



We are moving forwardOur new logo is sharp and will be applied to all our Correspondence

The address and phone number remain the same. New resources and a broader base for networking for your Business

Chamber By-Laws are enclosed—the new changes will be voted on at the General Meeting on April 21st at Parkwood Heights—back page for details

April 2009

Newsletter

MPWCC is hosting a Membership Orientation

Wed., April 8th, 6:00pm - 8:00pm
Palmyra Town Hall
1180 Canandaigua Rd., Palmyra

Please join your fellow business owners in your community in collaboration and fellowship. Learn what the Chamber can do for you.

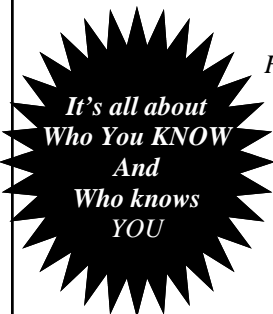
Orientation is FREE. This is an Opportunity to share ideas, build your business with a minimal cost to you or your business and the rewards are monumental.



The Chamber does the leg work, and you provide the

fellowship, ideas and networking
Can you afford Not to attend?

Introductions by Town Supervisors;
Bill Hammond, Macedon
Bob Plant, Walworth
Dave Lyon, Palmyra and
Other Chamber Members
to answer questions.



Hors d'oeuvres and beverages provided

Be sure to bring your business cards and information to share.

RSVP: 315-538-9828 or email at info@macedonpalmyrachamber.com

APRIL BUSINESS SPOTLIGHT



Office: (315) 986-8900
Toll Free: 800-706-9449
Fax: (315) 986-5928



"Finding the best solutions for you"

846 Macedon Center Road * PO Box 837 * Macedon, New York 14502

Alpco Recycling Inc
Donna Figel/Al Plumb
846 Macedon Center Rd (PO Box 837)
Macedon, NY 14502
315-986-8900 800-706-9449
customerservice@alpcorecycling.com

Alpco Recycling has been recycling with the Wayne County & surrounding communities for over 30 years. We are a commercial and residential recycling facility.

During the month of April, people everywhere celebrate Earth Day. At Alpco Recycling, it is our motto to "make every day Earth Day". This is evident when you drive into our Residential Circle, which is open 7 days a week. Anyone can use our facility to recycle; you don't have to be a Wayne County resident! By our hours of operation and by offering the public a place to recycle just about anything, we can keep the feeling of "Earth Day every day" alive.

After a quick stop at our Toll Booth, where you will get your clipboard and ticket, you proceed around the circle, and as you make stops an Alpco employee will assist you. The first stop is basic "blue box" recycling: newspaper, plastics, glass, tin cans, cardboard, etc. If you have any misc. metals that you just want to get rid of, we will take that in small amounts in the circle. Next would be your stop at the largest bottle redemption center in Upstate New York. An Alpco employee (or 2) will unload your vehicle, count your returns and write the amount on your ticket. The

next stop would be for garbage. There is a charge to take your garbage; but it can be easier as well as less expensive as curbside pickup. From there you head out to the Toll Booth to settle up. Should you happen to have the kids with you, there's a swing set and play area on the east side of the driveway. The public is welcome to use it!

The first thing you see when you pull into our commercial driveway is a grand old brick house. Once the Plumb family residence, it now houses the Corporate Offices for Alpco Recycling. As you continue down the driveway, your eyes can't help but be drawn to the bright blue building addition: 7200 square feet of space for a much-needed expansion. There are scales to weigh both "in" and "out". As you circle around the south side of the building, you'll see another 2500 square feet addition: 5 new loading docks. All this newly acquired space allows Alpco to be more efficient in taking care of our customers.

Many people are not aware that we also have a trucking business: tractor trailer and roll-off. We have boxes available for that much needed spring clean-up! Our hours of operation are 8 am to 5 pm Monday thru Friday, 8 am to 2 pm on Saturday and 10 am to 2 pm on Sunday. If you have any questions about anything that Alpco handles, please call us @ 315-986-8900 or toll free @ 800-706-9449.

