



THE ARCADE AREA CHAMBER OF COMMERCE
BUSINESS ADVOCATE



Chamber – Community – Business

By Dorie Clinch

What a great way to tie events and people together. The Arcade Winterfest did just that. All the various activities kept Arcade bustling for the entire weekend starting with the King and Queen

Reese and Alex Satchell. Many of these men are area businessmen or work at area businesses and showed their support by joining in with an activity they enjoy and could compete in.

There were 11 teams participating, Jeremy’s team was sponsored by Utz Tire of Arcade. Other local sponsors were Crabb Oil, Brass Shurfine, and John & Mary’s. Each team or sponsor had to pay an entry fee to participate which they gladly did to be able to spend the weekend in friendly competition with other area sports enthusiasts doing what they enjoy.

Winners were – first – Kinmartin Pub of Rushford, - second - Team Caution of Buffalo and tied for third and fourth – Storm of Arcade and Handymen of Arcade. Congratulations to all.

Events like this are what makes the Arcade Area what it is. People working together to build

Chamber-Community-Business



crowning on Friday evening, the craft shows, the comedy show on Saturday, right through to the closing events on Sunday.

Jeremy Satchell president of the Arcade Area Chamber of Commerce participated in the hockey tournaments with his teammates Bill Manthey, Ben Driver, Matt Mayer, Tom Cerasani, Steve Hammond, Luke Hackett, Chris Sobczak, Mike Mussel, Chad

The games were held on Friday, Saturday and Sunday with weather that was quite frigid but the games were held and the number of spectators was fantastic. With wind chills in the negative numbers and snow falling a good share of the time, all the teams put forth their best efforts in hopes of winning one of the top spots for the monetary prizes.



From The Desk of the President

Jeremy Satchell

It is both a privilege and honor to be presiding over our Chamber of Commerce for the 5th consecutive year. We have many activities and events planned for 2011 and I look forward to another successful and rewarding year. We will be hosting some of our trademark events such as the Community Trade Fair, Awards Dinner and Golf Tournament while sprinkling in social events spotlighting member businesses and educational seminars to keep our local businesses in touch with the ever changing business world. In addition to our events and activities, we have been busy “behind the scenes” meeting with other community organizations to discuss joint opportunities to provide added value to our members and the communities that we serve.

My main goal for this article however, is to introduce our Chamber Officers, Directors and Employees for 2011. It is very exciting to report no changes in the ranks. They are as follows:

Position	Name	Employer
President	Jeremy Satchell	Five Star Bank
1st Vice President	Cheryl Petrie	Five Star Bank
2nd Vice President	Mark Kless	Kless Boys
Treasurer	Julie Rosenthal	Rosewood Business Solutions
Director	Dr. Jeff Bowen	Pioneer Central School
Director	Cyndi Gradl	Arcade Herald
Director	Dan Hoffmann	Hoffy's Enterprises
Director	Jeff Hokenson	Pioneer Christian Fellowship
Director	Linda Kempf	Crescent Manufacturing
Director	Miranda King	Southtowns Financial Group
Director	Bill Koch	Prestolite Electric
Director	Deb Kozak	Suburban Adult Service, Inc.
Director	Sandy Krist	M & T Bank
Director	Samantha Pleace	Lillenstein & Pfeiffer
Director	Pam Tilton	Carrier Business Services
Executive Secretary	Dorie Clinch	Arcade Area Chamber of Commerce
Office Assistant	Brenda Thomas	Arcade Area Chamber of Commerce

We are so very fortunate to have such quality individuals representing our Chamber and our communities.

In closing, I would like to thank everyone for their continued support of our Chamber of Commerce. If you have any suggestions, ideas, concerns, or if you would like to become more involved in Chamber events and/or committees, please feel free to contact me via e-mail at ajsatchell@five-starbank.com or through the Chamber office at 585-492-2114.

