



October 2013

Volume 2, Issue

### Upcoming Events

**October 9th 5-7 PM  
Business Showcase  
and Networking  
Burgundy Basin Inn  
REGISTER NOW**

**October 19th  
10AM- 3PM  
Community  
Harvest Festival  
Walgreen's Fairport  
Corner of Route 250 & 31  
*Chamber members are  
welcome to display  
promotional materials at  
the Chamber booth!***

**November 13th  
5-7 PM  
Networking hosted by  
STAR Physical Therapy  
790 Ayrault Road  
Fairport, NY  
REGISTER NOW**

**December  
Holiday Party  
Woodcliff Inn & Spa**

### *President's Post*

Last month brought great progress to the Chamber! We gained three new Board Directors and nine new members!

I am pleased to welcome David Belliveau of Walgreen's to our Board. Dave brings an abundance of new marketing ideas to the Chamber. He is very generous in allowing the Chamber to utilize his store's very visible location for Chamber events. His ideas will foster the growth of all Chamber member's businesses,

Leeh Hardy of Bookkeeping Professionals brings to the Chamber a host of public relations

experience. She brings to us her media contacts and event-planning experience. Chamber events will run smoother and be more successful with Leeh's contribution.

Adam Van Volkenburg of Citizens Bank has a strong background of fiscal management and finance. He will help guide our Board through the business end as the Chamber continues to grow at this very healthy rate!

The Chamber also benefits from its relationship with ad agency GCI Communications. New members have evolved from our website's video advertising program, which is managed by GCI. This program

has also increased the Chamber's internet presence. Subsequently, our members also gain additional exposure. When the Chamber wins our members win!

The Fairport Perinton Chamber is a catalyst for our business community. Our mission is to foster our local business climate through education, networking, support and whatever we can do for our members. If you have an idea or suggestion, we welcome your input.

*Paul West, President*

fairportperintonchamber@gmail.com  
585-586-9840



### *October Business of The Month: Burgundy Basin*

We are very proud of our heritage and the progress we have made. Carl Arena Sr. started a catering business out of the back of his station wagon in 1951. In 1954 he established The Burgundy restaurant in the Cadillac Hotel in downtown Rochester. By 1956 demand for catering had grown and he purchased a small restaurant in Bushnell's Basin, The Basin Inn. At the time, it served the local neighborhood and acted as the home for his flourishing catering business. As his business grew so did the banquet center, The Burgundy Basin(Inn).

Over the course of the next 50 years, this small restaurant, mainly under the guise and leadership of Mr. Arena's two sons, Joe and Carl Arena, Jr., evolved from a small pub into one of the Western New York's largest and most successful banquet facilities, able to accommodate functions from 25 to 1200 guests.

The year 2006 represented 50 years of business for the Burgundy Basin and the torch was passed to the third Generation, Carl R. Arena and Michael Clarcq now proudly carry on the family tradition.

We are proud to have received the Rochester's Choice Award for Best Banquet Hall every year since 2002. Our guests are our first consideration and the reason we have been successful for more than 50 years. We strive to provide our guests with high quality food and customer service, in a relaxing environment, at an affordable price.

## *Highlight Your Business at Walgreen's Community Harvest Festival*

On Saturday, October 19<sup>th</sup>, Walgreens in Fairport will be hosting a *Community Harvest Festival* from 10am – 3pm in their parking lot. Residents of the local community are encouraged to bring the whole family for fun activities such as a FREE Photo Shoot from a professional photographer (Don't forget your Halloween Costumes!), FREE face painting, non-perishable food drive, explore the Antique Fire Truck from Egypt FD, and more! There will also be FREE giveaways, prizes, promotions, snacks, drinks, and raffles from the various local businesses/organizations/vendors that will have booths and displays at the Festival. **If you would like to showcase your business at this FREE event**, please contact chamber President Paul West at [PaulWest@Nothnagle.com](mailto:PaulWest@Nothnagle.com) or Chamber Director Dave at [DavidMBelliveau@gmail.com](mailto:DavidMBelliveau@gmail.com). All Chamber Members are encouraged to support the event, even if you do not set up a booth; we would love to have you join us! We are also inviting all community business owners/managers to stop by our booth and check out the benefits of becoming a Chamber Member along with the value it can add to the success and growth of your business!

## *Member News*

### Welcome to our new Chamber members

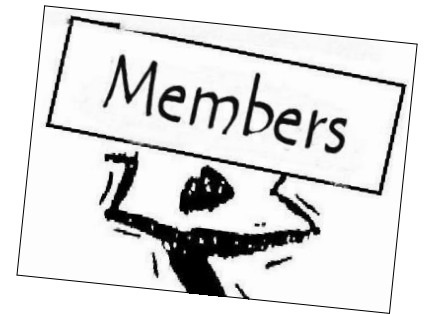


Diane Prince Furniture & Gifts  
 Alberti & Sons Plumbing  
 Muffler Shop II Inc  
 Joey B's Restaurant  
 Fairport Family Dental  
 Dr. David Kramer DDS  
 Embroidery Loft  
 Stonehaven Custom Homes  
 Independent Group of Co's

### Winning at Small Business Marketing October 23, 8:45 AM-3:30 PM Federal Building 100 State St Rochester, NY

This workshop has been designed to help small business owners take a hard look at how general marketing principles can help increase sales.

[REGISTER NOW](#)



*Please let us know if you have business related news or accomplishments you'd like to share and we'll do our best to get it in print!*

### SCORE WORKSHOPS

Marketing on the Internet  
 October 9 8:45-3:30  
 Federal Building 100 State St  
 Rochester, NY

Do you need help to ensure you are effectively marketing on the internet?

[REGISTER NOW](#)



*Chamber website*

[VISIT SITE NOW](#)

You can also reach the Chamber at 586-9840



Our thanks to Chamber members who participated in the September All Chamber Business Showcase!