



# 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

## Two Networking Events Listed

Chuck Eckert, chairman of the Networking Events Committee of the Clarence Hollow Association, has announced Business After Hours receptions for June and July:

Monday, June 16 -- At the Farmers' Market site, under the tent, 5 to 7 p.m.

Sponsored by Peter and Elaine Wolfe and Pro Paint of WNY, Inc.



Monday, July

21 -- At Sacred Heart Home, 4240 Ransom Road on the Brothers of Mercy Campus, 5 to 7 p.m.

Sponsored by Brothers of Mercy.

For information or to sponsor a Business After Hours, call Chuck Eckert at 759-1111.

## Development Officer To Speak on June 26

Stephen Stark, the recently-appointed economic development officer for the Town of Clarence, will be the guest speaker at the monthly meeting of the Clarence Hollow Association on Thursday, June 26, from 8 to 9 a.m. at the Asa Ransom House. He will discuss his vision for Clarence.



A resident of Clarence, Mr. Stark was hired by the town, Clarence Industrial Development Agency (IDA), and Clarence Chamber of Commerce. He reports to all three.

He replaced Michelle Mazzone, who left after a short time in the position to become a property manager in the administration of County Executive Chris Collins.

The meeting is open to all interested. There is no admission charge. Free refreshments will be served.

## Bicentennial-Themed Memorial Day Barbecue

Please plan on coming to the Clarence Bicentennial-themed Chicken BBQ on Memorial Day, Monday, May 26. In celebrating 200 years of Clarence history, there will be special bicentennial displays and demonstrations for all ages to participate in and enjoy.



The Chiavetta's Chicken BBQ will take place following the American Legion parade at the Town Park Pavilion, 10405 Main Street from 12 noon until sold out.

There will be a huge Chinese auction, music, children's activities and more. The bicentennial activities will include a wood carver, historical spinning and weaving, horse drawn carriage rides, historical displays, fresh roasted nuts and more.

Please plan now to come, bring your family and friends and celebrate with us on this special occasion of 200 years. Thank you to many of our members who will be present to help, including ticket sellers, food serving line, marching in the parade, children's activities, set-up and/or tear down. If you have any questions or would like to help with the event please contact Flora Leamer at 984-5235 or email: flora\_leamer@yahoo.com.

- Flora Leamer

## Membership Meeting

Thursday,  
May 29, 2008

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

"How the Bureau Can Help You Promote Tourism"

Mike Even,  
Buffalo  
Niagara  
Convention &  
Visitors  
Bureau



## Tourism Official To Speak May 29

Mike Even, director of convention sales & amateur sports & services for the Buffalo Niagara Convention & Visitors Bureau, will speak to members and guests of the Clarence Hollow Association at its monthly meeting on Thursday, May 29, from 8 to 9 a.m. at the Asa Ransom House. His topic will be "How the Convention & Visitors Bureau Can Help You Promote Tourism."

The Buffalo Niagara Convention & Visitors Bureau, as the marketing leader of the hospitality industry, promotes our region worldwide as a convention, tourism, leisure and business destination for the economic benefit of the community.

All interested are invited to attend. There is no charge and free refreshments will be served.

This issue sponsored by:



## Asa Ransom House

### Clarence Hollow **CRIER**

#### Monthly Newsletter of the

Clarence Hollow Association  
10748 Main Street  
Clarence, NY 14031  
716/759-2345

E-Mail: [info@clarencehollow.org](mailto:info@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, *Back in Time Enterprises*

##### Vice President

John Leamer, *Resident Member*

##### Treasurer

Flora Leamer, *DKS, CPAs, P.C.*

##### Secretary

Elaine Wolfe, *Resident Member*

##### Directors

Tom Brady, *Brady Insurance Agency*  
Cathy Buscaglia, *Resident Member*  
Chuck Eckert, *Video-Photography*  
Bill Henderson, *Hen House Antiques*  
Robert Lenz, *Asa Ransom House*  
Nancy McIver, *Kreitner's Trees*  
Ian McPherson, *McPherson Steel Corp.*  
Gary Mong, *Bank of Akron*  
Edna Scherf, *Resident Member*  
Katy Toth, *Antique World*

## Clarence Again Leads In Tourism Promotion

Again, it's the time of year for seasonal publications for tourists and daytrippers. And once again, the Clarence Hollow Association and its members lead all other shopping districts in representation in tourism publications for spring and summer.

