



September/October 2010

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

Business Development Meeting

Thursday, September 30, 2010

8:00 to 9:00 a.m.

Clarence Town Park Clubhouse, 10405 Main St.

September 30 CHA Meeting Scheduled for Clubhouse

Members of the Clarence Hollow Association will meet at the Clarence Town Park Clubhouse on Thursday, September 30, from 8 to 9 a.m., for their monthly business development meeting.

The Clarence Town Park Clubhouse Restoration Committee will present a tour of the clubhouse to show the improvements that have been made.

The committee was formed in 2003 by Past Supervisor Kathy Hallock, who will be leading the tour along with the committee President Sharon Barker.

Clarence Hollow Association lead by Don Boyd encouraged the restoration of the Clubhouse after he participated in Doors Open Niagara and CHA hosted the Clubhouse in October 2003. CHA and its members along with numerous individuals and community groups have donated to the restoration several times. The fabrication and installation of original design light fixtures was led by David Brace.

Projects completed include reupholstered and refinished original furniture, carpeting, painting, added new curtains, installed the Bicentennial Quilt, reconstruction of the wall from the west front door to the kitchen, installed three display cases and a permanent buffet in front of the kitchen door, repaired the 1901 clock that was crafted by Charles Rohlf and placed it in the central display case.

In 2011 the Clubhouse will be 100 years old and there will be events to celebrate the Clubhouse Centennial. On July 2, 2011 the committee is planning a Centennial Celebration with a car show, historical and architectural tours, displays and more. This will be in conjunction with Clarence Day in the Park and the community will be invited.

Please plan to come and bring a friend to enjoy this special tour. Any questions please contact CHA Director and event facilitator Elaine Wolfe, 759-8475.

- Flora Leamer

Branding Clarence Topic Of October 28 Meeting

Come hear Town of Clarence Supervisor Scott Bylewski discuss how you can help further the buzz about the Town's brand, "Town of Clarence: Green Spaces, Caring Faces, Historic Places." The monthly business development meeting of the Clarence Hollow Association will be held on Thursday, October 28, from 8 to 9 a.m., at the Clarence Youth Bureau, 10515 Main Street.

A brand, simply put, is a promise to customers that a specific level of value, quality, and service will be received. Think of a brand as a covenant between a business and its customers. The promise is usually communicated through mass media advertising.

Mr. Bylewski will discuss how Clarence selected the brand theme that we are using and how we will promote it throughout our community to attract business to Clarence. There will be time for questions and answers.

There is no charge to attend the meeting; members and guests are welcome and coffee will be provided.

- Flora Leamer



Within this issue:

- ♦ Farmers' Market...page 2
- ♦ Networking Events...page 2
- ♦ Welcome New Members...page 3
- ♦ Scarecrows in the Hollow...page 3
- ♦ Ornament on Sale Now...page 4
- ♦ President's Message...page 4

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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.

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Simone Rowan, *Clarence Community & Schools FCU*
Elaine Wolfe, *Resident Member*

September and October at the Farmers' Market

The Erie County Fair has come and gone, school bells are a ringin' and the September harvest is peaking early this year, as a result of a beautiful spring and unforgettable summer! The Clarence Hollow Farmers' Market is at its peak, and we look forward to beautiful September mornings followed by cool October autumn Days. This is the perfect time of year to prepare and stock up for the holidays and a winter's rest.



The Market offers a wonderful array of gift ideas for friends, teachers, that someone special, and special occasions like birthdays and the upcoming holiday season, including secret Santa gifts. Here are just a few ideas - a small container of maple syrup or honey with a nice hot cocoa mix; jams and jellies with fresh syrups or canned peaches; soaps and lotions with a box of note cards; pasta and sauce, a bottle of wine, flowers and chocolates; fresh pies or baked goods with fresh ground coffee.

This is also a great time to get what you need to stock your pantry or fruit cellar for the winter months - including canning ingredients, such as tomatoes, peaches, pears, apples for homemade apple sauce or apple butter, corn relish, carrots, potatoes, squash for baking, apples and peaches for pies and so much more! And after all this shopping, make sure to stop by our Snack Shack and Coffee Hut for a warm breakfast/lunch and a hot cup of freshly brewed coffee!

The fan fair to our Market season will be **FARM AND TRACTOR DAY** on Saturday, September 25 - the Hollow's own take of a country field day - featuring antique tractors (one with a hit and miss engine), cutting box, apple peeling display for the children, lace, knitting and rope making demonstrations and animals. Along with our local farmers, specialty vendors, country store, coffee hut, snack shack, winery of the week and balloon art, can you just image the fun? The Market's featured lineup for Farm and Tractor Day is entertainment by Clarence Center's own Jeff Didion, from 9am to 1pm; Kids activities at the Lil Sprouts Tent; Eagles Wings, our Community Service group; Vacuum Mart, Business of the Week; Alpaca Playpen will have their Alpacas; and Heron Hill Winery as Winery of the Week.

