

# THE LANCASTER AREA CHAMBER

Building a Better Business Community  
Serving Lancaster, Depew & Elma

# JOURNAL

Your LACC Newsletter  
FALL 2011

Grow your business—attend a LACC event.

Visit our website today for more details!  
[www.laccny.org](http://www.laccny.org)

### Morning Business Exchange

September, 8:00 am to 9:00 am

Lucky's Family Restaurant, 3400 Transit Road, Depew  
Every Wednesday

### Business After Hours

Tuesday, September 13, 2011, 5:30 pm to 7:30 pm  
Applebee's Restaurant, 4967 Transit Road, Depew  
Occurs the 2<sup>nd</sup> Tuesday of every month.

October, November, December dates/ locations on page 6

### Industrial Forum

Wednesday, September 21, 2011, Noon-1:30 pm  
Ripa's Restaurant, 4218 Walden Avenue, Lancaster  
Occurs the 3<sup>rd</sup> Wednesday of every month.  
Sponsored By: Integrys Energy  
October, November dates/ topics on page 7

### Lancaster Area Trade Show

Tuesday, September 27, 4:00 pm to 8:00 pm  
Lancaster Opera House, 21 Central Ave., Lancaster  
Sponsored By: AAA, Eagle Systems, Inc.,  
Sheridan Benefits, LLC

### Healthcare Forum

Wednesday, October 5, 2011, 8:00 am-10:00 am  
Greenfields, 5949 Broadway, Lancaster  
Presented by: Sheridan Benefits, LLC, ADP, BlueCross  
BlueShield and Developing Professionals, Inc.  
FREE!

### Open House

Tuesday October 25, 2011 8:00am-10:00 am  
LACC office, 11 West Main St., Lancaster  
Learn about ways to maximize your membership and  
meet fellow members. FREE!

For more information on our events please contact us  
at 681-9755, [www.laccny.org](http://www.laccny.org)

The Lancaster Area Chamber of Commerce proudly  
presents.....  
Lancaster Area Tradeshow



**ON BUSINESS**

DATE: Tuesday, September 27, 2011

TIME: 4:00 pm to 8:00 pm

LOCATION: The Lancaster Opera House  
including businesses on Central Avenue

**More than 50 EXHIBITORS!**  
Meet your LOCAL businesses,  
enjoy great networking, raffles  
and much more!  
Enter for a chance to win a FREE  
iPad!

**OPEN TO ALL!**

Tickets are available at the LACC offices  
and at the door.

The first 300 attendees will receive a complimentary ticket.

**Sponsored by:**





As the anniversary of 9/11 approaches let us all reflect on our freedom and thank our service men and women, first responders, families of those lost, survivors and all that also rose in service to protect our country from terrorists.

What are you going to do on this National Day of Service and Remembrance? Perhaps you will help an elderly neighbor, donate food to your local food bank or donate items to our soldiers serving overseas, write a letter to our service men and women, hang a flag, or visit the Lancaster Fire Museum on West Main Street, etc. Thank a veteran for your safety and our freedom.

The LACC has formed a Veteran's Affairs Committee with the goal of assisting veterans and their families find employment and helping them start a business. Join the committee today and stay tuned for updates.

Our board is growing! Ben Gilbert, business development manager, NorthEast Collision has joined the LACC Board of Directors. He will serve the remainder of outgoing board member Karen Lewis. Thank you for your leadership.

I am proud to announce that Karen Lewis has joined the LACC team. Karen will manage our membership department and will be growing our membership. She comes with a lot of business experience especially in chamber activities. Please contact Karen at 716-681-9755 or [klewis@laccny.org](mailto:klewis@laccny.org).

**BACK TO BASICS** is a series of articles defining the concept of improving your business by going "BACK TO THE BASICS". Karen will educate the membership on the basics. If you have suggestions please contact Karen directly. Happy reading!

**MUST Attend event!**

**LACC Tradeshow and Celebration– SPOT light on your Business, Tuesday, September 27, 2011 from 4:00 pm to 8:00 pm at the Lancaster Opera House.** Featuring over 40 Businesses including businesses on Central Avenue. Enter to win a FREE iPad.

