

October 2007



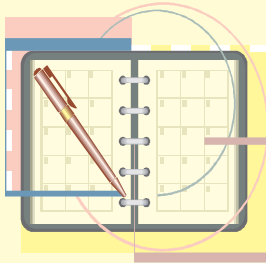
Clarence Hollow Crier

NEWSLETTER OF THE CLARENCE HOLLOW ASSOCIATION

To Promote, Improve, and Maintain the Quality of Life, Prosperity of Business, and Historic Charm of Clarence Hollow

Reserve These Dates

Put these dates on your calendar now.



November 29 -- Tree Lighting,
Clarence Town Park, sponsored by the
Clarence Hollow Association.

**December 6 -- Clarence Hollow
Association's annual Holiday Party,
Town Park Clubhouse.**

Details to follow.

Membership Meeting

Thursday, October 25, 2007

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

Speaker: Michelle Mazzone

**"The Role of the Economic
Development Officer"**

Holistic Health Center To Host on November 19

The Holistic Health Center of Clarence Hollow will host the next Business After Hours networking event of the Clarence Hollow Association on Monday, November 19 from 5 to 7 p.m. at 10496 Main Street. A wide variety of alternative health care options will be showcased.

The Center brings together top professionals to give a unique and truly holistic approach to becoming well and staying well. Among them are:

Acupuncture Center of WNY including Chinese herbal medicine and Svaroopa yoga -- Benjamin Nazzito, L.Ac., RYT.

Massage Therapy -- Denise Krueger, LMT, and Sarah Kelemen, LMT.

Clarence Family Chiropractic -- Dr. Michael Pisani.

Taija Chuan and Qigong -- Parise Michaud.

Mindfulness Meditation -- Albert Brown.

Total Body Sculpt -- Louise Schultz.

Parking and entrance are in the rear of the former little Catholic church. Food and refreshments will be served and there is no charge. (759-1381)

The purpose of the Business After Hours events is to stimulate business among members of the association by exchanging information. All attending are urged to bring business cards and printed literature about their organizations to hand to other attendees.



New EDO to Speak on October 25

The new Clarence economic development officer, Michelle Mazzone, will be the guest speaker at the monthly membership meeting of the Clarence Hollow Association on Thursday, October 25, from 8 to 9 a.m., at the Asa Ransom House.

In her new position, Ms. Mazzone is responsible for encouraging new business development and expansion of existing businesses. At the October 25 meeting, she will tell how she can work with the Clarence Hollow Association to "promote, improve, and maintain the prosperity of business in Clarence Hollow," one of the main purposes of the association.

Ms. Mazzone will coordinate her efforts with the Town of Clarence, Clarence Industrial Development Agency, and Clarence Chamber of Commerce, the three organizations which created the new position. She has 18 years of experience in real estate and economic development, including stints with Ellicott Development Company, Ciminelli Development Company, City of Buffalo Board of Planning, and Buffalo Economic Development Corporation.

She is a graduate of the University of Buffalo and a 40 Under 40 Award recipient from Buffalo Business First.

PRESERVATION QUOTE

"It's never too late to protect community character. Community character can be improved one building or one project at a time."

New York Planning
Federation

Clarence Hollow CRIER

Monthly Newsletter of the

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

E-Mail: 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

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Vice President

John Leamer, *Resident Member*

Treasurer

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

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Robert Lenz, *Asa Ransom House*
Nancy McIver, *Kreitner's Trees*
Ian McPherson, *McPherson Steel Corp.*
Gary Mong, *Bank of Akron*
Katy Toth, *Antique World*
Elaine Wolfe, *Resident Member*

MAIN-ly BUSINESS

IN NEW LOCATION - Grainy's Automotive has moved from 11520 Main Street, Newstead, to 10939 Main Street, Clarence. Also new at that location is Burgher & Grainy Auto Sales. Grainy's is a member of the



Clarence Hollow Association. (759-8880)

RESTAURANT CLOSED - The Subway restaurant at 10440 Main Street has closed and is for sale. Member Lance Van Schoonhoven owns two other Subway stores, in Tonawanda and Amherst, with his brother. (837-0180)

JOINS HEALTH CENTER - Clarence Family Chiropractic, Dr. Michael Pisani, doctor of chiropractic, has joined the Holistic Health Center of Clarence Hollow, 10946 Main Street.



