

KEN-TON

Business Journal

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

JANUARY 2012

Installation of Officers and Awards Cocktail Party

Where: Banchetti by Rizzo's
550 North French Rd., Amherst
When: Thursday, January 26th
Time: 6pm-8pm • **Cost:** \$30

Please join the celebration, as the 2012 Board of Directors of the Ken-Ton Chamber and the Kenmore Merchants Association are administered their oath of office on Thursday, January 26 at Banchetti by Rizzo's.

The Chamber is also proud to be presenting Mike Rizzo, of Rizzo's Restaurant, with the Service to Community Award for his efforts in sustaining the Brighton Place Library.

You can network with friends and colleagues while we kick off the New Year and unveil our exciting chamber initiatives for 2012, and welcome incoming President, Gary Link of Evans Bank.

This casual event is well attended and is a great opportunity to make new business contacts, meet fellow chamber members and meet the decision makers who steer your chambers strategic plan throughout the coming year. We hope to see you there!

PLEASE RSVP BY JANUARY 20.

Service to Community Award being presented to:

MIKE RIZZO



Mike is the owner and operator of Banchetti's by Rizzo's on N. French in Amherst, Rizzo's Restaurant on New Road in E. Amherst and Rizzo's Restaurant on Eggert in Tonawanda. What

originally began as his parents business (Rizzo's Tonawanda) soon became the means for Mike to fulfill his passion and desire to venture into the catering industry providing not only excellence in the service and quality of food he offers but also an opportunity to give back to the community at large.

This award is the perfect commemoration of all the effort, generosity and commitment he has put forth to enhance the lives of each member of this community. Not only is he an excellent individual and successful

business owner, Mike Rizzo is also chairman of both Cardinal O'Hara High School and Brighton Place Library and Community Resource Center Board of Directors.

Mr. Rizzo's dedication and diligence of service is found by taking note of his effort in seeking out ways to enhance the services and resources available to the Tonawanda members; donating time, materials, labor and food for fundraising purposes. Since early 2006, Brighton Place

story continues on pg 5



KENMORE-TOWN OF TONAWANDA CHAMBER OF COMMERCE



as they swear in their
2012 Board of Directors! And enjoy

- 2 hour Open Bar
- Beef Carving Station
- Selection of Hot and Cold Hors d'oeuvres
- Networking & fun!

**Make your reservation today,
call 874-1202**



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

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:

- Gary Link, President** *Evans Bank*
- Adele Kelly, President- Elect** *AAA of WNY*
- Kelly Oldenberg, Secretary**
- Wes Moore, Treasurer** *New England Financial*
- Robert Gilmour, Government Affairs** *J.W. Danforth Co.*

Board of Directors:

- Ruth Cody, *The Metro Group*
- Dawn Cwierly, *Kenmore Mercy Hospital*
- Mike Ham, *Kenwood Photography*
- John Hunt, *Rural Metro*
- Robert Kates, *Buffalo Bisons*
- Nicholas Kelly, *AXA Advisors*
- 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

Chamber launches four Ken-Ton commercials!

Happy New Year! First, I would like to welcome Gary Link of Evans Bank as 2012 Chamber President. I look forward to working alongside Gary this year as we strive to create and implement new events and initiatives that will benefit our entire membership and community.

I am equally excited to invite you to visit our newly renovated website, www.ken-ton.org. There you will find 4 new commercials that highlight the Ken-Ton area and offer detailed information about the chamber of commerce. Each of the (4) one minute featurettes pertain to a specific topic; they are: "Welcome to Ken-Ton," "Real Estate & Relocation," "Health Insurance," and "Member Benefits."

A sincere "thank you" goes out to Erik Jensen and Kevin Riley of CGI Communications, Rochester, NY, who were instrumental in the production of the streaming videos. The chamber was offered the produced videos, along with a Q&A Avatar (also viewable at www.ken-ton.org), as a complimentary package which CGI reserves for a select number of chambers of commerce across the United States. The Ken-Ton chamber was the first chamber in the WNY area to partner with CGI and take advantage of this tremendous offer to enhance our website. Jenna May from CGI Communications is currently working with chamber members to produce custom websites and commercials for their businesses, in addition to offering advertising opportunities on the chamber's website.