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2011 Learning is Burning @ AACC

The education committee, started in 2010, is “sizzling” for 2011 and has been planning to bring educational gatherings and events for the year ahead. Don’t get nervous, we aren’t talking about textbooks and tests but rather seminars and gatherings with an educational twist. Some of these events will include seminars on how to better your business using new age technology and social networking sites, what it means to be a good leader in your organization, how to get past the uncomfortable introduction of telling someone what you do, and many more. We are also excited to be partnering with some of the local educational organizations, such as Pioneer Central School and GCC, with joint ventures.

Keep your calendar open and watch for the announcements of our first “educational” event in March- “Speed Networking, mastering your elevator speech”. This will be a fun, interactive event, open for all to attend. This event will provide you with techniques that may come in handy as you attend different social gatherings throughout the year.

As a business owner and member of the Chamber, if there is a topic of interest you would like to learn more about, don’t hesitate to contact the Chamber office and provide some suggestions. They are always welcome!



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Where it all began!!!

It began in 1984, when Henry Heslop was the Superintendent of Pioneer Central School and also the President of the Arcade Area Chamber of Commerce.

Mr. Heslop learned of a Trade Fair show being held in Hamburg and wanted to learn more about it and see if it would be possible to hold one in the Arcade Area. He asked Audrey Erick and Pat Traverse who worked for the school to go to Hamburg and learn all they could about it which they did.

Next they had to find a place to hold it which turned out to be the old Ames store in Yorkshire and the really tough part was selling the idea to the area merchants. Audrey Erick walked to every merchant in Arcade and spoke with many from the area communities, doing her best to sell the idea of doing a weekend show to allow people to see what the area had to offer. Walt Howell was the toughest one to sell the idea to but he came through and participated along with about 40-50 other area merchants.

Henry, Audrey, Pat and Howard Payne along with many others put the effort into cleaning the

store and then physically measuring out the 10' x 10' booths, using chalk to mark them on the floor and Howard did all the electrical work that

was not difficult to get merchants to participate in future Trade Fairs and from there it has become almost an annual event.



In the early years, on Friday evening after all the vendors had set up, a reception was held for the vendors, providing an array of wonderful food and spirits.

Through the years the Trade Fair has been held at Pioneer High School, the Arcade Elementary school, the Foamex building and most recently in the Tractor Supply building. Some of these buildings had no heat, so needless to say it was chilly and heaters were used extensively.

Many thanks to all the hard working, community minded people, who worked to make so many of these wonderful shows happen. Again it is **Chamber - Community - Business** that makes this area a great place to work and live.

This year's Trade Fair will be April 9th and 10th at the Tractor Supply Plaza. See you there.

needed to be done.

It was a huge success for the area. People came from the local communities and outlying towns, villages and cities and were given a wonderful overview of what a small area linking four counties has available. After the first show, it

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Arcade Area Chamber of Commerce
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Treasurer	Julie Rosenthal	Jeff Hokenson	Samantha Pleave
Exec. Secretary	Dorie Clinch	Linda Kempf	Pam Tilton
Office Assistant	Brenda Thomas	Miranda King	

Upcoming Events

Mar 13 - St. Joseph's Social Center
 Corned Beef'n Cabbage Dinner
 Noon - 3:00 pm - Bliss

Mar 20 - Chaffee/Sardinia Kiwanis
 All you can eat - Pancake Breakfast
 8:00 am - 1:00 pm
 Sardinia Fire Hall

May 21st - Chaffee/Sardinia Kiwanis
 Presents "You have the Right to
 Remain Dead" mystery comedy
 Dinner Theater at Delevan Training
 Center - Call 496-8967 reservations

Mar 22 - Chamber Seminar
 Concept of Speed Networking
 6:30 - 8:00 pm
 Chanderson's Steak & Seafood
 Delevan

Mar 31 - 7:00 pm Arcade Lions Club
 presents The Harlem Ambassadors
 Vs. The Lightning Lions
 Pioneer High School Gym

April 9 - 9 am - 5 pm
 April 10 - 10 am - 3 pm
 Arcade Area Chamber
 Community Trade Fair
 Tractor Supply Plaza

May 1st - Arcade Center Farm
 All proceeds for the day go to
 Benefit Mutiple Sclerosis
 8 am - 2 pm

May 14th - Annual Awards Dinner
 Arcade Area Chamber
 at the Holland Willows
 Watch for details

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