The center recently changed its name from Acupuncture & Holistic Health Center of Western New York. (759-7939)

ASA RANSOM FEATURED - Buffalo Spree took "a closer look" at the Asa Ransom House in the Fall/Winter issue of its City Guide. The village inn and restaurant is described as one of "Western New York's true landmarks." Clarence Hollow is highlighted elsewhere in the publication as one of the area's "great neighborhoods."

This issue
sponsored by
GOLD SPONSOR:

**The Summit Federal
Credit Union**



Welcome New Members



Clarence Community & Schools

Federal Credit Union, 9145 Sheridan Drive, PO Box 657, Marsha Brauer, manager, 630-0888, ccsfcu@adelphia.net. Recruited by Flora Leamer.

Clarence Family Chiropractic,

10946 Main Street, Dr. Michael Pisani, 759-7939, drmikepchiro@hotmail.com.

Hale Northeastern Inc.,

828 East Ferry Street, Buffalo 14211, Donald W. Boyd III, vice president, 896-6170.

The Summit Federal Credit Union,

5641 Transit Road, East Amherst 14051, Connie Scherrer, 800/836-7328 x 8704.

Towne BMW-MINI,

8215 Main Street, Williamsville 14221, Dan Ives, MINI sales manager, 504-6464, dives@towneauto.com.

Schofield to Receive Business First Award

Rob Schofield, owner of Mazia's Pizza, will be honored on November 8 as a recipient of a 2007 40 Under 40 award of Buffalo Business First. A luncheon at the Buffalo Convention Center will recognize 40 Western New Yorkers under age 40 for their professional success and community involvement.

An independent panel selected Rob from almost 200 nominees. He is a past president of the Clarence Hollow Association and the Clarence Chamber of Commerce.

Tickets at \$50 each are available by calling Kim Schaus at 541-1656. Proceeds from the luncheon go to People Inc.



Association and Bees Offer Discounted Ads

Get a jump on your advertising for the Christmas shopping season by participating in Clarence Hollow Association group ads in Bee newspapers on November 14 and 21.

The association has reserved two one-half pages, each accommodating six member ads. The association is subsidizing the ads further reducing the already-discounted cost to members.

November 14 -- Lancaster Bee, Depew Bee, and East Aurora Bee, \$75 per unit for all three papers.

November 21 -- Clarence Bee, Lancaster Bee, Depew Bee, and East Aurora Bee, \$95 per unit for all four papers.

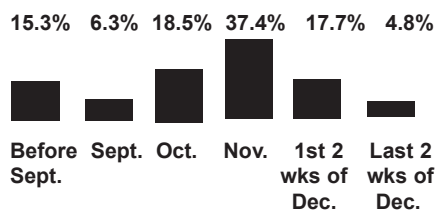
Headings above the ads will promote Holidays in the Hollow, Tree Lighting on November 29, and the Holiday Home Tour on December 1.

Bee Newspapers will also publish four Gift Guides between November 21 and December 12, circulated as inserts with all nine editions.

For information, or to reserve ad space, call Dave Passalugo at 204-4936 direct.

Holiday shoppers appear

A surprising number of consumers do some of their Christmas shopping before September. When people start shopping for the holiday:



from USA Today

Walk the Villages Concludes Third Year

Perhaps you saw people walking around town with a booklet in their hands, going from merchant to merchant. They were people who participated in the Walk the Villages program that was implemented by State Senator Mary Lou Rath three years ago. Clarence is in what is

called Area I comprising Kenmore, Williamsville, Clarence, Akron, Batavia, and LeRoy. This year Area II became part of the Walk program comprising the villages of Alden, Lancaster, East Aurora, Ellicottville, and Orchard Park. Officially the program runs from June 1 to October 1. But people may still carry their booklets and walk the community trails. The significance to any of the communities is the people Walk the Villages brings to the community.

As the participants walk they have the opportunity to have their booklet coupons stamped to be eligible for door prizes graciously contributed by our local merchants. Collecting the coupons, we are able to relay this to you: There were 407 people who walked Clarence/Clarence Center. Of that number only 51 were from Clarence/Clarence Center. That means 356 people from other towns walked our sidewalks and visited our merchants. Specifically those people represented 32 other zip codes. That is quite an exposure, an exposure that has or may affect a number of our local businesses. Walk the Villages; it is fun, it is healthy, it does have an impact and more villages are becoming part of the program. If Walk the Villages participants cross the threshold of your business -- they are probably from some other part of western New York - who knows.