Thank you to all who supported the LACC's 2nd Annual Golf Classic on July 25, 2011. Pictures on page 8.

THANK YOU for your friendship and continued support,  
Megan Burns-Moran  
Executive Director  
Lancaster Area Chamber of Commerce  
716-681-9755

The LACC has a new home.  
11 West Main Street, Suite 100. Please stop by!

**Lancaster Area  
Chamber of Commerce**  
11 West Main Street, Suite 100  
Lancaster, New York  
Phone: (716) 681-9755  
Fax: (716) 684-3385  
[www.LACCNY.org](http://www.LACCNY.org)

**Mission:**

The Lancaster Area Chamber of Commerce actively supports business, industry, institutions, organizations and individuals in a effort to enhance the quality of life for the business community and the residents of **Lancaster, Depew and Elma.**

**2011 Board of Directors**

John Evoy, Chair

Deborah Glowny, Treasurer  
First Niagara Bank

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Ryan Haffey  
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Lori Miller, Developing Professionals  
Matthew Murphy, Aurora Imprints  
Charlie Snyder, Allstate Insurance Company

Megan Burns-Moran, Executive Director

**Office Staff**

Diane Bove', Member Relations  
Karen Lewis, Membership Manager  
Kathy Wolski, Office Manager  
Melissa Miller, Lancaster HS intern

**GOT REFERRALS?**

Refer a business to the  
LACC and  
receive \$25.00 towards your  
membership renewal.  
Ask for Karen Lewis for  
details!  
716-681-9755

The Lancaster Area Chamber of Commerce proudly presents.....



## ON BUSINESS

Tradeshow and Celebration

DATE: Tuesday,

September 27, 2011

TIME: 4:00 pm to 8:00 pm

LOCATION: The Lancaster

Opera House  
including businesses on  
Central Avenue

Industries that will be  
represented at  
The SPOTLIGHT on  
Business:

Animal Care

Auto

Banking

Collision Repair

Computers

Construction

Retail

Dentistry

Energy

Financial Planning

Florists

Newspaper

Printing

Recruiting

Restaurant

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Not for Profits

And much more!

### WHAT is The SPOTLIGHT on BUSINESS ALL ABOUT??

This evening is an opportunity for us to work together to put the spotlight on the local businesses, the Lancaster central business corridor and our local non-profits.

The Lancaster Area Chamber of Commerce, serving Lancaster, Depew and Elma in helping to build a better business community, is proud to host the inaugural Spotlight on Business Trade Show.

This unique event for our community will showcase product, services, talents and skills of area businesses while promoting the central business corridor of the Lancaster area. This is an opportunity for area businesses to focus and shine for their customers, prospects and other local businesses.

**Spotlight on Business 2011** will be centered out of the historic Lancaster Opera House, highlighting this treasure in the Lancaster area community. Over 25 exhibitors will be presented in the central location of the Opera House.

Businesses on Central Avenue and West Main Street are being offered the opportunity to participate through signage and a "spotlight passport" directing all participants to visit each and every participating business.

Along with the highlighting of Lancaster area businesses, the spotlight will be shine on local non-profits by offering space in a location on West Main Street for non-profits to display and exhibit their services and benefit to the local community. This is an exciting element of the inaugural **Spotlight on Business Tradeshow** as it provides a multi dimensional picture of the Lancaster area and its assets to local businesses and the community.

Learn all about the show in the newspaper, newsletters, radio and social media. Radio station 104.1 will air live from the tradeshow that night to help draw in the community.

The Lancaster Area Chamber of Commerce is excited for the potential this event will have in increasing the exposure of our local businesses as well as the community at large.