Business to Business Information



NOTES FROM THE PRESIDENT *Bruce Niven*

Spring has sprung the grass has riz and April Showers bring May Flowers... The new spring for the

Chamber is accomplishing new growth. The merger with Walworth Chamber has been recorded with the State. We are now officially MPWCC (Macedon Palmyra Walworth Chamber of Commerce). With this new opportunity we have enlarged our membership committee to better serve our existing members and our future members. It looks like we will have a new AA and bookkeeper as well.

If you missed our first Breakfast Business Seminar in March, look for the next one on April 17th at the Sexton Building, Main St. Palmyra. We are in the process of solidifying a speaker, but it will be very informative. May 15th will again be at the Sexton Building in Palmyra and the speaker will be from SCORE

Peter Park our first speaker was excellent. He spoke on how to adjust your marketing and business plan to keep ahead during this trying economic period.

Our next General Meeting April 21st will be the election of board members. There are two seats available. Part of the meeting will be to elect two new board members and pass the new by-laws. I have included the by-laws in this news letter and they can be viewed on line. Also Marcy Frey from Macedon Partners will be speaking on revitalization of Main St. Macedon.

I look forward to visiting with you at the next General Meeting. Please call in your reservations early so we can have a head count for Parkwood. 315-538-9828.

SAVE THE DATE

Wed, April 8th see cover page for details.

Tuesday, April 21st, General Chamber Dinner Meeting, Parkwood Heights, Macedon 6:00pm Social, 6:45 Dinner and 7:30pm General Meeting with Election of Board of Directors. The agenda will include Meeting your Chamber Members and brainstorming ideas to better our Chamber. Come along and share your ideas and network. Cost is \$15 per member which includes Social Hour snacks and beverages, a fabulous Dinner and Decadent Dessert by the Parkwood Staff.

Tuesday, May 19th MPWCC

Chamber of Commerce is hosting their Annual Cruise along the Erie Canal at the Midlakes Macedon Marina on Canandaigua Rd., Macedon. The registration begins at 5:00pm and departure is at 5:30pm Sharp! The cost is \$25per person and includes a light dinner and cash bar. There will be a guest appearance and a few words from Carmella Mantello, Director of the New York Canal Corporation. Reservations are required, please call 315-538-9828 with your reservation, or mail a check to Macedon Palmyra CofC at PO BOX 146, Macedon, NY 14502 by May 5th. Space is limited.

Breakfast Business Seminars




Peter Park was the kick off speaker for a new series of early AM, (7:30 - 8:30) seminars on topics of interest to local merchants. Peter presented 5 common sense strategies which make sense not only in the economy we are experiencing today, but in any economic climate. He spoke of common sense, easily implemented strategies which can make the difference between success or a going-out-of-business sale. Peter offered the merchants

present the opportunity to receive his emails on these and related topics. If you are interested, contact him at pspark@lifequestfinancial.com Watch for additional seminars on the THIRD Friday of the Month at 7:30am. The location will vary, in order to make it more convenient for our members and guests, between Macedon, Palmyra and Walworth. The price, \$5 which includes coffee and muffins or bagels. The networking with other business people is an added bonus. The meetings are open to anyone who cares to attend. Chamber membership is not required. Watch the website: Macedonpalmyrachamber.com

NEXT Breakfast Business Seminar

Friday, April 17th 7:30am
Sexton Building, Main St. Palmyra
\$5.00 per person includes coffee / muffin / bagel and presentation.
For reservations call
315-538-9828



Wayne County Business Council's
Business After Hours Tuesday April 7, 2009
5:00 – 7:00 PM

Newark-Wayne Community Hospital
1200 Driving Park Ave., Newark, NY
\$3.00 per WCBC Member, \$5.00 per Non-Member
RSVP to the WCBC Office 315-597-4468

Bring your Business Cards and Company Information!
Invite a business associate to join you!

