



# THE ARCADE AREA CHAMBER OF COMMERCE BUSINESS ADVOCATE



## Christmas Magic at Arcade Elementary

Santa made his presence known at Arcade Elementary on Friday December 3<sup>rd</sup> for the annual event known as Christmas Magic. The frosty evening began with Arcade Elementary Principal, Kevin Munro leading the attendees in the traditional tree lighting ceremony on the Church Street side of the school grounds. Then to the delight of all in attendance, Santa who left his reindeer at the Arcade Fire Hall, rode onto the school grounds on the back of an exquisitely decorated fire truck courtesy of the efforts of Hank Goodemote and the Arcade Fire Department.

Upon his arrival, Santa greeted the 200 + kids with candy canes, Christmas Cheer and photo opportunities. The crowd was able to warm themselves up with hot chocolate and cookies provided by the Arcade Area

Chamber of Commerce and served by Chamber and community volunteers. Smiles were plentiful by children and adults alike. As this was my 1<sup>st</sup> experience with this event,

returned on Saturday morning at Marco's Pizza and Subs for another photo opportunity with donuts and hot chocolate served to the early morning participants.



it was very rewarding and fulfilling to see the joy brought to all. For those that were not able to be in attendance on Friday, Santa

A special thank you to Joe Owens and his group of community volunteers who have been responsible for overseeing this magical event for many years, Hank Goodemote and the Arcade Fire Department, Kevin Munro and the staff at Arcade Elementary, Mark and Jennie Saladyga of Marco's and last but not least Santa Claus. This event is truly an example of the benefits of living in such a small, caring, close knit community and I look forward to the Chamber of Commerce's involvement in this event for many years to come.

Merry Christmas!!!!

## S & S Enterprises (Stan & Sons)

Stan Gunsolus opened his computer technology business office on November 5, 2010 at 561 Main Street in Arcade. Computer technology was a novelty for Stan at first but then he realized that this was the up and coming thing in the world and wanted to learn more. After working with computer electronics on his own for almost 10 years on a part time basis, Stan decided it was time to turn his hobby into a full time business from his home in October 2008.

Stan's background shows that his interest in electronics has always been there. Serving in the Army for 8 ½ years working with electronics of all sorts and being employed at Motorola as an engineer for 27 years, again working with all types of electronics. Plus having a real desire to learn and experiment has given Stan the expertise needed to repair, rebuild and implement new and used computer and camera systems,

plus design, maintain and host websites.

Located in the Jenny Lee Plaza building, Stan is ready to do just about anything dealing with computers – new and used systems are available including desk/lap tops, repairs, upgrades and virus removal, cameras and surveillance systems, websites and soon E-Bay consignments. Flash drives, memory cards, wireless mice and cables are available to be purchased.

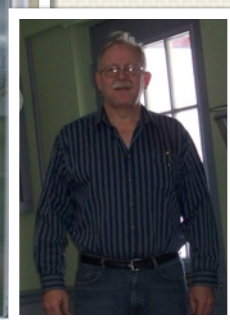
With the support of his wife Patricia, Stan hopes to be able

to expand the business and extend the services he can offer. Stan also hopes to be able to hold classes to assist people in learning about and how to use the world of computers.

Stan has already set in place having C & J Studios (Craig Jeffrey) share his office starting in May of 2011 to be able to offer even more expertise from two different sources.

Feel free to stop by and say hello to Stan or call 585-492-9957 to get the assistance you are looking for.

Office hours – Mon-Wed-Fri 9 to 5, Tue-Thr-Sat appointment only.



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Andy Mat & Mark Kless

# Not Just Tires Anymore

Dick Hoffman started in 1965 in Rochester being employed by Goodyear doing retail tire sales and repairs. Doing this for more than 30 years, Dick decided it was time to branch out on his own, so in 1996 Utz Tire Service of Arcade, Inc. opened for business behind the old Jenny Lee Dairy site on Main Street in Arcade. There he built his name and reputation in the tire business offering a variety of brand name tires, with installation and repair available.

In the fall of 2005, Utz Tire relocated to the Arcade Village Plaza at 688 West Main Street where it has grown to be the largest, tire only, business in Wyoming County. Winter of 2006, opened a new avenue as Jason Hoffman joined his father, working together to provide more services. Prior to this, Jason worked with Delta Airlines and CSX

Freight Train lines.

2010 brought about more changes for Utz Tire. In September they began doing oil changes using Quaker State and Kendall products. In December they became a full service facility. Offering repair work on brakes, rotors, exhaust systems, and shocks just to name a few.

