

KEN-TON

Business Journal

A PUBLICATION OF THE KENMORE-TOWN OF TONAWANDA CHAMBER OF COMMERCE

HOLIDAY EDITION 2011



Michael Gilbert begins his 15th season with the Sabres organization, and his first as the Vice President of Public and Community Relations.

Keynote Speaker

MICHAEL GILBERT Vice President of Public and Community Relations *Buffalo Sabres*

Gilbert, who spent his first 14 years with the Sabres as Director of Public Relations, oversees the Public Relations and Community Relations departments for the Sabres, as well as for the Buffalo Bandits (NLL). He is also responsible for supervising the youth hockey and fan development initiatives for the organizations and serves as the team liaison to the Buffalo

Sabres Foundation. Gilbert is a member of the Buffalo Sabres Hall of Fame Committee and the Board of Directors for the Police Athletic League (PAL). Prior to joining the Sabres, Gilbert was the Director of Public Relations for the New Jersey Devils from 1995-1997. He was part of a staff in New Jersey that earned the Professional Hockey Writers' Association's Dick Dillman Award for excellence in public relations for the 1996-97 season. Gilbert's success followed him to the Sabres where the Communications Department was acknowledged with the Dillman Award in 1997-98. Before his move

to the NHL, Gilbert was the Assistant Director of Public Relations for the NFL's Philadelphia Eagles for four years (1991-95), assisting with the day-to-day operations of that team's PR department. His football background also includes stints as Assistant Director of Public Relations for the Raleigh-Durham Skyhawks of the WFLA (1990) and as a graduate assistant with the Buffalo Bills (1988-90). The move to the Sabres represented a homecoming for Gilbert, who grew up in the Buffalo suburb of Tonawanda. He graduated from Canisius College in Buffalo with degrees in communications and history. He and his wife Amy reside in Amherst, NY, with their sons, Mark (12) and Jack (8), and daughter, Grace (8).

**Important
Open Enrollment
Information**

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Luncheon Sponsor



**Kenmore
Village
Improvement
Society**

The Kenmore Village Improvement Society (KVIS) is a group of residents and friends of the Village of Kenmore. Founded in 2008 by Melissa Foster, the organization has grown to over 600 members who organize themselves through nine committees to examine all aspects of life in Kenmore. Over one hundred events, campaigns, and initiatives have been created by the KVIS, each one addressing a problem, need, or desire within the community.

The KVIS strives to thoroughly examine situations of all kinds facing the Village while creating thoughtful solutions to each. The Society works

to act rather than react and strives to consider the whole picture when creating initiatives, events, and campaigns. Membership to the KVIS is free and participation is based on one's time and inclination.

When asked why a group like KVIS is needed, members will often say that "There is so much more to a successful community than just government." Once one begins to think about that statement and closely observes the physical and sociological needs of one's community, it becomes clear just how much there is to be done to help make Kenmore the very best it can be.

DECEMBER MEMBER LUNCHEON

Friday, December 9 at noon

**BANCHETTI'S BY RIZZO
550 North French Rd., Amherst
Cost \$15**

**RSVP required by Dec. 5th
874-1202**

To discover more about the KVIS, please visit the website at: www.villageofkenmore.com



KENMORE-TOWN OF TONAWANDA CHAMBER OF COMMERCE

3411 Delaware Avenue, Kenmore, NY 14217
716-874-1202 fax: 716-874-3151
info@ken-ton.org www.ken-ton.org

Thank you to our Grand Gala Sponsors:

M&T Bank
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Thank you to our Silver Sponsors

Ciminelli Development
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Lakeshore Savings Bank

Mission Statement:

The Kenmore-Town of Tonawanda Chamber of Commerce is a group of businesses, industrial, and civic leaders whose purpose is to promote the growth of the business environment and enhance the quality of life within our community.