MEMBERSHIP UPDATE: New & Renewing Members 09-10

Macedon Partners Association, Inc.
73 West Main Street
Macedon, NY 14502
315-538-9595

Board Officers:

President and Executive Director:

Marcy Frey

Treasurer: Bill Demchuk

Board Members:

Ron DeMena, Sue Fyfe, Bruce Niven

Jenn Delehanty, Steve Poutre

Non-voting assisting members to the Board: Phil D'Alessandro and Sally Millick

In 2008, The Macedon Partners Association was founded by a partnership of local government, business owners and residents. The purpose of the Macedon Partners Association, Inc. is to foster an economically healthy commercial downtown district that is vibrant, walk able, clean, safe, and sustainable. This will create a sense of community and belonging amongst all of its diverse residents, businesses, and visitors.

Immediate Goal:

Provide assistance to the Macedon Village Government, residents, business owners and property owners through the means of community involvement, train-

ing, funding information and grant funding guidelines, for the effort of revitalization to the downtown Main Street of the Village of Macedon.

Volunteers are still need to sit on committees. Please contact any board member for further information.



Support our local business's !
One way to help save the economy is to start with the services in our own towns & villages.



Corporate Members:

Alpco Recycling

Donna Figel

Al Plumb

846 Macedon Center Rd,

Macedon, NY 14502

315-986-8900

customerservice@alpcorecycling.com

www.alpcorecycling.com

Information Packaging

James Reisdorf

1670 N. Wayneport Road

Macedon, NY 14502

315-986-5793

jimr@infopkg.com

www.infopkg.com

Joe's Meat Market

Joe Pagliuso & Bros. Inc

6845 N. Slocum Rd.

Ontario, NY 14519

315-524-8252

JrLon, Inc

Jim Redmond

4344 Fox Rd., PO Box 244

Palmyra, NY 14522

315-597-4067

Lyons National Bank

James Bilotta, Branch Mgr.

359 State Route 31

Macedon, NY 14502

315-986-9783

www.lyonsbank.com

Mark's Pizzeria

Mark Crane

240 E Main St

Palmyra, NY 14522

(315) 597-1288 Fax (315)597-1507

www.markspizzeria.com

Palmyra Macedon Central

School District

Dr. Robert Ike, Superintendent

141 Hyde Parkway

Palmyra, NY 14522

315-597-3401

www.palmaccds.org

Parkwood Heights

Senior Campus

Mark & Pat Welker

1340 Parkwood Drive

Macedon, NY 14502

315-986-9100 585-223-1500

markwelker@welkerproperty.com

Reliant Community Credit Union

Debbi Moon, Branch Mgr

P O Box 11 (1520 Victor Rd)

Macedon, NY 14502

800-724-9282

Www.reliantcu.com

WM-High Acres Landfill and

Recycling Center

425 Perinton Parkway

Fairport, NY 14450

585-223-6132

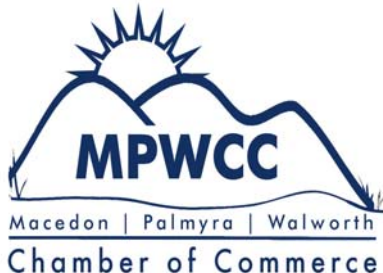
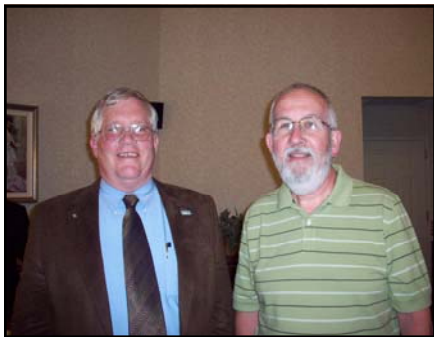


Chamber Phone 315-538-9828
www.macedonpalmyrachamber.com
info@macedonpalmyrachamber.com
PO Box 146, Macedon, NY 14502

Meet the New Board Candidates

Bill Baker

I bring to the Board over 40 years experience in the Marketing business helping small and large business become more profitable and competitive in the ever changing world of commerce. I also own/operate a private marketing consulting business, which for the past 14 years has specialized in the energy related field. The Chamber of Commerce is the most prominent, respected and successful advocate for businesses of all types in the United States today. An active and energetic Chamber will awaken a community's businesses to achieve and grow through the Chamber's ongoing leadership in all matters relating to commercial and civic goals. Keeping the Chamber out in front as a proactive business agent will keep businesses in our community, making them more successful and attract other business to relocate here as well. The Chamber should be the spark that ignites would-be entrepreneurs to take that bold step to start a new business right here also. My experience and expertise in Marketing and business growth will be a strong force on the Board toward moving the Chamber positively into the new economic world being forged by President Obama and world business leaders today.