Presidents Message

As we end the year I would like to thank Tim Malchow for his leadership as President. Tim serves on the Chambers strategic planning committee and was very instrumental in re-negotiating the lease at our current location on Delaware Ave. in Tonawanda. As we move forward into 2012 I welcome all new and existing board members.

We have made many changes within our organization in the past two years which have had a positive impact on the Chambers sustainability. Our continued focus will be on providing value to our members by introducing new chamber events, attracting new speakers for our monthly luncheons, and supporting our networking groups.

For the Chamber to have continued success we need to have an engaged board. Serving on a committee, attending an event, networking your business, or sharing your thoughts and/or ideas at meetings will help us be a stronger and better Chamber. Members are more than welcome to be a part of a committee if they would like. I look forward to working with the entire board this year and welcome suggestions and ideas that will support the Chambers mission. I thank you all in advance for your contributions. **HAPPY NEW YEAR!**



GARY LINK
EVANS BANK



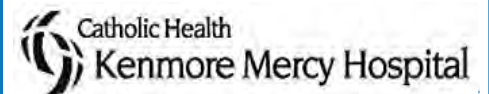
KENMORE-TOWN OF TONAWANDA CHAMBER OF COMMERCE

With sincere gratitude the KTC acknowledges our 2012 Corporate Sponsors:

BENEFACTOR



THANK YOU TO OUR GOLD SPONSORS



THANK YOU TO OUR SILVER SPONSORS



THANK YOU TO OUR BRONZE SPONSORS

AAA of Western New York
Casullo's Automotive
Office Furniture Center

If your company is interested in taking advantage of the benefits by becoming a corporate sponsor, please contact Tracey at 874-1202

Small Business Owners... Want to Grow Business Sales in 2012?

Complete this worksheet to identify the areas of marketing and sales opportunity for your business, and then let it be part of your action planning for 2012.

The answers to these questions should provide you with many sales and marketing insights that can help you to grow your business exponentially in 2012... *if you take action and make decisions!*

THE 2012 OPPORTUNITY ANALYSIS WORKSHEET

By
**Frank
Swiatek**

Management
Consultant



1. Where is your business today?

- Growing rapidly
- Doing OK, but want to do better
- Stagnant...no growth
- Declining
- Trying to keep the doors open!

2. How much more business can you handle with your current operation without adding overhead?

____% or
____ dollar amount

3. Are you at the mercy of the marketplace or are you implementing a marketing plan?

4. Do you have a clear compelling marketing message that differentiates you from the competition and tells your prospects why they should do business with you?

5. Are all of your on-line and off-line marketing messages compelling and benefit-driven?

6. Do you know these numbers?

- How many new prospects are you touching a month?
- How many new customers do you get every month from your prospects?
- The average sale of a new customer?
- The lifetime value of your average customer?

7. Are you and your employees up-to-date on your sales training?

8. What are your current marketing efforts?

- Word-of-mouth
- Networking
- Business cards
- Yellow pages
- Flyers/brochures
- Postcards
- Direct mail
- E-mail
- Search Engine Optimization (SEO)
- Ads – billboards, newspapers, Adwords
- Referrals
- Partnerships and alliances
- Other

9. Do you maintain a database of past, current, and prospective customers?

10. Have you re-activated old customers?

11. Do you consistently communicate free, valuable information to your customers?

12. Do you upsell your products and services?

13. Do you cross-sell add-ons to your products and services?

14. Are you developing “back-end” products/ services that can complement your existing products and services?

15. Is all of your advertising “response-based” so that you can quantify and measure results?

16. Do you issue newsworthy press releases?

17. Are you a sponsor of events in the community?

18. Can you develop an annual community award?

19. Is your website a “brochure” site, a “lead-generating” site, or a “sales-generating site?”

20. Do you consistently capture visitor information to your website?

Based on the responses to the Opportunity Analysis Worksheet, identify your top priorities for 2012:

1. _____
2. _____
3. _____
4. _____
5. _____

© Copyright 2011. All rights reserved. No part of this material may be reproduced or transmitted without the express permission of Frank Swiatek & Associates.