**The Lancaster area, including  
Lancaster, Elma and Depew  
is an excellent place to do business.**



#### Lancaster Opera House

David Fillenwarth  
Administrative Director

21 Central Avenue  
Lancaster, NY 14086

Phone: (716) 683-1776  
Fax: (716) 683-8220  
dave@lancopera.org  
www.lancopera.org

# **BACK TO THE BASICS**

Tips and articles to **IMPROVE** your business

## **BACK TO THE BASICS**

**By Karen Lewis, Membership Manager**

This is the first in a series of articles defining the concept of improving your business by going “BACK TO THE BASICS”.

The dictionary defines “BACK TO THE BASICS” as “stressing simplicity and adherence to fundamental principles”

What are the fundamental principles of your business?

I would include the following as fundamental principles in any business.

1) **Know your products/services.** Be prepared to answer any and all questions regarding your products and services. You know the saying “Knowledge is power”...it is also “Selling Power”.

2) **Know the needs of your customers.** Their needs are the reason that you are in business! In addition to promoting your services and products, promote what needs of the customer are satisfied with your product or service.

3) **Know your market!** Identify your “perfect” customer. Once you identify your “perfect” customer, you can search for them based on chosen criteria.

4) **Build relationships and trust.** Stay in touch with your customers, educate them and continue to satisfy their needs with your products or services.

## **LACC Open House: BACK to the BASICS**

**LEARN** about ways to maximize your membership.

**NETWORK** with fellow members and board of directors.

**ENGAGE** with LACC staff.

**Date: Wednesday, October 25**

**Time: 8:00 am to 10:00 am**

**Location: 11 West Main Street  
Suite 100**

Cost: Free! Light breakfast and coffee will be served.

Open to all members and future members.

**(Replaces Morning Business Exchange)**

**BACK TO THE BASICS REMINDER:  
DELETE MESSAGES—make room for new  
business!**

With many of us doing business on our cell phones, we have a tendency to keep telephone messages to play again at a later date. We keep them as a memo!

The problem is when these messages do not get erased and a potential client/customer gets the following message:

“This caller cannot receive messages, their mailbox is full”; there is no guarantee that they will try to call again.

Do you have a suggestion for getting **BACK to the BASICS**? Submit your tip or article today!

Contact Karen Lewis @ 716-681-9755, klewis@laccny.org

## Welcome New LACC Members!

### Accessium Group, Inc.

Robert F. Sinclair  
2805 Wehrle Drive  
Suite 3  
Williamsville, NY  
14221  
(716)-828-8320  
[www.accessiumgroup.com](http://www.accessiumgroup.com)

Computer Sales and service

### Argus Tax, Inc.

Aimee M. Rehm  
3630 Walden Avenue  
Lancaster, NY  
14086  
(716) 684-8953  
Bookkeeping/  
Payroll Services/  
Tax Preparation

### Automatic Data Processing

Dean Stanfield  
305 Spindrift Drive  
Williamsville, NY  
14221  
(716) 626-6015  
[www.adp.com](http://www.adp.com)  
Payroll Services

### Carpet Care Services, Inc.

Donna Scalfaro  
235 N. Bryant Street  
Depew, NY 14043  
(716) 706-0003  
[www.carpetcareservices.net](http://www.carpetcareservices.net)  
Carpet Cleaning,  
residential and  
commercial

### Creative Job Solutions

Lisa M. Ettipio  
534 Delaware Ave,  
Plaza Suites Suite  
201  
(716) 332-7116  
Employment  
Services

### Del Vecchio and Stadler, LLP.

John DelVecchio  
640 Ellicott Street  
Buffalo, NY 14203  
(716) 218-7361  
[www.dvands.com](http://www.dvands.com)  
Attorneys

### Dominant Domains, LLC.

Michael P. Lysiak  
75 Woodell Avenue  
Cheektowaga, NY  
14211  
(716) 983-4687  
[www.dominantdomains.com](http://www.dominantdomains.com)  
Internet/ Web  
Designers

### Ed Henning, Inc.

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Haniszewski  
911 Ransom Road  
Lancaster, NY  
14086  
(716) 683-5174  
Salvage/Scrap  
Dealer

### GOOD TO GO

Dine in/Takeout  
Rob Monti  
5813 Broadway  
Lancaster, NY  
14086  
(716) 206-0365  
Restaurant