Executive Board:

Tim Malchow, President
Ciminelli Real Estate Corp
Gary Link, President Elect Evans Bank
Kelly Oldenberg, Secretary Winters Instruments
Greg Urban, Treasurer Dopkins & Co. LLP
Cathy Piciulo, Past-President Impressive Imprints

Board of Directors:

John Brundo, *The Tonawanda News*
Ruth Cody, *The Metro Group*
Kathi Crowley, *Kenwell Senior Living*
Dawn Cwierly, *Kenmore Mercy Hospital*
Pat Gadley, *Blue Wonder Cleaning Cloths*
Bob Gilmour, *J.W. Danforth*
Mike Ham, *Kenwood Photography*
John Hunt, *Rural Metro*
Robert Kates, *Buffalo Bisons*
Nicholas Kelly, *AXA Advisors*
Adele Kelly, *AAA of WNY*
Joseph Marguccio, *Tax Masters*
RaeAnn Tamberelli, *Ken-Ton Bee*
Richard Schinas, *GM Powertrain*
Mark Weir, *Aflac*

Staff:

Tracey M. Lukasik, *Executive Director*
tracey@ken-ton.org
Christina Perez, *Member Services Director*
christina@ken-ton.org

Photography:

Michael Ham, *Kenwood Photography*

Chamber Board Meetings are held the 3rd Wednesday of each month in the Chamber conference room at 4:30pm.

Executive Committee Meetings are held the 2nd Tuesday of each month at 8:00am.

The **Business Journal**, the official newsletter of the Kenmore-Town of Tonawanda Chamber of Commerce, is published throughout the year to keep members informed of specific news about Chamber activities and actions, community events, educational opportunities and issues of importance to business - locally and statewide.

KEN-TON: 874-1202

Message from the Executive Director

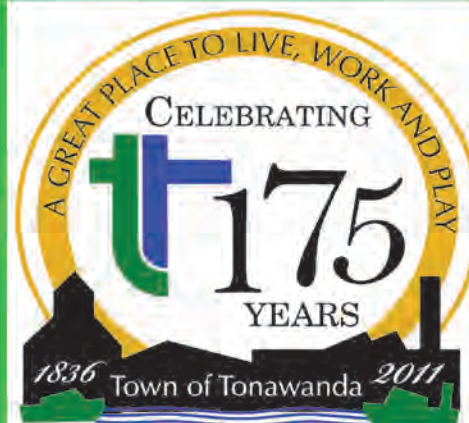


TRACEY LUKASIK
EXECUTIVE DIRECTOR

**Patronize
Local Merchants
All Year.**

The holiday season is upon us. Many of us dislike fighting the crowds, the traffic and the weather to purchase our sleigh full of gifts. Online shopping has become one of the solutions to that problem. But think for a minute about how this is affecting local merchants. This is the most important time of the year for them. Retailers rely on foot traffic. Please remember to always shop your local merchants first for products, services and gifts, not only during the holidays, but throughout the year. Many merchants advertise exclusive specials in this newsletter. And don't forget to check all of the member-to-member discounts available by logging on to www.ken-ton.org. You will find a complete list of "members only discounts" under the "membership services" tab. I would once again like to sincerely thank our corporate sponsors for 2011 that helped celebrate the 175th Anniversary of the Town of Tonawanda. Your on-going support has been vital to the chambers ability to continue the broad array of benefits and services our members rely upon. Your generosity and dedication to the community in which you live, work and play is deeply valued and acknowledged. If your company is interested in becoming a corporate sponsor, please refer to the enclosed insert showing the 4 package level outlines for 2012.

As another year draws to a close, I would like to thank my board of directors and staff for their dedication and guidance throughout the year. A special thank you goes to Chamber President, Tim Malchow, who gave his time and expertise to further the chamber's mission, and also to past President Cathy Piciulo for helping to organize the 175th Anniversary Gala. I also would like to acknowledge all of our members for their support. We exist for you and encourage your comments and participation in our events; 2012 promises to be an exciting year, and now is the perfect time to get more involved! I wish you all a joyous holiday and may the spirit of the season last throughout the New Year.



**Thank you to our
Grand Gala Sponsors:**

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Insurance Market Place Assoc.
National Fuel
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The Tonawanda News

GROW YOUR BUSINESS!

A column dedicated to your sales growth, customer growth, and profitability

Is Your Business on a Solid Foundation for Growth?