'It turns you into Doogie Howser'

Excerpt from past events

Dave Farrow, whose sharp memory has set Guinness World Records, performed surprisingly poorly in elementary school.

As a child, the memory-training expert was diagnosed with dyslexia and attention deficit hyperactivity disorder. His teachers prepared him for a blue-collar future.

When I was younger, I had the worst memory," the Kitchener native said in an interview. "I struggled in school."

Luckily, Farrow had ambition in spades. He began investigating memory techniques and speed learning in high school. By the time he graduated, he had helped 100 fellow students.

"I think it's a myth that kids don't enjoy learning," said Farrow, who now lives in Buffalo, N.Y. "They do enjoy learning but not being lectured at."

Farrow now travels around the world, sharing his system of memory techniques. He and his wife Andrea Zakel, a LaSalette native, will be staging a memory workshop to benefit the LaSalette Area Rural Roots Committee in October.

While Farrow's true passion is about educating the public, his parlour tricks have earned him notoriety across the world. In 2007, he memorized and recalled 59 decks of shuffled playing cards to earn a second Guinness World Record. He has also shown his tricks on the Today Show and Live with Regis and Kelly.

"I remembered the names of the whole studio audience -- about 200 people -- on Regis and Kelly," Farrow recalled.

Farrow's memory system can be broken down into a pair of theories. He believes each person has a "memory personality" that dictates what is remembered. A sports fanatic, for example, may be able to easily recall statistics from years ago but not much else.

"Most people's minds are one-sided," Farrow explained. Once people discover their

memory personalities through a simple test, they can tailor their "memory triggers" -- Farrow's second theory -- that help filter information.

Zakel, who used to be a substitute teacher locally, taught these theories to her students. She was impressed by what they could recall months down the road.

"For me, it's a dream come true to use my teaching skills to help people," said Zakel, who is now her husband's executive assistant.

Being married to a memory expert, however, can often backfire. Farrow can conveniently pull up conversations from years earlier.

"It's like our roles are reversed -- he's the female and I'm the . . . male," Zakel said, laughing.

While Farrow remains humble and believes all can learn his skill, he admits his sharp ability to memorize has truly paid off.

"It's like it turns you into Doogie Howser, it really does," he said.

TIPS OF THE TRADE

Guinness World Record holder Dave Farrow shared some strategies on how to overcome these common memory stumbling blocks:

Forgetting faces and names: If you've ever forgotten a face or a name, you know the awful feeling that accompanies it. You often avoid eye contact, looking down to figure out the name. Farrow's solution: Look up. Your optic nerve will help you visualize the name.

Losing keys and glasses: The art of visualization will help again in the case of misplaced items. Visualize the spot where you place your keys, glasses or pen exploding. "When you make that crazy explosion, you're making a memory trigger because the pen will become associated with the desk," Farrow said.

Copyright © 2011 Simcoe Reformer

FARROW MEMORY Fundraiser



Only:
\$40.00 for adults
\$20.00 for youth!

Discover the Amazing Brain Training System Developed by Guinness World Record Holder and Top Memory Expert Dave Farrow

In this fun and interesting seminar you will:

- Raise Grades • Remember Names • Avert Memory Loss
- Triple Your Memory! • ADHD solutions • Improve Performance•
- Cut study time while improving test scores

The Farrow Memory System is a scientific system based series of mental techniques that anyone can use to unleash incredible mental ability. Its creator achieved world record status by memorizing 59 decks of random playing cards for the Guinness Book of World Records. Now you can share in these results. People who apply this system can expect to triple their memory in minutes. This Fundraiser is taught by a certified memory speaker hand picked and guaranteed by Farrow Memory. Take advantage of this one time only opportunity to discover how to unleash your naturally powerful memory.