Dan Hall

President of New York State SitePower Corp.

Some of my favorite memories growing up were within a small-town Hardware Store where the chances to learn something new were endless. Growing up in Grandpa's store, there were no fancy toys - just nuts, bolts and an imagination to build something great - *or break something that already existed*. Now I look back and realize just how I admired the 'old-fashioned' way that Grandpa would run the day-to-day business in his little store. Everything around the Walworth Hardware store was always changing yet one thing remained the same - things were done on a person's word, and a handshake; that's how Grandpa taught me. *This is where I learned how to deal with & treat others.*



Grandpa's Hardware Store was in my blood as a kid but *I had already conquered the big erector set*. The following years were spent in pursuit of another interest. I was welcomed into the electrical field by age 16 through a reputable Electrical Contractor. Under the supervision of his experienced "gurus", I had many opportunities to learn & work on large commercial projects. *Somehow, the prospect of working after school while my friends did other "fun" activities was actually appealing*. The relationships that were formed with these mentors also developed into great friendships; most of these guys still remain my colleagues today. *The electrical field is where I learned how to "get it done"*.

Serving as a Volunteer Firefighter and EMT beginning at age 18 was challenging and rewarding. As a young medic I wasn't aware that furthering my education in these "volunteer" fields would eventually lead to a paid position with the commercial ambulance agencies. I enjoyed learning and interacting with different people & agencies of all sizes as I worked throughout a four-county area developing skills and learning the best attributes from each organization. I have to assume that my "dedication" was rewarded as I was consequently elected and rewarded the responsibility of Director, then Vice President of Operations for the Perinton Ambulance Service for several consecutive terms. I later discovered that these positions were "*prestigious*" enough that I would also have to play an active role at the County & State levels. *The Emergency Services is where I learned the practical aspects about structure, process, policy, team-building & leadership.*

Today, I quite simply keep your house warm and basement dry. I help to keep the power on when NYSEG or RG&E can't. I own and operate New York State SitePower Corp. Our company specializes in On-Site Power Generation through Emergency Generator Systems and Renewable Energy Solutions. In our six short years we have trained & organized a skilled service team that covers all of the major upstate areas from Buffalo to the Adirondacks. Our customers range from the everyday homeowner generator to international airports with multiple systems. Most recently we have gained additional resources through the acquisition of two separate generator companies, *Walworth Hardware's Service Division and Instant-On Generators*. Our dedication and commitment is reinforced by many awards & recognitions for Sales & Service. 2009 brings a newly remodeled showroom and offices in Walworth, in addition to our existing warehouse & service shop in Macedon. *Owning a business is where I have learned about the need to have our heads examined for doing business in New York!*

Thanks for reading. I look forward to meeting everyone & sharing my experience at the new Macedon-Palmyra-Walworth Chamber. I can be reached at: d.hall@nys-spc.com or 585.733.7579.

Membership Benefits

- Show support for current & future growth in our communities.
- Network with others at Chamber & through Chamber supported events.
- On-Line Business Directory
- Promote your business by utilizing the Chamber booth at a wide array of events in the community such as the Wayne County Fair.
- Spotlight of the Month Program
- Enhance your visibility through Chamber coordinated events, (both local and tri-countywide).
- Monthly Meetings for networking with local businesses.
- Training utilizing seminars, dinner meeting and speakers to inform businesses of change, financing, marketing and so much more.
- Monthly Newsletters (emailed or hard copy)
- Community involvement to help improve life in our region with Scholarships, Tourism and education.
- Member to member Discount Programs