Clarence is one of only six communities headlined in the **2008 Discover Magazine**, published by The Buffalo News as a special section on Sunday, May 18. The 68-page, 10" x 12" magazine tells "where to live, shop, dine and play in Western New York."

Page 23 includes a photograph of the Clarence Hollow Farmers' Market and a block of ads including Asa Ransom House, Antique World, and Valley Inn. A paragraph of text is devoted to Clarence as "the antique capital of the eastern United States" with mention of the town's extensive hiking/biking trail system.

The other communities highlighted are Southtowns, Amherst, Williamsville, Lockport, and Kenmore-Tonawanda.

Clarence Hollow, Elmwood Avenue, East Aurora, and

Williamsville are the "distinctive shopping destinations" editorially cited in the **Buffalo Niagara 2008-2009 Official Visitors Guide** published by the Buffalo Niagara Convention & Visitors Bureau. Only two have large blocks of advertisements with large banner headlines: Clarence Hollow and East Aurora. Clarence advertisers are Antique World, Asa Ransom House, The Perfect Gift/Get Heeled, Craftsmen Cafe, Clarence Hollow Farmers' Market, and Dkd. Studio.

This publication highlights the area's many and varied tourism assets and offers information on accommodations, cultural amenities, attractions, and seasonal events. Distribution includes Thruway Visitors Centers, AAA offices, the airport, motels, hotels, chambers of commerce, and attractions and destinations.

Clarence's presence in the **Greater Niagara Region Events and Festivals** newspaper supplement was covered in the March issue of this newsletter. Clarence Hollow was the only community highlighted.

## PRESERVATION —QUOTE—

"By leading a statewide preservation movement, sharing information and expertise, and raising a unified voice, the Preservation League of New York State promotes historic preservation as a tool to revitalize our neighborhoods and communities, honor our heritage, and enrich our lives."

Preservation League of New York State

Note:

*The Clarence Hollow Association is a member of the Preservation League.*

## We Get Letters



Clarence Hollow Association:

I would like to personally thank you for advertising in the 2008 Buffalo Niagara Visitors Guide. Your continued support of the bureau & its great efforts are appreciated.

Sincerely,

MaryAnne Cappon  
Advertising Sales Director  
Bee Group Newspapers

Editor's Note:

Bee Group Newspapers was responsible for the advertising content of the Buffalo Niagara Visitors Guide of the Buffalo Niagara Convention & Visitors Bureau.

## Welcome New Members



**Clarence Bee**, PO Box 150, Buffalo 14231, Andrea Kimbriel, editor, 632-4700, akimbriel@beenews.com. Transfer from Kimberly Karcher.

**Friedman & Ranzenhofer, P.C.**, 74 Main Street, PO Box 31, Akron 14001, Robert Friedman, attorney, 542-5444, rfriedman@legalsurvival.com. Recruited by Flora Leamer.

**Correction: Quality Solutions Group, LLC**, 2296 Kenmore Avenue, Buffalo 14207, Tom Burns, president, 875-8223, tomburns@qsg.bz. *\*Address was incorrect in the last issue.*

**Western New York Event Centre**, 11163 Main Street, Nicholas Karnavas, general manager, 759-6300, transfer from Barbara Dietrich.

## MAIN-ly BUSINESS

**TO BENEFIT ROSWELL** - Sweet Taste, a dessert-tasting event, will take place at Eastern Hills Mall on Saturday, June 7, from 10 a.m. to 5 p.m., to benefit Roswell Park Cancer Institute. More than 50 restaurants will take part, offering samples for \$2 each. Also on the menu will be celebrity autograph signings, giveaways and prizes, cooking demos, entertainment, and shopping specials.

**OPENS BUSINESS** - Chad's Computer Service has opened in the Clarence Courtyard at 10255 Main Street at Shisler Road. Services include repairs, builds, virus removal, upgrades, on-site and in-home, and more. (759-0840)

## Walk the Villages To Kick Off May 26



Walk the Villages is June 1 to October 1 and we are kicking off the event at our CHA Chicken BBQ on May 26 in the Clarence Town Park from noon to 4 p.m. Please come to the BBQ and obtain your 2008 Walk the Villages booklet that includes instructions, trail maps, and coupons. Merchants will stamp the prize coupons of participating walkers which entitle the walkers to many door prize drawings from the local merchants.

Area I list of villages include s Akron, Batavia, Clarence/Clarence Center, Kenmore, LeRoy, City of Tonawanda, and Williamsville. Area II now includes Alden, East Aurora, Ellicottville, Lancaster, Orchard Park, Hamburg and Warsaw. We are also adding Area III to the program this year which includes Allegeny, Cuba, Ellicottville, Olean, and Swormville.