For more information visit: www.davefarrow.com

**Location: Auditorium of Philip Sheridan Bldg.
3200 Elmwood, Kenmore 14217**

Time: Feb. 28, 2012, 7-9 P.M.

REGISTER NOW!
Call the Chamber 874-1202

What's Helping to Drive People to Your Website?

The Ken-Ton Chamber of Commerce is making it easy for you to get maximum exposure for your business online, right now.

We offer a variety of advertising options on our website, at affordable prices to suit your budget.

With access to your advertising click stats you will be able to effectively monitor how well your advertising is doing.

Design is included at NO EXTRA COST. Now that's easy!

Profile your business on the Chamber of Commerce Website!
It's where people go to do business in Kenmore-Town of Tonawanda.

For more information on how we can help you, call Ruth Cody:
T 800-840-8334 ext. #3 or, email: ruth@commercead.com
visit our website at www.ken-ton.org



Kenmore-Town of Tonawanda
Chamber of Commerce

www.ken-ton.org
Contact Ruth Cody
T. 716-474-3262 or 800-840-8334 ext. 3
ruth@commercead.com

Website Advertising Rates 2012

Option 1	Button AD ONLY. Includes a button ad, run-of-site (all pages) which links to your directory listing. Website link is located in your directory listing.	\$350.00
Option 2	Button AD, Run of Site. Your Button Ad will always appear at, or near, the top of your section. Clicking on the Button Ad will link to your Enhanced Listing, in the directory, which includes: → Company Profile Page → Google Map to Your Location → Photo Gallery → + 2 Pages For Use Any Way You Choose	\$695.00
Option 3	Banner AD in Your Section and Category. Clicking on the Banner Ad will link to your Directory Listing. 400 pixels W x 90 pixels H	\$300.00
Option 4	Top Right Banner AD, Run of Site (1 of 3). Banner Ad changes each time you refresh the page or, change pages. 400 pixels W x 90 pixels H	\$1,000.00
Extra Listing in Additional Category \$50.00		

Banner Ad Size: 400px. W x 90px. H
Button Ad Size: 120px. W x 90px. H

Ad sizes may change without notice.
A max. of 10 button ads per page. Plus 10, ads will rotate in random sequence.

Design is included in cost of ad. Some Restrictions May Apply.

RIZZO story continued from front page

Library and Community Resource Center has thrived off of the support and generosity of the Tonawanda Community, however without the leadership of Mike Rizzo many of these successes wouldn't have come to fruition.

As much as we personally have reaped the sincere generosity of Mike Rizzos' support we are not the sole recipients. Mr. Rizzo has helped raise tens of thousands of dollars for a variety of charities and not for profit enterprises. Some of these include, Franciscan Center, St. Luke's Mission, Girl Scout Council of Buffalo & Erie County and several community donations and sponsorships throughout his twenty-six years in business.

However, we would be remiss to say that he deserves the award for his generosity alone. Mike is a true member of the community who believes that actions speak louder than words and that his success has only been because of the community support. He demonstrates integrity, self-sacrifice, passion and a true pay-it-forward approach, desiring only to enhance the lives of those he interacts with. Anyone who knows Mike or has the opportunity to interact with him in or outside of his business is quick to say that he is "the real-deal," a



true Samaritan trying to make the community he loves and lives a better place anyway he can.

The above nomination was submitted by Cassie R. Rydzewski Director, Brighton Place and Jeanne Phillips, Board of Directors, Brighton Place. Mike also received 2 additional nominations from Town resident Pat Gadley, and Michael Cuvillo of Office Furniture Center.