*Together we can make a
Difference in "Your" Business*

Membership Levels

Community Level All Individuals (Non-Business)	\$35.00
Business Level II 1-2 Employees	\$65.00
Business Level III 3-9 Employees	\$85.00
Business Level IV 10-19 Employees	\$125.00
Corporate Level 20+ Employees	\$225.00
Non-Profit Level	\$65.00
2nd Business Memberships All Details on Website	See Web Site for Pricing

Amount Enclosed
\$ _____

Date Received: _____
 Contact with Member: _____
 Access Entry: _____ Web Entry: _____
 Misc Info: _____



Annual Membership Application 2009 - 2010



It's Time to Make a Difference
in **YOUR** Business.
Together we will make a
difference.

Chamber Phone Line:
315-538-9828
info@macedonpalmyrachamber.com
www.macedonpalmyrachamber.com
 PO Box 146, Macedon, NY 14502

M e m b e r s h i p I n f o r m a t i o n

Company / Organization Name: _____

Contact's Name: _____

Business Location: _____

Mailing Address: _____

Phone Number (____) _____ Fax Number (____) _____

Alternative Phone Number (____) _____ E-Mail Address: _____

Type of Business: _____

Website: _____

Website Tag Line: _____

Correspondence delivery (pick only one).....Direct Mail _____ or E-Mailed _____

Newsletter delivery (pick only one)Direct Mail _____ or E-Mailed _____

M e m b e r t o M e m b e r D i s c o u n t s

List the Discount you would like to Offer to other Chamber Members (Optional)
(i.e. 15% discount on any service over \$50.00)

C h a m b e r M i s s i o n S t a t e m e n t

The Macedon Palmyra Walworth Chamber of Commerce, MPWCC, an organization of business people and community members, exists in the pursuit of two primary goals:

- Provide a forum which fosters the exchange of ideas and information among the members to promote and encourage the success of local businesses.
- Carry forth the skills, talents and success of the members, encouraging an environment of economic and community growth.



Please complete application and make payment to:

The Macedon Palmyra Walworth Chamber of Commerce
 P.O. Box 146 Macedon, NY 14502-0146

NEWS You Can USE

PARKWOOD

Paul J. Ryan, Executive Director
Parkwood
Heights Senior
Living
Campus joined
the staff in
February of 2009.



Paul's first career was in ministry. He served faith communities throughout the greater Rochester area, was very involved in higher education, served as chaplain of the Newark Developmental Services Office for Wayne, Yates and Ontario Counties, and served in the foreign missions in Mexico, Chile and Brazil.

He turned his hobby of scuba diving into a business and is owner/partner of Aquatic World in Syracuse, NY. Paul is also the author of several books involved with diving and snorkeling. His favorite is, "A Funny Thing Happened on the Way to the Bottom."

Advocacy on behalf of senior citizens became a second career in leadership for Paul. He has worked extensively in placement, memory care, assisted living and active independent senior living.

Paul is very pleased and proud to be a vital part of the Parkwood Heights Senior Living Campus in the beautiful community of Macedon.

Michael J. Miller **Foodservice Director**

It is always a pleasure to have dinner at Parkwood Heights under the Direction of Mike and the wonder staff at Parkwood.

Mike joined the staff in January 2009. He graduated from SUNY Delhi in December 2007 with a bachelors in restaurant and foodservice management. He has worked in the foodservice industry for 12 years in various foodservice establishments. Mikes long term goals is to be an Executive Chef at a resort.



ODDS and ENDS

Cell Phones go public in March 2009. All Cell numbers are released to telemarketing companies. To prevent receiving calls, call 888-383-1222. It is the National DO NOT CALL number. It blocks your number for five years. You must call from the phone number you want to have blocked.

