

March 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

Brothers of Mercy Rehab Center To Sponsor March 23 Reception

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.



Farmers' Market Vendors To Meet, Tuesday, April 7

An informational meeting for farmers and other vendors interested in taking part in this year's Clarence Hollow Farmers' Market will be held at 5 p.m. on Tuesday, April 7, at the Town Park Club House on Main Street.

As usual, the market will open for informal May Flower Days on Saturday, May 2, and continue for the next four Saturdays. Formal opening will be on Saturday, June 6.

The Market is sponsored by the Clarence Hollow Association. Cheryl Anthony is the new market manager. For information, call 759-2345.

Membership Meeting

Thursday, March 26, 2009

8:00 to 9:00 a.m.

Clarence Youth Bureau
10510 Main Street

"Marketing
Success...Using Less to
Accomplish More"



Speaker: Annette Pinder,
The Wilson Center and Murphy Leadership



Marketing Again Topic For March 26 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.

PRESERVATION —QUOTE—

"I really feel for children who grow up in suburbs in brand-new houses on brand-new streets and who go to brand-new schools where there is no history. I wonder how people can feel connected to those kinds of places."

Ani DiFranco

Grammy award-winning singer
and song writer

Clarence Hollow **CRIER**

Monthly Newsletter of the

Clarence Hollow Association
10803 Main Street
Clarence, NY 14031
716/759-2345

E-Mail: clarencelollowassociation@gmail.com

www.clarencelollow.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.

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Banner Project Has New Mission

A Clarence banner sale was already in progress when our community experienced the tragic event of Flight 3407. It had been intended to show community support by hanging banners celebrating Clarence, "The Oldest Town in Erie County," along with raising funds to install a free-standing clock in the four corners of Clarence Center to enhance what a beautiful little town this is.

As our town began to process this tragedy, it was suggested that our banner project be redirected a bit towards the banners becoming more of an inspirational statement that testifies to our coming together and staying strong through what we had to face and will deal with emotionally for a long time.

The banners will be sold throughout the community with a new tag line, "Tomorrow...Together & Stronger". The message is meant to be inspirational, yet still acknowledging what we have gone through and that we will remain strong as a community for many years to come long after the banners have come down.

Their sale will continue to support the installation of the clock in the four corners, but now with a commemorative plaque. All net proceeds will go to the Memorial Fund for a Memorial Site in The Town of Clarence.

We intend to sell the banners to local businesses, school and sports associations, families, and "The Neighbors of Clarence." Residents can buy a banner individually or participate in the neighbor campaign, showing support of the neighborhoods of Clarence. We are targeting the first installations in the spring of 2009.

For more information contact Debbie Lesinski at 741-4233, Sue Smerda at 741-8599, Dana Perna at 741-8592 or Kelly Grupp at 912-4694.

The banner project is sponsored by the Eastern Hills Sunrise Rotary Club and the Clarence Center Community Association.

How to Order Street Banner

To order a street banner, simply remit your payment of \$225 per banner to Eastern Hills Sunrise Rotary Foundation, PO Box 428, Clarence Center, NY 14032, or contact either co-chair, Tim Pazda, 984-3245, or John Leamer, 984-5164. The banners are a project of the Rotary Club and the Clarence Center Community Association.

The cost of sponsoring a banner is less than the Bicentennial banners cost and includes a mini banner suitable for hanging in your home or business. Contributions are tax deductible.

The banners will be made of colorfast vinyl which has proven to resist fading. Sponsors may choose placement on most county or town roads on a first-come basis. Banners will remain up for approximately one year.

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

Gold Sponsors

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Flying Bison Brewing Co.
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What Happened to the Hollow Brainstorming Session April 4

by Elaine Wolfe



business and social center of young Erie County. The Clarence Hollow Association believes the historic Hollow can recapture some of that former glory with creative thinking, smart growth development, and diligent promotion.

Saturdays June through October, the Hollow is alive with activities at the popular Clarence Hollow Farmers' Market. It is a complement to the unique businesses that are currently situated there. But it could be much more.

To further this renaissance, the Association is inviting interested persons in the community, political leaders, business owners, planning, preservation, real estate, and architectural experts to come together and share ideas at a brainstorming session that has been set for Saturday, April 4, from 9 a.m. to 12 noon at the Clarence Town Park Club House, 10405 Main Street. Registration is at 8:45 a.m.

Event chairman, local architect William L. Henderson, and professional facilitator Linda Eaton, who is a Hollow resident, will lead the session. C. Douglas Kohler, Clarence historical expert and teacher, will present a brief history of the Hollow. There will be small group brainstorming to share and discuss ideas and a general session to evaluate which are the most viable to pursue.

The Clarence Hollow Association encourages residents to participate and offer their ideas as to what they would like the Hollow to be. If you would like to offer an idea but cannot attend the session, please email: clarenehollowassociation@gmail.com. For questions, contact William Henderson at bill@whendersonarchitect.com or call 716/759-2345. For more information about the Hollow: www.clarenehollow.org.

Refreshments will be served on April 4. There is no charge to attend.

This issue sponsored by:
**Clarence Chamber of
Commerce
&
Flying Bison Brewing Co.**

Memorial Day Chicken BBQ

by Flora Leamer

Clarence Hollow Association is having a chicken barbecue on Memorial Day, Monday, May 25. There will be displays for all ages to participate and enjoy.



Following the American Legion parade and memorial ceremony, the Chiavetta's chicken barbecue will take place at the Clarence Town Park Pavilion, 10405 Main Street from 12 noon until sold out.

There will be a huge Chinese auction, music, children's activities, bicentennial displays and activities and more. Please plan now to come and bring your family and friends.

Many helping hands are needed to make this event a special one. If you have a display or would like to help with the event, please contact Flora Leamer at 984-5235 or email: flora_leamer@yahoo.com. Areas for help include: ticket sellers, food serving line, marching in the parade, children's activities, set-up and/or tear down.

Hollow Holiday Decorations Funded by Several Sources

by Elaine Wolfe

This past holiday season Clarence Hollow was brightly lit and fittingly decorated due to the efforts of and funds raised by the Clarence Hollow Association and a grant from the E&WG Foundation (www.ewgfdn.org). Fifty-five light poles were adorned with a wreath and garland and energy-saving LED lights that the Town of Clarence subsidized.

Project Chairmen Tina Ames and Gary Mong said that it is hoped that each year more poles between the east and west hill on Main Street (NYS Rt. 5) will be decorated until all are included.

Funds for the project also came from selling Christmas tree ornaments that featured an illustration of Asa Ransom House in 2007 and the Goodrich-Landow log cabin for the Bicentennial edition in 2008, proceeds from the Clarence Hollow Holiday Tour of Homes in 2007, a portion of the proceeds from the Wine, Wheels & Song event sponsored by the Clarence Hollow Association last September, and donations from the Garden Friends of Clarence.

As an ongoing fundraiser for this project, a 2009 ornament with a Town Park Clubhouse illustration is planned. The ornament will be available in the fall at Asa Ransom House and the Craftsmen Cafe and Mercantile in the Hollow.

The Clarence Hollow Association is also responsible for the American flags and planters on Main street.