

November 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



Committee Aims High For Holiday Party

With their goal to increase attendance by at least 50%, a new and expanded committee is working to make the 2008 Clarence Hollow Association Holiday Party bigger, better, and more enjoyable.

The date is Thursday, December 4, from 5 to 8:30 p.m. at the Town Park Clubhouse. Tickets are available at \$10 per person. Invited are association members, their spouses, associates, and guests. Preparations are being made to accommodate more than 100.

On the menu are mini pulled pork sandwiches, meatballs, sausage in sauce, chili, taco dip, pizza, cheese and crackers, fruit and vegetable trays, and homemade cookies. Wine, beer, soft drinks, and coffee will be served.

Also on the agenda are music, door prizes, sing-a-long, and presentations. Recently completed improvements by the Clubhouse Restoration Committee will be showcased.

Chairing the event is Chuck Eckert, chairman of the association Networking Events Committee. Committee members include Simone Rowan, Clarence Community & Schools Federal Credit Union; Patty Hughes, Decorating Den; Sue Kelkenberg, The Farmer's Daughter; Debbie Kazmarski, M&T Bank; and resident members Sandy Smith, Pat Brace, Flora Leamer, and Ginger Lindner. To reserve a place at the party or to volunteer to help the committee, telephone 759-2345 or email clarenehollowassociation@gmail.com.



Next Networking On November 17

One week later than previously announced, M&T Bank at 10614 Main Street will host a Business After Hours networking reception from 5 to 7 p.m. on Monday, November 17. A bank holiday, Veterans Day, forced the postponement.

Refreshments will be served; there is no charge to attend. Purposes of the networking receptions are to learn about Clarence Hollow Association member businesses and their products and services and to promote their own businesses by exchanging business cards and literature. M&T will introduce its new branch manager, Rene Rebmann, at the event.

The last three Business After Hours have been well attended, at Emerling Agency, Harden Furniture, and Steve Baldo Chevrolet, with as many as 70 attending. Chuck Eckert is chair of the Networking Events Committee.

Membership Meeting

Thursday,
November 20, 2008

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

Speaker: James B. Callahan
Clarence Director of
Community
Development

Callahan to Speak Thursday, November 20

James B. Callahan, director of community development for the Town of Clarence, will be the guest speaker at the monthly membership meeting of the Clarence Hollow Association on Thursday, November 20, from 8 to 9 a.m. at the Asa Ransom House. Because of Thanksgiving Day, the meeting has been moved from the usual last Thursday of the month.

Mr. Callahan will discuss current and proposed sign requirements and how they relate to the Hollow's traditional neighborhood design zoning. He will also talk about other community developments relevant to the association.

All interested are invited to attend; there is no charge. Last month's meeting featured representatives of the Clarence Industrial Development Agency (IDA) and was attended by 25 members and guests.

Welcome New Members



Jo Ann Arnold, M.D., P.C., Harris Hill Office Park, 8604 Main Street, Suite 4, 14221, 204-9296, joarnold-md@yahoo.com. Recruited by Bob Lenz and Don Boyd.

Clarence Hollow **CRIER**

Monthly Newsletter of the
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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.

Officers and Directors

President & Editor

Don Boyd, *Back in Time Enterprises*

Vice President

John Leamer, *Resident Member*

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Ian McPherson, *McPherson Steel Corp.*
Gary Mong, *Bank of Akron*
David Passalugo, *Bee Group Newspapers*
Edna Scherf, *Resident Member*
Katy Toth, *Antique World*

Tree Lighting November 20

Santa Claus is coming to the Clarence Town Park a little earlier this year with the annual Holiday Tree Lighting ceremony scheduled for Thursday, November 20, from 6 to 7:30 p.m. Participants will gather in front of the clubhouse for caroling and hot chocolate and snacks provided by Mazia's Pizza and Asa Ransom House.

On signal, lights on the Blue Spruce tree growing in front of the Veteran's Memorial and on the flag pole are illuminated. Santa will arrive on a Clarence fire truck. Families are invited; typically the event draws more than 40 adults and children. Chuck Eckert, a director of the Clarence Hollow Association, is in charge (759-1111).