### Happy Tails Doggie Daycare

Julia A. Corallo  
36 Central Avenue  
Lancaster, NY  
14086  
(716) 685-0565  
Animal Care/  
Daycare

### Integrity Office Supply

David Nestico  
55 Amherst Villa Rd  
Buffalo, NY 14225  
(716) 853-0400  
[www.integrityoffice.com](http://www.integrityoffice.com)  
Office Supplies

### Lancaster Travel

Maria C. Mulaniff  
75 Central Avenue  
Lancaster, NY  
14086  
Travel

### M&T Bank

Jon R. Plezia  
5226 Broadway  
Lancaster, NY  
14086  
(716) 651-6020  
[www.mtb.com](http://www.mtb.com)  
Banks

### National Fuel

Andrew Szajta  
6363 Main Street  
Williamsville, NY  
14221  
[www.nationalfuels.com](http://www.nationalfuels.com)  
Utilities

### Petals to Please & More, Inc.

Kiernan Gallagher  
63 Central Avenue  
Lancaster, NY  
14086  
(716) 683-1001  
[www.petalstoplease.com](http://www.petalstoplease.com)  
Florist

### Stovroff & Taylor Travel

Kristin A. Scholz  
1127 Wehrle Drive  
Buffalo, NY 14221  
(716) 558-5603  
[www.stovrofftaylortravel.com](http://www.stovrofftaylortravel.com)  
Travel

### Today's Dog

Susan Foster  
34 Central Avenue  
Lancaster, NY  
14086

## New Member Profile

### Accessium Group, Inc.

Accessium Group, Inc. is a Lancaster based Western New York company dedicated to making Information Technology fully support your business plans and goals. In applying our expertise, we design solutions for clients that meet their business needs and expectations.

Our engineers utilize the full spectrum of infrastructure tools available to provide the best return on your investment while supporting all aspects of business computing needs. Whether it's locally implemented technologies, hosted options, software as a service (SaaS) implementations or "Cloud" options and services, we have the knowledge and experience to leverage each of these technologies to the best advantage of your particular business circumstance.

We currently support, under contract, over one hundred servers using a methodology that prevents failures, corrects pending issues before they impact your business, and manages your platform to optimum efficiency and performance. In doing so, our clients have never experienced a server down situation, and many of them have been our clients since 2003. In addition, their technology investment is always "tuned up" and working at peak efficiency.

If you are looking for a better IT support alternative, want to know if your IT is optimized for your business needs, or just want a second opinion, please give us a call.

**Accessium Group, Inc.**  
2805 Wehrle Drive  
Williamsville, NY 14221  
716-828-8320

### Member to Member Discount Program A LACC Members Only Benefit

The **Member to Member** discount program is designed for members to offer exclusive discounts or special promotions to the Lancaster Area Chamber of Commerce members.

We are adding businesses every day.  
Contact the Chamber with your unique offer and we will add you to the program.  
Member Discounts will be in the bi-weekly  
E- Newsletter

**LEARN, NETWORK, ENGAGE**  
**Register today! [www.laccny.org/events](http://www.laccny.org/events)**  
**716-681-9755 or email: [mbmoran@laccny.org](mailto:mbmoran@laccny.org).**  
**Please POST this Event Listing in your office for all to see!**

**MORNING BUSINESS  
EXCHANGE**

Join LACC every  
**WEDNESDAY,**  
**8:00 am to 9:00 am.**

September  
**Lucky's Family  
Restaurant**  
3400 Transit Road  
Depew, NY

**Have you attended yet?**

Network in a relaxing  
environment and build  
relationships that will  
enhance and grow your  
business!

**THANK YOU!**

Dr. Duane  
Redlinski, Redlinski Chiropractic,  
P.C. for sponsoring  
August Morning Business  
Exchange!  
Sponsorships are  
available for this weekly  
networking breakfast.