The Market awaits your visit! We're here every Saturday (through October), 8am to 1pm, "rain or shine". We are located 5.8 miles east of Transit, between Ransom and Salt Roads, at 10717 Main Street. Come visit New York State's only "Rails-to-Trails" Farmers' Market.

Keep up to date on Market events, activities, entertainment and other general information via our website www.clarencehollow.org or our Facebook page [facebook.com/clarencehollowfm](https://www.facebook.com/clarencehollowfm). You can also contact us by phone at 759-1055 or by email at clarenefarmersmarket@gmail.com
Buy Local....It Matters!

- Carol Conwall

Networking Event Dates Announced



Simone Rowan, chairman of the Clarence Hollow Association Networking Events Committee, has announced dates and locations through November. Business After Hours events scheduled are:

- ♦ **Sept. 20, Monday**, 5:30-7 p.m.-Salon in the Tower, 10225 Main St.
- ♦ **Oct. 18, Monday**, 5:30-7 p.m.-Historical Society of Clarence, 10465 Main St.
- ♦ **Nov. 15, Monday**, 5:30-7 p.m.-Sheridan Benefits, 8685 Sheridan Dr.

Business After Hours events are designed to inform members of member businesses and afford an opportunity to exchange business information. There is no charge for members and refreshments are served courtesy of the host. For information, call Simone Rowan at 630-0888.

Hollow Fails to Win Main Street Grant

On August 30, the Town of Clarence received a letter of denial regarding the town's application for grant moneys for Clarence Hollow properties issued through the Housing Trust Fund Corporation of New York State under the New York Main Street Program. Application for this grant for Clarence Hollow was made in April.

According to information from Connie Minor, Connie D. Minor & Co. Grant Consultants, three successful applicants from Western New York were funded: Old 1st Ward Community Association, Inc., Parkside Community Association of Buffalo, Inc., and People United for Sustainable Housing, Inc.

Minor, who wrote the grant for the town, urges that we apply again next year.

- Elaine Wolfe

Welcome New Members



Artsy Elements, 4773 Harris Hill Road, Williamsville 14221, Barbara Stradtman, owner, 810-9191 or 432-8316, creativecrockery@aol.com. Recruited by Cheryl Anthony.

Bellus Lux Lucis Fine Art Gallery, 10750 Main Street, Bonnie Lux, owner, 698-0066, luc9397@roadrunner.com. Recruited by Flora Leamer.

Burns Me Up Custom Graphics, 10295 Main Street, Danielle Burns, owner, 341-0546, burnsmeup@verizon.net. Recruited by Flora Leamer.

Samuel's Grande Manor, 8750 Main Street, Williamsville 14221, Mark Fromholt, manager, 634-8425, mark@samuelsgrandemanor.com. Recruited by John and Flora Leamer.

Daniel J. Vecchio, resident member, 9735 Main Street, Apt. F1, 812-8366, djvecchiosr@hotmail.com. Recruited by Don Boyd.

Autumn in the Hollow Scarecrow Contestants

It was reported that 36 scarecrows were hanging around the light poles on Main Street in the Hollow last Fall for the first time and we're hoping last year's gang will return and bring along a few more friends to join in the Autumn excitement. A party isn't a party unless there are at least 50 to start.

A little friendly competition among any and all Clarence Town friends, families, organizations, business, churches and schools throughout Clarence for this year's event would prove to be most interesting and a whole lot of fun. Applications are now being accepted

The contest boundaries along Main Street this year will include: Shisler Road on the west and to Davison Road on the east.

If you haven't heard or checked out yet, www.borderlinemadness.com/ClarenceNYScarecrows.html, you must! Borderline Madness did a little write up on the Hollow when they were passing through Clarence on their way to Rochester - filmed the scarecrows and made a YouTube clip. We're hoping they'll be back and film us again.

Registration form and \$10 fee are due at the Clarence Hollow Association office by September 28. October 2 is when the scarecrows will be setup and the judging by the visiting public runs until October 11. The scarecrows will be on display the entire month of October. The Legend of the Clarence Hollow Mystery Game will run concurrently in celebration of "Autumn in the Hollow." These events are designed to complement autumn activities and to encourage visitors to take note of Main Street businesses and attractions in the Hollow.

Registration forms and guidelines can be found at the Clarence Hollow Farmers' Market, Saturdays 8am to 1pm, Clarence Deli or online at www.clarencehollow.org.

