the Hollow are invited to display in front of Clara's House at 10748 Main Street.

Resident member Sandy Smith is coordinating the Sidewalk Sale. For information, call 759-2345.

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

Gold Sponsors

Asa Ransom House
Bank of Akron
Clara's House
Clarence Chamber of Commerce
Hale Northeastern Inc.
Kreher's Farm Fresh Eggs
The Summit Federal Credit Union
WNY Event Centre & Antique World

Silver Sponsors

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Waterford Village Bank

Bronze Sponsors

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Steve Baldo Chevrolet

Farmers' Market Gains Sponsors

Aided by a letter which all Clarence Hollow Association members received with last month's newsletter, the Clarence Hollow Farmers' Market Committee has recruited several new market sponsors. Corporate donations supplement vendor fees to make the market self-supporting. In addition to helping pay general operating expenses, sponsors provide advertising, music and other entertainment, educational speakers, and permanent additions to the market.

The market volunteers hold three chicken barbecues at the market to raise funds, operate the Country Store building, raffle a basket of wine monthly, and accept donations from Friends of the Market.

Major sponsors number 10; those not previously announced are marked with an asterisk.

Half Bushel level: Bank of Akron, Waterford Village Bank and Kreher's Farm Fresh Eggs.

Quart level: Flying Bison Brewing Company, *Steve Baldo Chevrolet, and Asa Ransom House.

Pint level: *West Herr Automotive Group, *Rock Oak Estates, *Clarence Fire Company, and *Kreitner's Blue Spruce Trees.

The newest Friends of the Market are Clarence Deli/Heart of the Hollow and The Links at Ivy Ridge.



Clarence Center in Color Bicentennial Themed Garden Walk

On Sunday, July 13, the fourth annual Clarence Center in Color Garden Walk will be held from 11 a.m. to 4 p.m. Registration is at the bank of Akron at Goodrich and Clarence Center Roads. This year the garden walk will have a bicentennial theme as Clarence celebrates 200 years as the oldest town in Erie County. Each registrant will be given a sheet of bicentennial related questions with the answers to be found in the participating gardens. Completed questionnaires will be eligible for a door prize drawing. Some of the gardens will be embellished with bicentennial themes as well.

For those gardens that are driving distance from the four corners, two old town trolleys will be available for transport. While they wait for the trolley at the four corners, guests can visit Crossroads Books, L'Aeltier, The Perfect Gift, Get Heeled, and Clarence Center Coffee Company. There will be various vendors featuring bicentennial displays such as a woodcarver, blacksmith, jam making, CIA Chef, the African Violet Society, and a watercolor artist. The Garden Friends of Clarence will be hosting a plant sale.

Bring your friends and enjoy Clarence Center in Color on July 13. Any questions please email to ccca14032 or call John Leamer at 984-5164.

Two Publications Promote Clarence

Add two more publications to the list of those promoting Clarence and the Hollow published in last month's Crier newsletter: the City Guide issue of Buffalo Spree magazine (June) and the "Women in Business" supplement to Bee Publications (May 28-29).

A lengthy feature article on Clarence was one of a trio of articles in Spree captioned "Tourist in Your Backyard." Written by Clarence resident Bruce Eaton, it is titled "Clarence: an historic suburban enclave."

The author suggests visiting a number of places on Main Street: Courtyard Antique Center, the Antique World complex, Garden of Earthly Delights, Dkd. Studio, Craftsmen Cafe, Adventures in Cooking, The Podge, Farmers' Market, Asa Ransom House, and the Clarence Historical Museum.

In Clarence Hollow, the article cites The Perfect Gift, Get Heeled, Crossroads Books, L'Atelier Culinary, NovelTea Bistro, Pizza Inn, and Clarence Center Coffee Company.

Clarence women featured in the Bee supplement were Patty Hughes, Interiors by Decorating Den; Marta Carney, NovelTea Bistro, L'Atelier Culinary, and Crossroads Books; Marie Sperrazza, Clay Hands Pottery; and Deb Tangelder, The Perfect Gift and Get Heeled.

Walk the Villages To Walk Clarence

The Clarence Committee of Walk the Villages will sponsor a group walk of Clarence on Thursday, July 23, beginning at the Clarence Historical Museum at 6 p.m. Participants from all the villages will participate.

Doug Kohler, Clarence historian, teacher, and author, will preview the Bicentennial Heritage Days. For information, contact Flora Leamer at 984-5235.

Wine, Wheels & Song Coming September 19

Mark your calendars now for Wine, Wheels & Song 2008, a fund-raising event by the Clarence Hollow Association on Friday night, September 19, at the Western New York Event Centre.

Featured will be wine sampling and sales by the bottle by more than 25 New York State wineries and a silent auction.

A committee is being formed by Don Boyd and JoAnn Barnes. To join, or for information, call 759-2345.



Three Graduates Receive Awards

Three graduating seniors at Clarence High School this month received awards from the Clarence Hollow Association. Business awards of \$300 each went to Christine Warkenthien and Joseph Freitas; both have shown a sincere interest in business and plan to further their studies in business. Justin Andzel received the \$300 community service award.

The association has been participating in the school's Awards Program for several years.

Kohler to Conduct Historical Walk

Doug Kohler, Clarence historian, will lead an historical walk of Clarence on Saturday, July 12, beginning at the Farmers' Market at 10 a.m. For information, call Flora Leamer at 984-5285.

AREA GARDEN WALKS 2008

Take Time to Enjoy the Beautiful Gardens of Western New York

Clarence Center - "Clarence Center in Color" - Sunday, July 13 - 11 am to 4 pm - Register at Bank of Akron, Goodrich & Clarence Center Roads.

Clarence Hollow - Saturday, July 19 - Register at Farmers' Market or Garden of Earthly Delights.

Garden Walk Buffalo - Saturday & Sunday, July 25 & 26 - 10 am to 4 pm - Registration at Senior Center at Richmond & Summer Streets.

Hamburg Garden Walk - Saturday & Sunday, July 12 & 13 - 10 am to 4 pm - Registration at Memorial Park, Lake & Union Streets.

Harris Hill - Sunday, July 20 - Noon to 4 pm - Register at Circle Court & Howard Drive.

Lancaster Garden Walk - Saturday & Sunday, July 19 & 20 - 10 am to 4:30 pm

Williamsville Garden Walk - Saturday, July 12 - 10 am to 4 pm -