**BUSINESS  
AFTER HOURS**  
Second Tuesday of  
every month– Join us!  
Bring lots of business cards!

Tuesday,  
September 13, 2011  
**Applebee's Restaurant**  
4967 Transit Road  
Depew, NY

Tuesday  
October 11, 2011  
**TechNet Task Group**  
41 Central Ave, Lancaster

Tuesday,  
November 8, 2011  
**Petals to Please**  
63 Central Avenue  
Lancaster, NY

Tuesday  
December 13, 2011  
**Salvatore's Italian  
Garden**  
6461 Transit Road  
Depew, NY

**HEALTHCARE FORUM**

**“Accountability & Responsibility –  
Everything you and your employees  
need to know”**

This session will educate business  
leaders on how to implement success-  
ful health management strategies to  
create a culture for practicing preven-  
tion and reducing spending.

Participants will learn how to analyze,  
create and develop an effective health  
management plan to reduce spending,  
increase quality of services and create  
a culture of personal accountability  
and responsibility.

Date: **Wednesday,**  
**October 5, 2011**  
Time: **8:00 am to 10:00 am**  
Location: **The Greenfield's , 5953  
Broadway, Lancaster, NY**

**Reservations required. RSVP by Mon-  
day, September 26, 2011**

**FREE!** Continental breakfast,  
coffee, juice will be served.

Presenters: Sheridan Benefits, LLC.,  
Developing Professionals, ADP,  
BlueCross BlueShield

Sponsored by: The Greenfield's,  
LACC, Sheridan Benefits, LLC.

716-681-9755, [mbmoran@laccny.org](mailto:mbmoran@laccny.org),  
[www.laccny.org/events](http://www.laccny.org/events)  
716-681-9755, [mbmoran@laccny.org](mailto:mbmoran@laccny.org).

**Effectively Using Social Media to Grow  
Your Business**

This seminar addresses the five most important things you can do to pro-  
mote your business through new media and social media platforms to gen-  
erate effective results and new business.

Date: **Monday, October 24th, 2011**  
Time: **5:30 pm to 8:00 pm**  
Please **RSVP by Wednesday, October 19, 2011**

Place: Jacobs Executive Development Center  
**672 Delaware Avenue (Corner of Delaware and North Street)**  
Buffalo, New York 14209

Presented by:  
Lancaster Area Chamber of Commerce, UB School of Management, Cen-  
ter for Entrepreneurial Leadership, Block Club Creative, KeyBank,  
Buffalo Niagara Partnership

**Lancaster Area Chamber of Commerce  
2nd Annual Golf Classic Sponsors  
Thank you for another great outing!**



Arnold Palmer:  
Twin Village Recycling, Inc.

**Thank you to all of sponsors!**

Twin Village Recycling, Integrys Energy Services of NY, Bank of Akron, Eagle Systems, Rural Metro Medical Services, Sheridan Benefits, LLC, Try-It Distributing, Inc., Co. (Balkan Beverage).

**Thank you to all who donated to the Raffle.**

**Special thank you to our host Lancaster Country Club.**

Camera Shy

Jack Nicklaus: Bank of Akron  
Sheridan Benefits, LLC.



Ben Hogan Eagle Systems, Inc.



Jack Nicklaus: Integrys Energy Services of NY shown with Besroi Construction



Ben Hogan: Rural/Metro Medical Services



Golf Classic Chairperson Lori Miller center, Kevin Overdorf, left and Jim Miller, right

## INDUSTRIAL FORUM SERIES

**2011 Industrial Directories** are available at each meeting or request you copy by calling the LACC, 716-681-9755.

When: Third Wednesday of each month.  
Where: Ripa's Restaurant, 4218 Walden Avenue  
Lancaster, NY  
Time: Noon to 1:30 pm

Lunch and Learn educational  
forums for area manufacturer's.

Wednesday, September 21, 2011

### TOPIC:

How can the Lancaster Industrial Development Agency (LIDA), Lancaster Area Chamber of Commerce (LACC) and the Lancaster Area Industrial Forum improve your business and help you gain more local business?

Presenters: Paul Leone, LIDA consultant, Megan Burns-Moran, executive director LACC and Jerry Myers, chairperson, LAIF committee.