By Frank Swiatek
Management Consultant



Businesses want to grow. Businesses market in order to grow. However, no amount of marketing can overcome shoddy services, poor performing products, and weak customer service.

If your products, services, and customer service do not consistently meet and exceed customer expectations,

you will be wasting marketing dollars.

If you are in the trucking business, and your compelling marketing message is "On Time... Every Time!" and you cannot deliver on that promise consistently, your credibility will suffer and word-of-mouth will undermine your marketing efforts.

In addition, if you make claims about your product or service that are pure hype and lacking in integrity, you will again be wasting marketing dollars.

On the other hand, if you have quality products, services, and customer service, you are free to create compelling messages in the marketplace that get the attention of your customers and drive them to your business.

You do not have to be timid or tepid in your marketing approach if you can deliver on the promise of your product, service, or customer service consistently.

You are empowered to market!

**NEWSLETTER INSERTS
ADVERTISING SPACE**

*If you're reading this...
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Call 639-1000 Ext. 130
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Bright Choices[®]
EXCHANGE

Open Enrollment Begins! Renew or Change Your Benefit Package Today!

It's open enrollment season: time to renew or change your benefits for the coming year. We are proud to continue our partnership with Liazon and offer Bright Choices[®] to our members. Our partnership makes the Ken-Ton Chamber of Commerce the best place for your business to buy benefits.

Employees get access to an array of benefit choices that is superior to what even Fortune-500 companies offer, including a variety of health care plans, dental, vision, critical illness, and even pet insurance. Bright Choices educates employees about coverage options, guides them to make the right decisions, and helps them buy and manage all of their benefits using friendly technology and individualized support.

Join the 100's of other Ken-Ton Chamber members who are already experience cost savings and increased employee satisfaction using Bright Choices. Our open enrollment period is November 21st – December 9th. Keep an eye out for a future mailing which will include updated rates for the 2012 program. The new brochure will also be on our website, www.ken-ton.org. Our 2012 plan year begins January 1st, so it's also a perfect opportunity for all businesses to join and take advantage of our successful partnership! If you have any questions, please call us at 1-866-542-9661



Upcoming Holiday Events sponsored by the Ken-Ton Merchants Association:

* Santa's Arrival will be Saturday, November 26th on the steps of the Municipal Building at 1:00pm.

* Holiday Sing-A-Long and Bonfire will be on Friday, December 2nd at Crosby Field at 6:30pm. Cider, hot chocolate, coffee and donuts will be available.

President's Message



TIM MALCHOW
PRESIDENT

I can't believe how fast this year has gone by. It was a special year to be President of the Kenton Chamber as the Town celebrated its 175th Anniversary. Our Board and Staff worked hard on events and programs that have taken the Kenton Chamber to the next level. This couldn't have happened without the support and efforts of each one of you. Thank you!

We continue to grow with new programs, while we improve upon the events and programs we already have in place. April's Gala Dinner celebrating the Town's 175th Anniversary brought the Kenton Community together to honor our great community and the people that make it a success. We also rolled out a program that lined the Kenton Streets with beautiful pole banners that enhanced the streetscape. We launched our exciting new web site and produced a new

membership directory and buyers guide. We also continued to host several fun and informative luncheons throughout the year.

What impressed me the most this year is how people are willing to support the Chamber in its efforts to help build business in the Town and the Village. There are many ways you can get involved with the Chamber. Come out and join one of our networking groups, sponsor an event to get your message out, help organize events and programs, attend our monthly luncheons or business seminars. Whatever you decide to do, just come out and be part of the exciting things happening at the Kenton Chamber of Commerce.

I look forward helping Gary Link from Evans Bank in 2012 as he takes over the post of President. Gary has been involved with the Chamber for several years and is a key member of our Board. He will continue to improve the Chamber and what it does for the local business community. Best of Luck Gary!!!

Holiday Collection for Ronald McDonald House

The chamber will be accepting donations for the Ronald McDonald House of Buffalo this season. Please drop off your donations to the chamber office or at our holiday luncheon on December 9 (see front page for details). Ronald McDonald House provides lodging, meals and a home-away-from-home atmosphere for

the families of children who are receiving treatment for major illnesses at our area hospitals. They are always in need of gifts cards from Wegmans, Tops, and Target, in addition to non-perishable food items, linens and toiletries. A detailed "wish list" can be found on their website at www.rmhcwny.org/new-website.