Chamber Party On December 9

Members and guests of the Clarence Chamber of Commerce will gather at Orazio's Restaurant on Tuesday, December 9, for its annual Holiday Mixer. Hours are 5:30 to 8:30 p.m.

The event includes food, music, and mingling, as well as "surprises and prizes," and a cash bar. Attendees are encouraged to bring an unwrapped toy for Marine Toys for Tots.

Tickets are \$15 for Chamber members, \$20 for non-members. Reservations to 631-3888 are due by December 1.

MAIN-ly BUSINESS



BANKERS MOVE -

Marijke Pace, manager of the M&T Bank Clarence Branch, has been promoted to a management position in customer service at the Amherst Center. Replacing her is Rene Rebmann, formerly retail branch manager at M&T Bank, 55 Main Street, Batavia. Ms. Rebmann once worked at the Clarence Branch as a personal banker.

RESTAURANT TO OPEN - In a few weeks, a new restaurant called Sala will open at 9780 Main Street in the building formerly occupied by Saffire Grille and Rita's Restaurant. Owner and chef Alexander Pozantidis has 25 years of culinary experience, much of it at one of the family's restaurants, Kostas on Hertel Avenue. He is currently outfitting the interior and hiring staff. (868-4717)



PRESERVATION — QUOTE —

"Heritage resources can be a key to rebuilding the lives and prosperity of residents in any town or city...these resources create a distinct sense of place and thus provide a foundation on which to build a revitalization strategy."

The Main Street Center of the
National Trust for Historic
Preservation

Business Members Urged To Pay 2009 Dues Now

Business members of the Clarence Hollow Association are urged to pay their 2009 dues before December 1 in the amount of \$95. After December 1, renewal dues increase to \$125. The incentive for prompt payment is to facilitate the timely production of the association's Discover Historic Clarence Hollow brochure.



Attention is called to the multiple purposes of the CHA 2009 Dues Invoice and Brochure Verification form recently mailed to all business members.

First, it asks the member to verify the correctness of his or her name, job title if indicated, mailing address, telephone number, fax number, email address, and web site.

Next, it asks if changes are in order for the 120 characters/spaces two-line brochure listing and classification.

Finally, it asks for the dues payment and brochure ad if desired.

It's important to read, check, and complete every item on the form, it has been stressed by Treasurer Flora Leamer and Membership & Brochure Chair Bob Lenz.

Chamber Announces Award Recipients

The recipients of the 2009 Awards of the Clarence Chamber of Commerce have shown unselfish devotion to improving the quality of life in Clarence. Congratulations to: Citizen of the Year Kathleen Hallock, Business of the Year Eastern Hills Mall, Organization of the Year Clarence Historical Society, Youth Leader of the Year Derek Andrews, Lifetime Achiever of the Year Ginger Lindner.

They will be honored at the annual awards dinner, Thursday, January 22, 2009 at Samuels Grande Manor. Please call the Clarence Chamber to make reservations, 631-3888.

The Clarence Hollow Association congratulates the recipients and thanks them for their support of and contributions to Clarence.

Flora Leamer
Committee Member

Home Tour Dropped

Previously announced for December 6, the Holiday Hollow Home Tour will not take place this year. Last year's successful tour served to inaugurate a fundraising project to return holiday decorations to Main Street in the Hollow. That objective has been achieved.

Candidates Sought To Run for Board



Efforts are underway to identify members, either business or resident, desirous of running for a three-year term on the board of directors of the Clarence Hollow Association beginning January 1, 2009. Several members have been approached and at this writing two have agreed to be candidates.

All members will have the opportunity to cast their votes for five candidates at the monthly membership meeting on Thursday, December 18, between 8 and 9 a.m. at the Asa Ransom House. Candidates' names and brief bios will be published in the December newsletter.

Interested members and those who wish to recommend board candidates should contact Don Boyd at 759-7035 or John Leamer at 984-5164. The new board of directors will elect its officers on January 8 at its first meeting of 2009.