Join us this summer for an opportunity to visit communities and their various merchants and parks and be eligible for door prizes. You may go online to register now at [www.walkthevillages.com](http://www.walkthevillages.com). You will have fun, be outdoors and be healthier for doing Walk the Villages.

- Walk the Villages  
Clarence Committee:  
Bob Lenz, Flora Leamer,  
Elaine Wolfe, John Leamer

## Eagle Scout Projects Serve Clarence Hollow

Two members of Clarence Boy Scout troops are currently leading service projects in the Hollow seeking to qualify for the coveted Eagle Scout badge, Scouting's highest achievement rank. Only about five percent of all Boy Scouts earn the rank.

In addition to earning a minimum of 21 merit badges, 12 of them required, a Scout with the rank of Life "must plan, develop, and provide leadership to others in a service project of real value benefiting the environment, community, religious group, school, or other worthy group."

Christopher Adams' project is to repair the 200-foot stone wall in front of the Main Street town park. Chris and his crew began work on May 18 and expect to finish in two or three weeks after spending an estimated 120-140 hours. They will restack fallen stones and level and beautify the historic wall.

Chris is 15, a sophomore at Clarence High School, and lives with his parents, Greg and Lori, and younger brother at 9221 Tonawanda Creek Road, Clarence Center. He is senior patrol leader of Troop 92 at St. Mary's Church, Swormville.

Partially completed is the Eagle Scout project of Joseph D. Genco, also of Clarence Center. Joe has worked with the Clarence Hollow Association's Beautification and Farmers' Market Committees to cultivate, plant annuals, and mulch two large flower beds, stain the decks between the three permanent buildings at the Market, and build signs.

He and his crew have completed the area around the welcome sign at Our Lady of Peace Church and the front center island at the Market. The project will include at least 125 hours of planning, the approval process, soliciting donations from the Town of Clarence and merchants, recruiting volunteers, and actual labor.

Joseph is a member of Troop 93 at St. Paul's Episcopal Church, Clarence, a junior at Clarence High School, and lives with his family at 10674 Clarence Center Road.



## Association Responsible For Flags on Main Street

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

County Line Stone Co., Inc.  
Dimar Manufacturing Corp.  
Domachowski, Kempisty & Salvatore, CPAs  
Flying Bison Brewing Company  
Kreitner's Blue Spruce Trees  
The Tree Doctor  
Towne BMW-MINI  
Waterford Village Bank

### Bronze Sponsors

Alley Cat Copiers  
Campbell, Bolas & Moran, LLP  
Greatbatch, Inc.  
Sisters of St. Joseph



More than 100 American flags were placed on light poles on Main Street in the Hollow this month, continuing a practice sponsored by the Clarence Hollow Association. The association is responsible for purchasing and maintaining the flags which are put up, taken down, and stored by the Clarence Town Parks Department.

The association obtained state grants from Senator Mary Lou Rath in 2004 and 2007 totaling nearly \$7,000, and has spent more than \$2,000 of its own funds on the project over the last two years. The flags have a life of three seasons on average and poles and brackets often need repairs and replacement.

The association is also responsible for purchasing and maintaining holiday pole decorations in November and December. Fund-raising programs are in place to begin to return holiday decorations to Main Street this fall.

## Weekly Newspapers Distribute Brochures

More than 32,000 copies of the Clarence Hollow Association's Discover Historic Clarence Hollow brochure were distributed this month as inserts with 11 Western New York weekly newspapers. The publications included nine Bee newspapers in Amherst, Clarence, Ken/Ton, Lancaster, Depew, West Seneca, Cheektowaga, Orchard Park, and East Aurora; and the independent Akron Bugle and Alden Advisor. Cost for the distribution was \$1,600.

Throughout the year, the brochure is available at more than 200 racks in hotels, motels, and other tourist/shopper locations in Erie and Niagara counties, the Southern Tier, the Rochester area, and Central New York. This service, provided by Yankee Doodle Brochure Distribution, Inc., costs the association \$3,000.

With Bob Lenz as editor, the association prints more than 100,000 copies of the brochure. In addition to the above, they are passed out at tradeshow and by association members.

## AREA GARDEN WALKS 2008

**Take Time to Enjoy the Beautiful Gardens of Western New York**

Akron - "Akron in Bloom" - Sunday, June 8 - 12 to 4 pm

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 -