If you are looking for a fun and unique event for your staff, RMH always welcomes small groups to come into their kitchen to prepare a home-cooked meal for their guests. Now that's a productive staff meeting!

KEN-TON CHAMBER SEEKS NEW BOARD MEMBERS

Chambers of Commerce across the nation are hubs of activities for their respective business communities. They are a critical component to a healthy, communicative, competitive and vibrant business climate.

If you are a solution minded, industrious and energetic individual with a desire to make a difference, create solutions and give back, then this position is for you. Keep reading for a job description and contact Tracey at 874-1202 or via email to express your interest. You may also nominate a person you think would be a great fit.

JOB DESCRIPTION:

To serve the board as a voting member, to oversee broad policies, procedures and

regulations for the operation of the Ken-Ton Chamber of Commerce, to monitor it's finances, its programs and performance.

EXPECTED MEETING ATTENDANCE:

- * Attend monthly and special meetings
- * Chair or volunteer for at least one special committee
- * Attend and participate in special events

OBLIGATION OF BOARD:

- * Establish broad policy and long range goals
- * Raise funds and monitor finances

DUTIES:

- * Be well informed on issues to be discussed in advance of meetings

- * Contribute skills, knowledge and experience
- * Actively enroll new members to the Chamber
- * Assume leadership roles in all KTC activities and fund raising
- * Represent the organization to the public and to private industry
- * Educate self about the needs of members

The KTC Board of Directors is an all volunteer, working board that is taking the Chamber to the next level of expansion.

We would be happy to discuss the duties and goals with interested members. We need similar influential, dedicated and energetic people who share our vision for the future.



www.officefurniturectr.com



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tonawanda, ny 14150
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fax (716) 694-1986
email kcuviiello@prentice-buffalo.com

follow us on [@OFC777](https://twitter.com/OFC777)

OFFICE SPACE FOR RENT

The Ken-Ton Chamber currently has 2 furnished offices for rent. First floor approx. 12x14.
Rent and lease agreement negotiable.
Please call Tracey at 716-874-1202 for more info.



Timothy J. Laduca

Lic. Assoc. R. E. Broker

CELL:
(716) 912-5252

24 HR VM:
(716) 743-6785

E-MAIL:
timladuca@AOL.com



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www.TimLaduca.com

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2427 Sheridan Dr. Tonawanda, NY 14150



Town Supervisor Anthony Caruana assists in the ribbon-cutting ceremony with Chamber Director Tracey Lukasik and proprietor Terry Bonner-Kellog and her daughter.

Terry's Bakery & Café Opens in Ken-Ton



Sweet treats were the theme on October 31, when Terry's Bakery & Café officially opened for business. Located at 2815 Elmwood Ave, at the corner of Tulane Rd. in the Town of Tonawanda, Terry's Bakery and Café features home baked artisan breads, pastries, cookies, cupcakes and

pies. In addition, they also serve hot sandwiches, wraps, tacos and homemade soups daily. Current hours of operation are 8am to 6pm, Tuesday through Sunday. Stop in and welcome them to the neighborhood!

SuccessNet Sets Sail!

Members of the chambers SuccessNet networking group, and their spouses, took the final cruise of the season aboard the Moondance Catamaran on September 27. "It was a beautiful night as far as weather and a great boat ride out on the lake and across the waterfront. Everyone definitely enjoyed themselves," stated Mary Nowak, the group's facilitator. Great food and drinks were provided by SuccessNet for everyone. It was something different to enjoy over ordinary networking socials. If you are interested in joining one of our two networking groups, please visit www.ken-ton.org for more info.



