

WIND IN THE WILLOWS

New for Willow Ridge Civic Association Members

October 2016



Message from the President

Dear Neighbors,

If you've ever watched PBS, or listened to NPR, you're probably familiar with the membership drive.

You've heard the clichés about needing your support to put on great programming, and how they can't go on with out you.

For the Willow Ridge Civic Association, that call to action is very true.

Our association does a tremendous amounts of good for our neighbors. We work with the town and county on issues that affect our homes. We put on great social events for our families, such as holiday parties, National Night Out, and a movie night in the park.

For our neighbors looking for an evening out away from the kids, we have dinner dances and wine tastings. Complete descriptions of all our events are listed on the following pages.

Enjoy them for now, because they might not be around for long. Unfortunately, membership has been dropping at an alarming pace.

Without the revenue and support provided by members, we can't afford to keep putting them on. The WRCA board has been hard at work, trying to find ways to keep these programs running.

The easiest solution lies in your hands: choose to enroll or renew your membership today. If you are currently a member, we thank you. Your current memberships are expiring, and it is time to renew. You'll find information on how to do so in this newsletter.

If you're new to the neighborhood, welcome! One of our block reps should have already visited you to provide more information about our organization. If not, please contact us at membership@wrca.us, or call Jane Siemen at 870-0452.

Finally, if you've fallen out of membership with us, WE MISS YOU!

Come back and join us. Even if kids parties and dinner dances aren't your thing, we still provide great services for you. Problems with a zombie home? Issues with a crumbling road? We can help you make connections that get these problems solved.

A neighbor gave me a copy of the newsletters from the late 1960s. People grumbled about teenagers in Willow Ridge, and complained about cars driving too fast. There also was a panic, because 5 percent of the people who lived in Willow Ridge weren't members. It was a catastrophic problem to them.

It would be nice to go back to those times. We wouldn't even need to trot all these clichés and membership drives.

In This Issue

2 *Board Contacts*
Digital News

3 *Membership Benefits*

4 *Upcoming Events*
Fire Prevention
Neighborhood News

5&6 *Directory Advertising*

7 *Membership Invoice*

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Visit us on the web at

www.wrca.info

Share your stories!

Do you know of a new neighbor or maybe a long time friend leaving Willow Ridge?

Have you or your child made a significant achievement lately? We want to know about letters of intent, National Honor Society honorees, special certifications, Girl Scout Gold Awards, Boy Scout Eagle Scouts, and much more! Send your news and photos to 136 Dalewood Drive or email it to WITW@WRCA.US.

Newsletter Going All Digital

After 52 years of publication, the Wind in the Willows will be turning a new page next month.

The official publication of the Willow Ridge Civic Association will be going digital for all subscribers. The WRCA board decided, in a 4-1 vote, to deliver issues electronically to combat rising printing and postage costs

“Years of declining of membership and a steady loss of revenue from advertising led to the board's decision,” according to board president Jim Cwierley. The move reflects the board's desire to keep funding popular programs, while keeping the association from going bankrupt.

“The last thing we want to do is pull the plug on the Halloween party or National Night Out,” he said. “The main goal of the association is to bring the community together, and these events are the best thing we have to do so.”

In discussions at the September meeting, the board acknowledged that there would be some residents that were unhappy with the move to an all-digital edition.

For those members, alternative methods of newsletter delivery are being worked out. Possible solutions could include picking up a printed copy at a local business, or finding a volunteer group willing to deliver them to homes.

“We want to do anything we can to accommodate our members,” Cwierley said. “invite anyone with solutions to call me, or come and talk with us at the next meeting. We're happy to work with you.”

The all-digital edition does allow the WRCA the freedom to try different things. No longer having to pay for print can mean longer newsletters with more content, or more frequent editions.

Be Sure We Have Your Email Address

To make sure you are receiving the digital version of the Wind In The Willows, be that an accurate email address is included on your 2017 membership enrollment form, If you do not have access to a computer and a print edition is the only way for you to receive Willow Ridge news, please contact Jane Sieman at 546-0913.

