



Newsletter March 2015

Greater Warsaw Chamber of Commerce

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Mara Rooney- Valley Fest –
786- 2888
Lori Standish-Moonlight Magic-
786-3981

Its spring and we are springing into action after a long cold winter. Inventive ideas for marketing and growing our businesses have already been added to our action plan for 2015. Our dedicated and faithful volunteers and business owners are highly motivated to build on our Town's strengths and its identity as the historical hub of Wyoming County.

Now, to our newest members—Welcome!

ACE Hardware	Laura A. Debadts- Mary Kay
Barb's Barber Shop	Kristen Felix- Massage Therapist
Dave Webster Auto Sales	East Hill Inn

In April/May, we will be out seeking support for our many enhanced promotional initiatives such as our July "Warsaw Valley Fest," December "Moonlight Magic," beautification and our multi-dimensional website. Check us out on Facebook and the web and let us know how we can help you market your business; we would be happy to lend a hand.

Downtown Blooms. Last year's spectacular, cascading flower baskets, new Victorian-style benches together with the many building transformations continue to receive enthusiastic smiles and compliments. We want to thank the many contributors: The Village Board/Mayor, especially the Village's DPW staff for hanging the baskets and providing its tractor and gas for watering and the Town Council/Supervisor, Warsaw Historical Society and building owners for bringing the many splendid NYMS-funded building improvements to fruition. Equally, we thank: Fred Heller for more than covering the cost of plant fertilizer; Zeches Brand Source for pick-up and delivery of 24 enormous flower baskets to downtown; Dave Niesen for watering/ fertilizing the blooms daily. As well, we are grateful for an extraordinary donation to our beautification fund from Pennysaver owners, Colleen and Chris Kennedy and Warsaw's Garden Club for their yearly generosity. All of you have immensely helped make downtown a destination well worth return visits. The Chamber encourages merchants to join us and highlight your storefronts with potted flowers this summer.

This year's spring baskets will again brighten downtown with an abundance of healthy, vivid

color. Please invite your family and friends for a stroll through Warsaw's historic streetscape. And please don't forget to visit our businesses while enjoying summer in our beautiful valley.

2014 Warsaw Valley Fest. For three days in July, Mara Rooney's "Sun Tan Committee" went all out producing a broad array of entertainment for a great turnout. Merchant sidewalk sales, children's activities, tented vendors and community organizations of every sort, great food including popular powdered waffles, music and much more enlivened the streetscape.

Eclectic live music catered to everyone's taste. The Ball 'n Chain band roused crowds with rock 'n roll, southern rock, blues and country. Eli Carr recreated his signature sound with his classic rock guitar. Gary Murphree's classic rock and 1940's-70's favorites along with Ernie Lawrence's acoustic blues and folk also headlined with rousing tunes throughout Saturday on closed-for-traffic Genesee Street.

Chloe, a Holstein calf, from Rose Farms in Attica, strolled downtown. A blacksmith also gave demonstrations of shaping raw iron using old-time techniques. Kids especially loved Jason the Juggler's balloon animals.

Southern Tier Exotics put on a show of its muscle-mouthed alligator and other reptiles at the Spotlight. The Genesee Valley FCU worked the kid's area, with games and prizes.

Tami Treutlein's team found the most notable things about Warsaw sharing their considerable winnings with Nancy and Trisha Durfee and Sharon Hartung, second place team winners. Warsaw's Country Courier's first sponsored "Scavenger Hunt" brought many requests for repeating it next year. Fifty-fifty winner, David Kruppner returned his winnings to the Chamber. Thank you, Dave.

Fundraisers. Elizabeth Storm's name was picked in our "Dinner on Us" raffle giving her the pleasure of dining with gift certificates from Silverlake, Tastebuds, DiMartino's Ristorante, Laurie's, Amber Lantern, DiSalvo's Pizzeria, Yummies, the Spotlight Theater, Tim Horton's. Thank-you, Warsaw's eateries, for making this possible.

David Royce's ticket became the winning ticket in our 2014 "Wine Tour Limo Ride" raffle. In May, Dave

and his family will be concert-goers in limousine-chauffeured style.

Small Business Saturday & Moonlight Magic 2014.