New Member CHA Sampler Baskets

Clarence Hollow Association distributes member sampler baskets to new businesses moving into our Clarence Hollow area. The baskets contain samples of member merchant products or gift certificates to enable the newcomer to see what is in our town and to extend a welcome to our neighborhood. It is a great way to promote your business. We are now collecting 10 items each from any interested member to make up baskets. Please drop off your supply at the Craftsmen Cafe, 10622 Main Street, daily from 11 to 4 except Wednesday, or email to clarencelhollowassociation@gmail.com for pick-up arrangements. You may call Flora Leamer at 984-5235.



Two Events to End Bicentennial Year

Two more Bicentennial events will bring to a close the celebration of the Town of Clarence's 200th birthday celebration.

November 25 -- Ecumenical Service, St. Mary's Catholic Church, 6919 Transit Road, Swormville, 7 p.m. Refreshments to follow.

December 31 -- Closing Celebration, Town Park Clubhouse, 5 to 8 p.m. Friends of Harmony at 5, Irish dancers at 6, historic and modern fireworks at 7.



Christmas Ornaments On Sale as Benefit

The annual Clarence Hollow Association Christmas tree ornament for 2008 is now on sale at several area locations. Proceeds will go to purchase additional decorations on Main Street light poles in the Hollow.

This year's ornament depicts the reconstructed log cabin adjacent to the Clarence Historical Museum. It was designed by Clarence artist Annette Trabucco. Last year's ornament featuring the Asa Ransom House is also available.

Selling the ornaments for \$10 each are M&T Bank, Asa Ransom House, New Dawn Day Spa, Craftsmen Cafe, Bank of Akron, Clarence Chamber of Commerce, and Clarence Historical Museum, all on Main Street; Clarence Community & Schools Federal Credit Union, 9145 Sheridan Drive; and The Farmer's Daughter, 8386 County Road.

The ornament series originated last year with association member Tina Ames, Craftsmen Cafe & Mercantile.

Business of the Week Program Increases

Due to increased promotion, the Business of the Week program of the Clarence Hollow Farmers' Market showcased many more business members of the Clarence Hollow Association than in any of the five prior market seasons. Under the program, an association member may set up at the market without charge even though the business may not be food or agriculture related. Participants included:

Organic Whole Food Supplements, Kutter's Cheese Factory, Family Chocolate Shoppe, The Heath and Fitness Advantage, Cold Stone Creamery, Main Mobility, Heirloom Photography, Merrill Lynch, Waterford Village Bank, Mary Kay Cosmetics, Chuck Eckert/Mary Money Video-Photography, A New Dawn Day Spa, Clarence Garden Club, and Hull House.

The market also offers free space weekly to area not-for-profit organizations such as service clubs, youth groups, and women's clubs, as well as animal rescue groups.

"Friends" Support Market

At the time of its season closing at the end of October, the Clarence Hollow Farmers' Market had increased to 11 its list of Friends of the Market, donors of amounts up to \$75. For 2008 the Friends were:

Clarence Deli/Heart of the Hollow, The Links at Ivy Ridge, Robert & Marian McAllister, Mark Custom Recording Service, Nancy McIver, Dan & Jackie Gregorio, Sue Kinnin, Rose Carter, Steve & Margie Dale, Stevens Collision, and Bruce & Pam Kloc.

The Farmers' Market is a self-supporting committee of the Clarence Hollow Association, founded in 2003. It is funded by vendor fees, sponsorship fees, fundraisers (chicken barbecues and wine raffles), grants, and donations.

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

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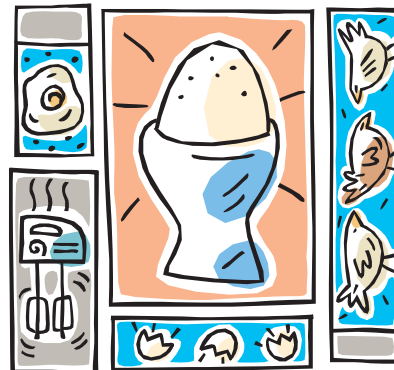
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