Questions, email Kevin Floss, committee chair, at kjfloss@hotmail.com or Carol Conwall at neosister@gmail.com. Kreher's Farm Fresh Eggs, proud 2010 sponsor.

- Carol Conwall

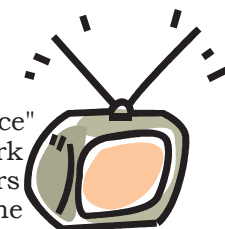
OUR TOWN: Clarence To Air in September

The preview showing of the "OUR TOWN: Clarence" program for WNED-TV was held in the Town Park Clubhouse on September 7, 6-9 p.m., for volunteers and a guest only. The showing was not open to the public.

The program is a series of video subjects prepared by volunteers from Clarence about different aspects of "our town." Subjects include: Asa Ransom House, Town Park Club House, Clarence Hollow Farmers' Market, Clarence Arboretum and Stone Walls, Business Districts, Youth Programs, Town Parks, Farms and much more. The video footage was shot in late June, and each volunteer was interviewed about his/her subject. WNED-TV Producer Paul Lamont edited the material and created the hour-long program.

OUR TOWN: Clarence will air on WNED-TV Ch. 17 on Saturday, September 25 at 6:30 p.m. WNED-TV is asking for Clarence volunteers to man the telephones since this program will be a fundraising event. If you wish to volunteer, contact Dorothy Mesmer (dmesmer@wned.org) or call Helen Sanders 662-5531 or Dianne Kubiczek 894-2329.

- Elaine Wolfe



From the President

The CHA is Headed This Way



First of all, thank you to all of you who completed the questionnaire that was sent to the membership. Over 30 responses came in with very interesting ideas of where and what the CHA should be doing in our community. Additionally the board continues its review of our mission statement and the various activities that the association undertakes each year. The association is engaged in approximately 25 different activities or events. Needless to say that is quite an undertaking by any organization. So what does all of this mean to you, to the organization and the community in which we serve? Interestingly enough, we are not sure.

The board is considering a number of options such as discontinuing some events, perhaps less social events, printing fewer brochures than the 100,000 that we now print each year, or not changing anything. Whatever we do we can assure two things. First, we will do it well. The Clarence Hollow Association prides itself in doing well in all of its activities.

Case in point is the Farmers' Market. We are in our eighth year and we are noted throughout Western New York as one of the premier farmers' markets. Another case in point is the Discover Historic Clarence brochure. As previously cited, over 100,000 are printed annually and are distributed throughout Western and parts of Central New York. We often get calls from other organizations and individuals requesting the brochure for the membership listing, or the calendar of events or the short narrative of the history of Clarence that is contained in the

brochure.

The second thing that you can be assured is that the Clarence Hollow Association is about Clarence. We focus on economic development and the historic preservation of Clarence as being a vital suburb in Western New York where people want to live, work or play. We promote "buy local," community beautification, use and development of the bike trail system, engaging the youth of our town and more.

So how can you help? You can contact us and indicate your willingness to be a volunteer at our functions or suggest continuing ways in which we can improve; purchase our current fund raising tickets for Dining Extravaganza that supports the membership and the buy local theme (winners will be drawn October 18 at our Business After Hours networking event at the Clarence Historical Society); shop at our member's business locations and attend our social functions. All of this will help to make the Clarence Hollow Association a better organization for a better community.

- John Leamer

Fourth Tree Ornament Depicts 1911 Clubhouse

The fourth Christmas Tree ornament sponsored by the Clarence Hollow Association is on sale now. It depicts the Clarence Town Park Clubhouse which will be celebrating its centennial year in 2011 with several planned events.



In 1910 the Automobile Club of Buffalo (ACB), now AAA Western and Central New York acquired the 69-acre site on the west hill in Clarence Hollow. The following year the new "Country Home" of the ACB opened and was a popular gathering place for members. In 1957 the Town of Clarence purchased the building and surrounding property from the ACB.

The Clarence Hollow Association is proud to offer this ornament in recognition of the centennial celebration. The white ornament depicts the Clubhouse, the Automobile Club's logo, AAA charm attached and legend written on the box. It is a beautiful custom commemorative ornament and will be an addition to your home or a gift for someone.

The ornaments sell for \$10.00 and are on sale at: Clarence Hollow Farmers' Market, Asa Ransom House, M&T Bank (in the Hollow), Bank of Akron (Clarence & Clarence Center), The Podge, Clarence Historical Society, Dash's Market, Yours Truly in Clarence Center, Clarence Community & Schools Federal Credit Union. A few of the second and third ornaments in the series are available at the Asa Ransom House and some of the other locations. They depict the Clarence Log Cabin (red) and Spoons Hotel (blue). Any questions regarding the purchase or sale of the ornaments please contact Flora Leamer at 984-5235.

- Flora Leamer

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