MARK YOUR CALENDARS Buffalo Home & Garden Show MARCH 9 - 11 & 16 - 18 BUFFALO NIAGARA CONVENTION CENTER

SHOP, COMPARE, SEE, TRY, AND BUY!

The Buffalo Home & Garden Show is the place for you to experience what's new in remodeling, gardening, decorating and anything related to your home & garden. You'll have the opportunity to meet over 500 experts and experience thousands of products and services.

Call Tracey at 874-1202 to get the promo code for 1/2 PRICE ADMISSION

REWIND



Chamber member donations benefit Ronald McDonald House

In the Spirit of Giving

Chamber Executive, Tracey Lukasik, was delighted to drop off donations collected at this year's holiday luncheon to Lynn Hughes, House Manager and Sally Vincent, Executive Director of Ronald McDonald House of Buffalo. Ronald McDonald House provides lodging and home cooked meals for the families of children who are being treated for major illnesses at our area health care facilities such as Roswell Cancer Institute and Children's Hospital. Many families travel from long distances, sometimes separated from loved ones back home for weeks at a time, while their children receive urgent, and often times, long term medical care.

Thank you to everyone who supported the chambers efforts to collect donations. A special thank you goes to Michael CuvIELlo of Office Furniture Center who donated his \$50 in spilt club winnings from the luncheon back to RMH.

Find out how you and your company can help, contact RMH at 883-1177. They are always in need of small groups to come in a cook a meal for the families staying at the house.

KTC BOARD MEMBERS SHARE THEIR THOUGHTS



The Chamber Board members were asked three important questions, below are some of their responses:

1. It's important to support your local chamber of commerce because:

It promotes commerce, provides networking opportunities and exposure to you and your business. - Gary Link, Branch Manager, Evans Bank

The chamber works to keep business right in our backyard, in our local community. - Kelly Oldenberg, Banchetti by Rizzo's

The Chamber gives me a voice that is loud enough to be heard. Individually it is difficult to succeed or effect change. Together we have a chance! -- Adele Kelly, AAA of WNY

Economic support & development is a key factor in shared prosperity for Kenmore, the Tonawandas and the region. – Nick Kelly, AXA Advisors

2. As a board member, I feel it is my responsibility/goal to:

Attend regular monthly board meetings and committee meetings; engage and share ideas that promote chamber growth and sustainability while also providing guidance to the Executive Director and maintain a fiduciary responsibly to the organization. - Gary Link, President 2012

To assist other businesses to succeed; through business sales opportunities, sharing of my knowledge and skills or by joining forces to achieve changes in our local area for the betterment of all our businesses and our community. - Adele Kelly, AAA of WNY

Spread the Chamber's message, advocate membership, assist in it's initiatives & attend all functions- Nick Kelly, AXA Advisors

3. My vision for the Chamber in 2012 is:

As Board President I will work towards having more engagement from other board members and ask that more people step up and help on committees, change chamber perception in community by providing board members transparency in everything we do. Complete strategic open items started in 2011. - Gary Link, President 2012

To work with/on a well-rounded team that has a clear vision and is persistent on reaching its goals. - Kelly Oldenberg, Banchetti by Rizzo's

I have a few areas I would like to concentrate on...Increase the number of voices we have (increase membership), make the Chamber website a vibrant and effective tool for the members, to create opportunities for members to meet others in their communities not only by networking but by learning from others as well and lastly, to get the Chamber more involved with social networking opportunities. – Adele Kelly, AAA of WNY

To be the best Chamber in WNY! – Nick Kelly, AXA Advisors



Welcome to the neighborhood, MTB Kenmore Smoke Shop!

On November 1, Kenmore natives, Theresa and Tom George, opened the doors to Ken-Ton's only tobacco and cigar specialty shop. The family owned and operated business is located at 3191 Delaware Ave, adjacent from Salon Avanti, which is owned by Tom's sister. I recently stopped in the shop to introduce myself to Mr. George, a Kenmore resident and 1987 graduate of Kenmore West High school. His outgoing and friendly demeanor should assure his customers receive the utmost attention and service.