- John Leamer, Area I Coordinator



Tour of Decorated Homes Scheduled for December 1

Holidays in the Hollow Home Tour on Saturday, December 1, will spearhead several fundraising projects to provide a fund to purchase holiday street decorations beginning in the 2008 season. To date, eight homeowners have signed up to open their decorated interiors to interested persons. Most are anxious to explain the history and unique features of their homes.

Tickets at \$10 will be on sale after November 15 at Craftsmen Cafe, Asa Ransom House, and Henry & Co. With each ticket comes a gift bag with merchant coupons, flyers, and gifts. The number of tickets is limited to 200.

Also raising funds for the street decorations are the sale of holiday potpourri by Garden Friends of Clarence and the first of a series of Christmas tree ornaments, this year's depicting the Asa Ransom House.

Two members of the Clarence Hollow Association, Tina Ames and Patty Hughes, are coordinating the project with financial assistance from the association. Tina said the home tour will be promoted by flyers, postcards, The Buffalo News, Bee Newspapers, and other calendar listings. (759-9867)

Paper Promotes October Events

Forever Young monthly newspaper devotes the Community Forum page in its October issue to "what's on tap in Clarence in October." Activities detailed include:

Asa Ransom House Dinner Theater Nights, Clarence Hollow Farmers' Market, World Pumpkin Weigh-Off at The Great Pumpkin Farm, Creative Retreats at the Asa Ransom House and Craftsmen Cafe, and Boo Bash 2007 at the WNY Event Centre.

“Events & Festivals” Promotes the Hollow

Clarence Hollow continues to outdo all other communities with its presence in area events and tourism publications. The latest is the Fall & Winter edition of “Events & Festivals.” It’s published by Bee Newspapers.

Clarence Hollow is represented by a page of full-color ads with a heading touting the Hollow’s antiques, museums, fine & casual dining, craftsmen, gifts, and home furnishings. Advertisers are:

Courtyard Antique Center, Town & Country Gifts, Patty Hughes Interiors, Dkd. Studio, Adventures in Cooking, Asa Ransom House, and Antique World.

The Clarence Hollow Association subsidized the block of ads, thereby lowering the cost to individual advertisers.

The only other community with a block of merchants’ ads is Williamsville.

The Great Pumpkin Farm’s Christmas in Clarence, and Fall Festival also have full-page ads in the newspaper insert.



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

Gold Sponsors

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

Silver Sponsors

County Line Stone Co., Inc.
Dimar Manufacturing Corp.
Domachowski, Kempisty & Salvatore, CPAs
Flying Bison Brewing Company
Kreitner’s Blue Spruce Trees
M&T Bank
The Tree Doctor
Towne BMW-MINI

Bronze Sponsors

Chuck Eckert/Mary Money Video/Photography

Farmers’ Market Seeks Donations

As its fifth season winds down, the Clarence Hollow Farmers’ Market is seeking contributors to the “Friends of the Market” program.

The Clarence Hollow Farmers’ Market is an all-volunteer project of the Clarence Hollow Association. It is financially self-supporting through vendors’ fees, donations, fundraisers, profits from the Country Store, and grants.



Costs of operating the market include printing, advertising, entertainment, accounting fees, postage, equipment, maintenance/repairs, and membership dues.

This year’s Friends of the Market to date are:

Don & Winnie Boyd
Patricia Brace
Dreibelbis Family
Shari Ehlert
Constance Fetes
Fred & Fay Friedman
Carol Johnson
Bruce & Pam Kloc
Vivian Kreitner
Mark Custom Recording Service
Robert & Marion McAllistar
Nancy McIver
Joan M.K. Miller
Steven’s Collision

Pumpkin Farm to Present “Christmas in Clarence”

The first annual “Christmas in Clarence” has been announced by the operators of The Great Pumpkin Farm on Main Street in Clarence adjacent to the Western New York Event Centre.

The centerpiece of the event is a drive through a mile-long display of more than one million lights with cascading arches and animated characters. Other features are hay rides, Mrs. Claus’s Bakery, Santa’s Store, children’s activities, and live holiday music.

The preview of the lights will take place on November 22-25 with the opening weekend November 30-December 2. Dates and times vary through January 6. Discounted drive-thru tickets will be available at Wegmans

Between December 7 and 23, a portion of the proceeds will be donated to 12 charities including Clarence-Newstead Meals on Wheels, Clarence Senior Center, Clarence-Newstead bike paths, and the Clarence, Clarence Center, and Newstead Fire Departments.

Estimated attendance is 10,000-12,000 cars and 150,000 persons. (759-6300, x200)