Apply for your **Passport** at clinics throughout Wayne County:

Palmyra Town Hall
Wed. 6/24/09

6:00pm - 7:30pm

Macedon Town Library
Wed 9/23/09

6:00pm - 7:30pm



American Red Cross
Together, we can save a life

American Red Cross
Blood Drive

Macedon Public Library

4/27/09 1:00pm - 6:00pm

Palmyra Presbyterian Church

4/27/09 1:00pm - 7:00pm

MACEDON HISTORICAL SOCIETY

Sally Millick of the Village of Macedon delivered a power point presentation outlining the Macedon Historical Society's future hopes and plans. During her presentation she reviewed the culmination of her findings as she has worked her way through the piles and piles of material at the Macedon Academy in Macedon Center. "People don't realize what they have in this community; in 1843 the Macedon Academy Charter specified that it offered education to both sexes. University of Rochester didn't welcome females into classes until 1900. Students came from all over the area, and even from out of state, to attend the Macedon Academy, and the Town is fortunate to have this historical landmark", conveyed Millick. The Macedon Historical Society is not only focusing on the history of the Academy but the entire region of Macedon. The abolitionist Frederick Douglass spoke in Macedon, at the Academy and at the Baptist Church. The Underground Railroad was a big part of the History of Macedon as well as the Erie Canal. At one point Macedon was known as "The Locks" because back in the 19th century, Macedon had two locks on the original Erie Canal Route. Currently Macedon has 4 lock sites - 2 of which are functioning today Lock 30 and 29 at Aqueduct Park - the other two, Lock 60 and 61 of the original Erie Canal route, are hidden but can

be viewed on a walking tour.

There is so much material and resources in the Macedon Community, networking all these valuable historical memories is top priority before it is too late. So many residents have stories, documents, photos and artifacts to share, and the Macedon Historical Society would be willing to research, document, and/or accept any creditable item. Millick also stated the wonderful resource there is at the Macedon Academy: Two floors of space to house the History of Macedon. Unfortunately, the Academy is in dire need of repairs, and the collections need preservation and care. Some of the artifacts are deteriorating because of mold and mildew. We need donations for storing all these valuable historical materials. A cry is going out for donations of Shelves, File Cabinets, acid free boxes and containers. In addition a new roof may be needed, and improvements that would bring the facility up to a level to allow the Society to open the Academy to the public. Monetary donations are all ways welcome. For more information contact: Sally Millick 315-986-3246





PO Box 146, Macedon, NY 14502
315-538-9828

Spotlight 
of the
Month

*Call Jackie Shaffer to
reserve your spotlight
month! 315-986-7017*

**Macedon Palmyra Walworth Chamber of Commerce
Up Coming Events—Mark Your Calendars**

April 8th, Membership Orientation 6:00pm - 8:00pm,
Palmyra Town Hall, 1180 Canandaigua Rd., Palmyra

April 17th Breakfast Business Seminar at Sexton Hall, Main St, Palmyra 7:30AM

April 18th - Earth Day - Canal Clean Sweep—Take a walk along the canal trail, bring along a trash bag and pick up any debris you see along the way. Report any large objects or defacing of the trail to the Chamber.

April 21st—MPCC General Meeting—Parkwood Heights, Macedon, 6:00 Social, 6:45 Dinner, 7:30 Meeting Agenda. \$15 per member, RSVP 315-538-9828

May 4th— Meet the Candidates Night Palmyra Macedon Central School District is Hosting a night to meet the School Board Candidates 7:30PM in the LGI - Moderator will be Bruce Niven, President of MPWCC

May 15th Breakfast Business Seminar - SCORE - location TBA, 7:30AM

May 19th— Annual Cruise Along the Erie with Guest Speaker, Carmella Mantello, Director of the NY S Canal Corporation

June 16th Annual Tourism Luncheon- Location TBA

July - No Meeting Scheduled

August- 10th - 15th Wayne County Fair—www.waynecountyfair.org

Make the Chamber work for you!

Although the Chamber of Commerce is an exceptional resource to help expand your business, it needs your **participation** to succeed.

Participation includes **attendance** at monthly general meetings and other Chamber sponsored events, **volunteering**, hosting a Spotlight of the Month, proactively **providing** materials for display at Chamber coordinated events and **recruitment** of new members.

Read your monthly newsletter, visit the website often, keep informed of community events and share them with Board Members, calendar general meeting dates and most of all share creative ideas.

*Together we can make a Difference
in “Your” Business.*