Chambers present \$1,000 Donation to SPCA

A portion of the proceeds from the Annual Tournament of Tonawandas Golf Outing were presented to John Faso, Executive Director of the Niagara County SPCA by Tracey Lukasik of the Ken-Ton Chamber and Joyce Santiago of the Chamber of the Tonawandas. The money will be used to help renovate a space inside the shelter to transform it into a "Cat Community Room." This will serve as a place that cats and kittens can play for periods of time, outside of their cages, as they await adoption. The Niagara County SPCA is also promoting a special cat adoption day every Monday following a Buffalo Bills game. The adoption fee will match that of the Bills final point tally at the end of the game on the Sunday prior. It's important to mention that The Erie County SPCA was gracious enough to forfeit splitting the proceeds with their northern neighbor, as they were also asked to be a charity recipient of the tournament in addition to the NCSPCA. However, they expressed concern for the Niagara County SPCA, who is in critical need of funding and volunteers as they try to build their organization.

To make a personal donation or adopt a furry new companion, please visit www.Niagaraspc.org



Pictured left to right are Guy Centola, Audrey Moorhead, Mary Nowak and Tom Sabatino

New Members

Fell & Szmania Painting Contractors
 Contractors - Specific/ Painting and/or Wall Covering Svcs
 6196 Bridlewood Dr S.
 East Amherst, NY 14051
 (716) 741-3262
 Steve Toth

Renewals

Baker's Dog Grooming	General Household Repair
Battaglia & Associates, Resource Development Consultants, Inc.	Kay-Cee Vending Inc.
Boy Scouts Of America	Kenmore Mercy Hospital
C. Mertz & Son	Mary's Little Lambs Child Care
Funeral Home, Inc.	Pita Gourmet
Caruso Chiropractic Office	Raintree Coin Laundry
Clean Machines Auto Detail, Inc.	Robert F. Schultz Agency
Coffee Culture - Cafe & Eatery	Sheridan Orthopedic Therapy
First Interstate Bancorp	Summit Federal Credit Union
	The Voice Squad

NOVEMBER & DECEMBER CALENDAR

All events will be held at the Ken-Ton Chamber office, 3411 Delaware Ave., unless otherwise noted.

Tuesday- November 15

Board of Directors Meeting 4:30 pm

Thursday – November 17

Tn of Ton Development Corp Meeting..... 8:00 am

Friday – November 18

-Biz LINKT Networking..... 7:30 am

Saturday- November 19

-AAA PRE-LICENSING COURSE..... 9:00am – 3:00pm

THURSDAY & FRIDAY, NOVEMBER 24 & 25

-OFFICE CLOSED

HAPPY THANKSGIVING!