Utz Tire is ranked in the top 150 registered tire centers in the

country with Michelin. They employ 2 certified automotive tire service instructors. Utz Tire is linked with many nationwide companies through Goodyear to be able to service vehicles as they travel cross country. They also provide services to various municipalities through state negotiated contracts.

2011 will bring something new. A ten unit storage facility will be built behind the present location to accommodate storage needs for the plaza and to rent the other units.

A key to their success is educating consumers on safety when it comes to purchasing and placement of new tires on a vehicle.

Hours are Mon-Fri 8 am - 5 pm, Sat 8 am - noon, Call 585-492-2000 or 716-492-2000



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## From The Desk of the President

Jeremy Satchell

Seasons Greetings!! It is unfathomable to me that it is mid December already. The seasons are flying by and before we know it another new year will be upon us. 2010 has been an extremely busy year for our Chamber. We conducted many of our trademark activities such as the Trade Fair, Annual Dinner, Socials, and our Golf Tournament which were enjoyable and rewarding. We most recently hosted the annual Christmas Magic at Arcade Elementary School. This event which is new to the Chamber was most rewarding with smiles by all in attendance. I look forward to the Chamber's involvement in this and all of our activities for many years to come.

Behind the scenes our committees have been working diligently to prepare for our year end 2010 activities and our strategic planning for 2011. We are planning a full slate of activities for 2011, with our 1<sup>st</sup> activity being our Annual Membership Meeting on Wednesday January 12<sup>th</sup> at 8:00 at our office. Please stay tuned for additional details on our upcoming events and activities. Additionally, I am pleased to announce our slate of Officer's for 2011. The following were elected at our December Board of Director's Meeting. They are as follows: Jeremy Satchell, President, Cheryl Petrie 1<sup>st</sup> VP, Mark Kless 2<sup>nd</sup> VP and Julie Rosenthal, Treasurer. I am excited and honored to be working with this team again in 2011.

Also, we are **Going Green** with our newsletter in 2011. We will be reaching out to all of our members to ensure that we have current e-mail addresses to ensure timely delivery. We will also be posting it on our website on a quarterly basis for all to enjoy.

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](mailto:ajsatchell@five-starbank.com) or through the Chamber office at 585-492-2114.

Merry Christmas and Happy New Year!!!

Jeremy Satchell



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# NOTICE OF ANNUAL MEETING

The annual meeting of the membership of the Arcade Area Chamber of Commerce for the election of directors and for the transaction of such other business as may properly come before the said meeting will be held at  
The Arcade Area Chamber Office  
684 West Main Street  
Arcade, New York on Wednesday,  
January 12, 2011 at 8:00 a.m.

Jeremy J. Satchell  
President

## THE TRADE FAIR IS COMING!

OUR SEMI-ANNUAL TRADE FAIR  
WILL BE HELD IN APRIL  
LOCATION IS STILL TO BE  
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Arcade Area Chamber of Commerce  
684 W. Main St  
Arcade, NY 14009

## 2010 Board of Directors

President	Jeremy Satchell	Dr. Jeff Bowen	Bill Koch
1st VP	Cheryl Petrie	Cyndi Gradl	Deb Kozak
2nd VP	Mark Kless	Dan Hoffman	Sandy Krist
Treasurer	Julie Rosenthal	Jeff Hokenson	Samantha Pleace
Exec. Secretary	Dorie Clinch	Linda Kempf	Pam Tilton
Office Assistant	Brenda Thomas	Miranda King	

## Upcoming Events

December 25 – Merry Christmas to all  
January 1<sup>st</sup> – Happy New Year  
Jan 4 thru April – State & Federal Tax forms  
Available at Arcade Free Library  
Jan. 12 – 8:00 am  
Arcade Area Chamber of Commerce  
Annual Meeting @ Chamber Office  
Feb 11-13 – Arcade Winterfest  
Call Todd @ 716-474-5874 for info  
Feb 11 & 12 Winterfest Book Sale  
Arcade Free Library  
Mar 19-20 Maple Weekend  
Mar. 31 – 7:00 pm Arcade Lions Club presents  
The Harlem Ambassadors  
Vs. The Lightning Lions  
@ Pioneer High School Gym

**Please Check our website**  
[www.arcadechamber.org](http://www.arcadechamber.org)  
for more upcoming events.

## New Members

### **Wild Spirit Education**

Paul Fehringer

### **Howbill Auto Parts, Inc.**

Howard Willson, Jr.

### **Dickies Electric**

Steven Dake

### **Life Designs**

Paul Vossler

### **Bertrand Chaffee Hospital**

### **Joshua Lord Roofing & Siding**

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