Our merchants' opened doors on November 29 and December 3 created an enjoyable shopping experience throughout both days and evenings. The deals and "Shop Small" totes handed out with purchases helped attract the excellent turn-out.

Moonlight Activities. Our "Candy Cane Committee," led by Lori Standish, brought good old-fashioned fun. Warsaw's Country Courier and the Silverlake Family Restaurant sponsored the toasting of S'mores on a warm-up fire at Liberty Way. Hayrides with Andy Smith and Sean Keough took off from the Spotlight Theater after a cookie-cocoa "Meet and Greet with Santa."

Each of two groups of 50 eager kids together read *How the Grinch Stole Christmas* at the Library while Mitchell and Lucas Felix became winners of its "Gingerbread House Contest".

A cookie and cocoa social with Mrs. Claus at the beautifully decorated Artisan Villa warmed hearts for exploring the magic further downtown. The Genesee Valley FCU contacted their friends from the north to help out. Roaming the streets were Frosty, Rudolph, Elves, Gingerbread boy and Santa.

A greater number of businesses, 10, this year provided samples from their prized chili recipes to throngs of tasters. Sponsored by Warsaw's Country Courier and judged by officers of the Marine Corp, "Chili Cooking Contest" winners were Josh Rennie of Ace Hardware with the "People's Choice" by scoreboard to Robyn Casseri of Laurie's Restaurant.

Elves appeared at Zeches Furniture & Appliances for a premiering "Santa's Cutest Elf" contest sponsored by Laurie's and Amber Lantern restaurants. Joe Jackson as the Best Adult Elf and three others received prizes from the Warsaw Garden Club, Laurie's Restaurant and Montgomery's Shoe Store.

Youngsters guided by Warsaw's Girl Scouts crafted ornaments for the first time at the Gemstone Insurance Agency vying for a gift certificate while parents tasted chili.

Yummies had lines of waiting customers for Valerie Hoffman's homemade holiday ice cream flavors.

In the backdrop of all the goings-on, the Bicentennial Singers, Barber shoppers and the Warsaw Central School Chorus sang Christmas standards to everyone's delight.

Barb's Barbershop and her spot-on holiday decor garnered first in our Candy Cane-themed, storefront contest. Cash awards also went out to "Home Decorating Contest" winners. Their eye-catching displays on West Court and Liberty Streets best captured last year's Christmas spirit in our neighborhoods.

Charitable giving and receiving were also at the top of our community's wish list. Warsaw's Country Courier hosted the US Marine Corp's "Toys for Tots" receiving an outpouring of gifts. The Warsaw Food Pantry also had brisk business collecting donations of non-perishable food items.

Congratulations to Doris Murray of Attica for winning our Moonlight Magic Gift Basket packed with our merchants' gift certificates and items valued at just over \$500. To our business donors, a heartfelt thank-you for helping out.

Santa's traditional 8 p.m. lighting of the Civil War monument rounded out the day and evening.

Road Closure. Everyone was so happy West Buffalo Street opened in early November after a six-month detour around downtown. Anticipating the closure's negative impacts, your Chamber swung into action. Warsaw's Country Courier's exhaustive newspaper campaign and the Chamber's strategically placed signage reminded travelers that downtown remained open for business. Striking bold lettered, signage on the corner building at the traffic light (Rte. 20a and 19), signs on both ends of West Buffalo and East Buffalo Streets and at the crossroads of Liberty and Curtis helped redirect traffic to the business district.

~~ Message from

Chamber President Lori Standish ~~

You should be receiving your 2015 membership renewal form soon. Please return yours and help us advance the vitality of downtown and nurture Warsaw's distinctive identity. Significant progress has been made but more needs to be done. So, please also get involved if you can. I would like to personally thank our businesses owners, chamber directors and officers, volunteers, Village's DPW and WPD, all town and village dignitaries.

You are cordially invited to our meetings at the Gates House Museum every third Thursday of each month at 5:30. Don't forget "Alone we can do so little; but together we can do so much" Helen Keller

Event Dates 2015 -- Mark Your Calendars!

Warsaw Valley Fest July 16, 17, 18
Kiwanis "Wine in the Valley". September 19
Shop Small November 28
Moonlight Magic December 3