We've Got Something for Everyone!

January Wine Tasting

Enjoy a night at Classics V and taste wines and spirits from local vendors for one low price!

March Snowflake Dinner Dance

Come dine, dance and celebrate with your neighbors at Classics V. This long-running tradition has been part of Willow Ridge for more than 50 years. For one great price, you get an open bar, a delicious entrée, and dancing all night long! Who wouldn't want to take advantage of this great night out, only minutes from home? Contact Carol Zaffram for more information.

April Children's Easter Party

We usher in spring each year with this signature event. Children of all ages gather at Willow Ridge Elementary School just before Easter for crafts, games, snacks, and of course, a visit with the Easter Bunny! All this is complimentary to our paid members!

June WRCA Garage Sale

Out with the old, in with the new. June is the perfect time treasure seekers to find what you no longer need. Contact Joseph Bataglia for more information. Members are listed in the garage sale directory for free.

August National Night Out Parade and Party

Police officers across the nation head out into the neighborhoods they serve the first Tuesday night of August as a part of National Night Out.

Family Movie Night

In collaboration with the Town of Amherst, the Willow Ridge Civic Association hosts a free outdoor movie night each year.

OCTOBER Children's Halloween Party

Fall wouldn't be complete without the annual Halloween party. Children are invited to join us in costume at the Willow Ridge Elementary school for crafts, games, and snacks. All this is complimentary to our paid members!



We're on Facebook
and Twitter!



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Upcoming Events

Sweet Home Dollars for Scholars

Sweet Home Dollars for Scholars is hosting a Scholarship Meat Raffle at VFW Post 41 (18 E. Spring St., Williamsville) on Friday, October 28 at 7 p.m.

Tickets for the event are \$5 and reservations are being accepted for tables of 8 for \$40. Admission includes beer and soda.

Amherst Baptist Church

A group planning a service/mission trip to India next year is beginning their fund raising with a delicious pulled pork and pulled beef dinner. The dinner will be available Saturday, November 12 from 4 – 7 p.m., and will include sauces, sides and dessert. Dine in or take out for only \$8 per meal at the Amherst Baptist Church basement, corner of Willowridge & Peppertree.

The church is also hosting a free movie called *The Insanity of God* on Sunday, November 13 at 7 p.m.

Fire Department Teaches Prevention

The Willow Ridge neighborhood is fortunate to have the Ellicott Creek Volunteer Fire Company just around the corner.

On October 14, they welcomed neighbors to their annual Fire Prevention Open House. The event included fire demonstrations, a chance to walk through a smoke house, and interactions with real fire fighters.



The fire prevention crew also spends time spreading their messages about fire safety at local schools.

Thank you the Ellicott Creek Volunteer Fire Company for all they do to support Willow Ridge.

Neighborhood News Farewell!

Don and Linda Wagner bid a fond farewell to the many friends and neighbors that they have known during their 50 years in the Willow Ridge community. They have moved less than two miles away to Audubon Landing and hope to see many of you in the years ahead.

Classifieds For Sale:

Blinds (2" wood) to fit Anderson crank-out windows:
2 white — 52" wide x 41" long
1 fruitwood — 52" wide x 53" long
1 dark green— 52" wide x 53" long

Like new. \$50 each or best offer. Call 691-9197.

It's Time To Get Involved

Our block reps are key to us staying in touch with Willow Ridge residents.

Please consider helping us as we work to update the directory and enhance our membership drive.

If interested please call Connie Holovics 691-9569 home, 553-7433 cell or cholovics@realtyusa.com.

Who do you know that would like
to live in
OUR neighborhood?



280 Peppertree Drive

CONNIE
HOLOVICS
LIC. ASSOC. R. E. BROKER

www.ConnieHolovics.com

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CHolovics@RealtyUSA.com



RealtyUSA
A HomeLife Company

6000 Sheridan Dr.,
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A HomeLife Company



WILLOW RIDGE COMMUNITY DIRECTORY FOR THE YEAR 2017

It is time to begin putting the Willow Ridge Community Directory together again and you are invited to place an advertisement in the 2017 edition. Our directory will carry your advertising message into the homes of the community you serve in a handy 5 1/2 x 8 1/2 booklet that is kept, read, and used for a full year by our Willow Ridge residents.