Thursday – December 1

-SuccessNet Networking 8:00 am

Friday – December 2

-Biz LINKT Networking..... 7:30 am

@ Coffee Culture 2631 Sheridan Dr., Tonawanda

Thursday – December 8

-SuccessNet Networking 8:00 am

Friday- December 9

-Biz LINKT Networking..... 7:30 am

- Members Holiday Luncheon

featuring Michael Gilbert..... 12:00pm

@ Banchetti by Rizzo's, 550 North French Rd., Amherst

Saturday- December 10

-AAA Defensive Driving Course 9:00 am – 3:00 pm

Tuesday - December 13

Executive Board of Directors Meeting 8:00am

Thursday –December 15

Tn of Ton Development Corp Meeting..... 8:00 am

Friday December 16

-Biz LINKT Networking..... 7:30 am

Saturday- December 17

-AAA Pre-Licensing Course 9:00 am – 3:00 pm

Wednesday- December 21

Board of Directors Meeting..... 4:30 pm

Thursday – December 22

-SuccessNet Networking 8:00 am

Friday- December 23

-Biz LINKT Networking..... 7:30 am

Monday December 26 – Friday December 30

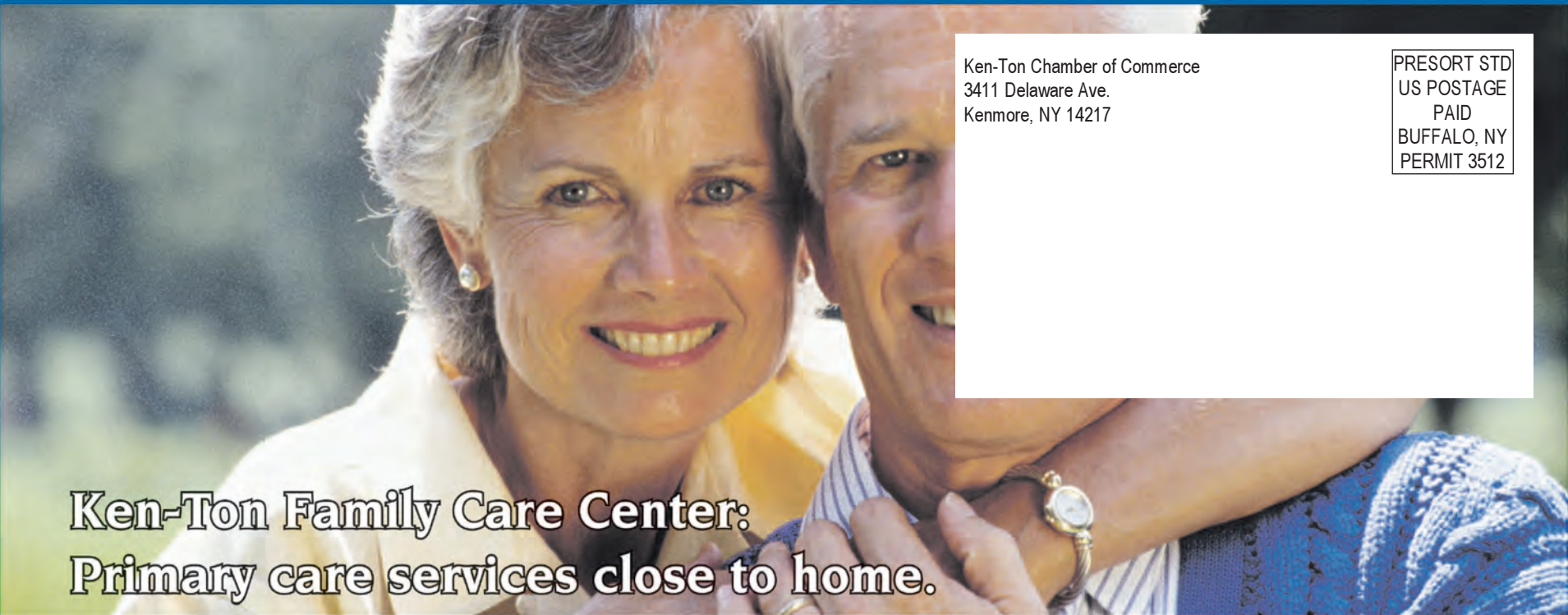
OFFICE CLOSED

Thursday – December 29

-SuccessNet Networking 8:00 am

Friday- December 30

-Biz LINKT Networking..... 7:30 am



Ken-Ton Chamber of Commerce
3411 Delaware Ave.
Kenmore, NY 14217

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Ken-Ton Family Care Center: Primary care services close to home.

Catholic Health brings a coordinated and connected network of services to our community - like the Ken-Ton Family Care Center at 300 Two Mile Creek Road. Ken-Ton Family Care specializes in Family Practice and Internal Medicine. Our emphasis on wellness and preventive care is complemented by a Laboratory Service Center for blood work, as well as Obstetrics, Gynecology, Pediatrics, Podiatry and Urogynecology.

Ken-Ton Family Care Center's healthcare team includes:

Internal Medicine:	Ayesha Butt, MD Nadezhda Polataiko, MD
Family Practice:	Qamrunnisa Rahman, MD
OB & GYN:	Carola Bagnarello, MD Adel Chouchani, MD Gabriel Chouchani, MD Samuel Saleeb, MD Magdi Sayegh, MD
Pediatrics:	Avtar Samra, MD
Podiatry:	Joseph Nasca, DPM

Hours of operation:

- Monday, Tuesday, Thursday:
8 a.m. to 8 p.m.
- Wednesday:
8 a.m. to 5 p.m.
- Friday:
8 a.m. to 4 p.m.



Ken-Ton Family Care Center
A department of Kenmore Mercy Hospital
300 Two Mile Creek Road, Tonawanda, NY 14150

**For physician referral, call (716) 447-6205
or visit chsbuffalo.org today.**

 Catholic Health
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