The shop sells a variety of cigars and smoking paraphernalia. You can even roll your own! They also feature a cozy lounge to relax and mingle with friends and fellow customers. Store hours are from 10am to 8pm, Monday through Saturday. They can be reached at 716-876-ROLL(7655).



New Members

Frizb's Inc.
Music, Retail
 2510 Elmwood Avenue
 Kenmore, NY 14217
 (716) 447-9786
 Jeff Avery

Diana Kindron
Marketing/Media Services
 P.O Box 1822
 Amherst, NY 14226
 (716) 245-4040
 Diana Kindron

Hertelwood, Inc.
Property Management
 P.O Box 751
 Kenmore, NY 14217
 (716) 873-5311
 Robert Ferrara



NEWSLETTER INSERTS ADVERTISING SPACE

*If you're reading
 this...
 so are others!*

**Place your
 advertisement today.
 Call 639-1000 Ext. 130
 for more information**

Renewals

All Buffalo Roofing & Painting
Amherst Media
Amicron Computing
Be-Bright Lighting
Bud's Lawn Sprinklers Inc.
Classic Lanes
Classics V Banquet Center
ComputerSearch Payroll Services
Custom Tee Activewear
Empire Investigations
Experience Hair
Foxy Delivery Service, Inc.
Fruehauf Associates, Inc.
Grace Baptist Church
Hair Cellar
Thomas Huisgen, CFP
Ident-A-Kid Services
JM Bukowski
John Berg Illustration
KCM Custom Built Garages
Keller Technology Corporation

Ken-Ton Family YMCA
Lake Shore Savings Bank
Liazon Benefits, Inc.
Louis Anthony Salon
LTD Home Improvement
*Morton R. Lane Federal Credit
 Union*
New Leaf Labels, Inc.
Performance Restyling
Peterson Reporting
*Rainbow Intl Restoration &
 Cleaning Co.*
Regional R.E. Appraisal Svc. Ltd.
Right-On Printing
Myron M. Siegel, Attorney At Law
*Sinatra's Landscaping &
 Lawncare*
T-Mark Plumbing
Univera Healthcare
*William Atallah Insurance
 Services*

JANUARY CALENDAR

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

Thursday – January 5

-SuccessNet Networking..... 8:00 am

Friday – January 6

-Biz LINKT Networking..... 7:30 am
 @ Coffee Culture 2631 Sheridan Dr., Tonawanda

Thursday – January 12

-SuccessNet Networking..... 8:00 am

Friday – January 13

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

Saturday- January 14

-AAA 6 hour Defensive Driving Course.....9:00 am –
 3:00 pm

Thursday –January 19

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

Friday – January 20

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

Thursday – January 26

-SuccessNet Networking..... 8:00 am
 -Installation of Officers & Awards Party.....6pm-8pm
 @Banchetti's 550 North French Rd., Amherst NY

Friday – January 27

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

Saturday- January 28

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

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

PRESORT STD
US POSTAGE
PAID
BUFFALO, NY
PERMIT 3512



Quality Emergency Care, Because We Care

Kenmore Mercy Hospital has been serving the community for more than 60 years, treating you when emergencies strike and providing the quality care you need. Starting when you walk in the door, personalized care is maintained throughout your experience with a specially trained emergency care team committed to your recovery and peace of mind.

We keep growing and changing to meet your needs:

- A SuperTrack area to expedite service
- A New York State Designated Stroke Center
- Joint Commission Certified in Advanced Stroke Care

Our next chapter in emergency care begins next spring with the groundbreaking of a new Emergency Department. A highly-skilled emergency care team, advanced medical treatment and technology supported by a ministry of caring. That's a good move for everyone.

For more information, visit chsbuffalo.org or call (716) 447-6205.



Catholic Health
Kenmore Mercy Hospital

Kenmore Mercy Hospital • 2950 Elmwood Avenue • Kenmore, New York 14217 • (716) 447-6100