The directory (published in the spring of each year) lists the names, addresses and telephone numbers of more than 1,200 families who live in the Willow Ridge area. Residents rely on it to contact neighbors and committees and to locate local goods and services. The directory is especially useful to those who are just moving into the area.

Prices are based on "camera-ready" copy (clear, black and white copies of a previous ad or one from another publication the same size as the one you wish to place in our directory. You may obtain quotes or help in setting up your ad by calling the Directory Chairperson. Full page ads are \$150.00, half pages are \$85.00, and quarter pages are \$55.00.

Ads that are purchased and paid by December 15, 2016 will receive a 10 % discount. Ads will be placed in the directory in the order of receipt from front to back.

Many advertisers find our coupons to be helpful in generating business. We offer a coupon free of charge with any half or full page ad. (Quarter page advertisers can place a coupon in the directory for a \$4.00 fee).

By offering a discount or special price for your goods or services, you draw attention to your advertisement.

Coupons appear in a special tear-out section while your paid advertisement remains in the directory throughout the year.

If anyone is interested in placing an ad in our 2017 Willow Ridge Directory, please complete the following request and mail it or drop it off to me along with your ad at :

**80 Sweetwood Drive North or mail to me at P.O. Box 86,
Amherst, NY 14226. I will be accepting ads til Jan. 15, 2017.**

Thank you,

Jane Sieman

Directory Editor

Telephone: 870-3412

Email: jsie44@yahoo.com



ADVERTISING REQUEST FOR WILLOW RIDGE COMMUNITY DIRECTORY YEAR 2017

Name of Company _____

Point Of Contact
& Phone No. _____

Address

Email Address _____

We would like to purchase the following:

Full Page (V-7.5" X H-4.5") \$150.00 _____

1/2 Page (V-3.7" X H-4.5") \$ 85.00 _____

1/4 Page (V-3.7" X H-1.5") or (V-1.75" X H-4.5") \$ 55.00 _____

Discount: paid in advance by December 15, 2016 - 10% _____

Total Enclosed \$ _____

(Deadline January 15, 2017 – Money & Ad due by January 15, 2017)

Make checks payable to **Willow Ridge Civic Association** and mail to:

Jane Sieman
Directory Editor
P.O. Box 86
Amherst, NY 14226

Coupon (text below)

Please note: coupons are free with 1/2 or full page ad; \$4.00 with 1/4 page ad.

COUPON TEXT:



WILLOW RIDGE CIVIC ASSOCIATION

2017 Membership Invoice

-DUES-

DUES FOR 2017 ARE \$17.00. Please renew/join by December 31, 2016.

PAYMENT METHODS:

-- Mail your check payable to: WILLOW RIDGE CIVIC ASSOCIATION

P.O. Box 86

Amherst, NY 14226

-- Via PayPal at wrca.info (directory information gathered via PayPal)

Due to outdated information on file, please fill out the form below with all current information for the 2017 Willow Ridge Civic Association Directory. Thank you

Last Name _____ First Name _____

Last Name _____ First Name _____

Street Address _____

Phone Number _____

Children's Names _____

Babysitter Directory Listing:

Name: _____ Age: _____ Telephone: _____

Please provide email address used for distribution of E-Wind and newsletter only.

Email address will NOT be published in WRCA Directory.

E-mail Address(es) _____

The following information is for the WRCA app:

Occupation: _____

Interest/talents you wish to share _____

_____ I wish to volunteer to assist with WRCA activities such as Junior Recreation, Snowflake Dinner Dance, National Night Out etc.

October 2016 Edition

WRCA Membership Meeting

Make an investment in your neighborhood. Complete your membership form today. Our next WRCA membership meeting is on Tuesday, November 8, 2016 at 7:30 p.m.

WRCA meets monthly at the Ellicott Creek Fire Hall.

The deadline for the next newsletter is November 1.