Sponsored by: Integrys Energy Services of NY

**RSVP required by: Friday, September 16, 2011**

Wednesday, October 19, 2011


### TOPIC:

Keeping it Simple – Keeping it Real  
A Practical Approach to Strategic Planning for Your Business

Presented by: Thomas R. Ulbrich, Executive Director  
University at Buffalo, School of Management, Center for Entrepreneurial Leadership

Sponsored by: Integrys Energy Services of NY and Lancaster Industrial Agency (LIDA).

**RSVP required by: Friday, October 14, 2011.**



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BRANCH MANAGER  
ASSISTANT VICE PRESIDENT

Tel: 716-684-4304 Ext. 222  
Fax: 716-684-4335  
Customer Service: 800-421-0004  
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## Member Spotlight

Reserve your space today and share your good news



### The Web Agency...Online Ingenuity for Small Business

If you are looking for a company who understands small business and can give you a professional, strategic online presence that brings **potential leads...potential buyers to you**, you have found it. We are Quad-B, The Web Agency. Everything we do focuses on the **small business owner's online image and success.**

Most all our online services fall under three areas of expertise:

**Website Design and Content** services tell your site visitors who you are, your unique value, and how you can help them.

**QuadBoost SEO** services optimize your content to rank high in search engines like Google, Bing, and Yahoo.

**Social Media Marketing** services provide strategic campaigns to increase traffic to your website and create enthusiasm for your products and services

We are a small business. We know the pride you feel as a business owner, and the challenges you face...daily. We get it. Now, get your share of online ingenuity...from Quad-B.

We'll make your life easier To learn more, please call Jill Bentkowski at 716-213-4444 or email [jill@quad-b.com](mailto:jill@quad-b.com).  
[www.quad-b.com](http://www.quad-b.com)

**Thank you** to everyone who donated blood at **UNYTS blood drive** held at the LACC on August 11, 2011.  
**YOU HAVE BEEN GIVEN THE GIFT OF LIFE.**  
**Give it back.**

Thank you to **Broadway Driving Range and Miniature Golf** for hosting the LACC on August 11th.

Fun was had by all!

Thank you to our **Business After Hours Hosts:** July, Magruders **Restaurant, Pub and Banquet House.** Thank you for opening your doors to the LACC.

**Magruders** Matt Dombrowski  
*Restaurant & Banquet House*

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Elaine Bialecki **Elaine's**  
FLOWER SHOPPE

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Depew, NY 14043  
716-681-4688

[www.elainesflowershoppe.com](http://www.elainesflowershoppe.com)  
[www.elainesflowershoppe.biz](http://www.elainesflowershoppe.biz)

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**William D. Tate, Sr.**  
Phone (716) 681-4464  
Fax (716) 681-4785  
Cell (716) 432-0979

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Customer Relations Manager

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Cell: (585) 409-1214  
[slabruna@westherr.com](mailto:slabruna@westherr.com)

[westherr.Select.com](http://westherr.Select.com)

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Lancaster, NY 14086

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fax 716/ 651-9256



Building a Better Business Community  
Serving Lancaster, Depew & Elma

11 West Main Street, Suite 100  
P.O. Box 284  
Lancaster, New York 14086



### Special WINTER 2011 Newsletter Pricing

**\*\*Must reserve by September 30, 2011 to receive special pricing**

- **Inserts: \$125.00– save \$25.00!**
- **Member Spotlight-\$40.00- save \$10.00**
- **Business Card Ads- buy 2 get 3rd free!**

### Special E– Newsletter Pricing for 2011

**October, November, December only**

- **Sponsor-\$20.00– save \$5.00**
- **Member announcement- \$20.00– save \$5.00**

**ALL ADS must be reserved and paid for in advance.**

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Company Address City, State, Zip \_\_\_\_\_

Phone & Email \_\_\_\_\_

Please FAX 716-684-3385 or MAIL form to the LACC– new office:

11 West Main Street, Suite 100, Lancaster, NY 14086.