

# NEED TO READ

ONLINE  
wnypapers.com



► As seen on TV: Blessing Bracelet showcased in Hallmark movie available at Chéri Amour

► Attorney general secures agreement with insulin manufacturers to cap prices for uninsured New Yorkers

► Carolina Panthers head coach & Bills legend Frank Reich to present 20th anniversary Call to Courage Award to Arizona Cardinals' Zach Ertz

► Destination Niagara USA to host outdoor media event

► John R. Oishei Foundation awards \$400,000 to Jericho Road Vive Shelter

► New Era celebrates Buffalo roots on 59FIFTY Day

► Dates set for annual 10 Mile Garage & Sidewalk Sale



► Bowling event raises \$6,000 to fight cancer

In print and online, we are your No. 1 source for local news  
Niagara Frontier Publications and  
www.wnypapers.com



From left, Upward Niagara Chamber of Commerce Board Chairman Matt Villnave is joined by staff members Suzanne Raby, President Jennifer Pauly and Susie Reinhardt. • A salute to the new name and logo. (Photos by Joshua Maloni)



## Onward and **UPWARD** for Chamber of Commerce

Niagara River Region Chamber of Commerce rebrands with new name, logo

### GUEST EDITORIAL BY MATT VILLNAVE

Board Chairman  
Owner, Lewiston Digital & Trait-Carré

This week, we celebrated a significant milestone in the evolution of our organization. It was with great pride and enthusiasm that we unveiled the rebrand of our chamber of commerce, now known as the Upward Niagara Chamber of Commerce.

For years, our chamber has been a driving force in the region, fostering growth, innovation and collaboration among businesses, entrepreneurs and community members. As we strive to reach new heights, it's essential that our brand reflects our progressive vision and commitment to elevating the businesses of our communities to a higher level.

The new Upward Niagara brand is a testament to our mission, and it aligns with the strategic plan currently being finalized – the first in over 10 years. Our revamped logo symbolizes the upward trajectory of our business community, while the fresh color palette evokes feelings of vibrancy and energy that the Niagara Region is known for with our amazing natural assets.

This rebrand is not just about a new look. It signifies our renewed dedication to providing exceptional resources, networking opportunities, and advocacy for our members while continuing our long tradition of hosting amazing festivals that bring significant economic impact to Lewiston and surrounding communities. We're committed to creating an environment where businesses can thrive, innovate and contribute to the

overall prosperity of the Niagara Region, and we will be leaders in that effort.

It's important to note that Lewiston is the home of our Chamber of Commerce, and we have served as the welcome center for the village for many years. As we worked with Riveter, we wanted to find a way to directly reference Lewiston in this process, and our tagline, "Serving Lewiston and surrounding communities," does just that.

These changes were very much needed at this time. Lewiston has evolved significantly since our last rebrand in 2005, and our upcoming initiatives will undoubtedly reflect this transformation. Our town now flourishes with a lively blend of music, art, dining, outdoor recreation, shopping and nightlife.

Investments in new trails and paths, along with the Discover Niagara Shuttle, have seamlessly connected us with our neighbors both to the south and the north. Lewiston has truly become a remarkable destination. As such, our organization and board of directors have prioritized promoting our region as a tourist hotspot.

We're committed to launching new initiatives that boost tourism, aiming to extend the stays of Niagara Falls visitors, while simultaneously promoting Lewiston as a multi-day destination in its own right.

This journey has been far from simple, and I must express my gratitude to Riveter Design for their outstanding work throughout the process. Their meticulous market and industry research, combined with the input gathered from our chamber members, non-members, elected officials,



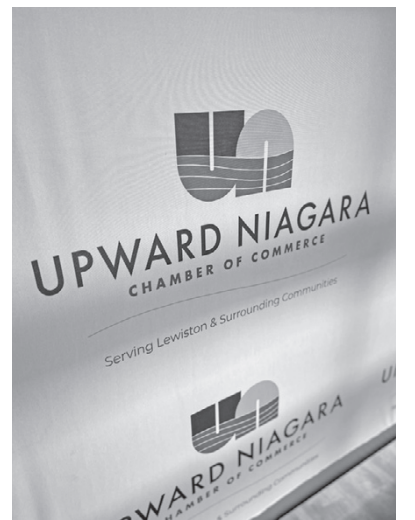
Matt Villnave • Jennifer Pauly



community members, and other stakeholders, has been invaluable.

Simultaneously embarking on a rebrand and formulating a new strategic plan was indeed a formidable challenge. However, under the expert guidance of our chamber consultant, who conducted parallel research, we were able to gain a comprehensive understanding and chart a clear path forward.

Finally, I want to recognize our chamber members, who remain at the heart of all we do. Rest assured that you'll continue to receive the exceptional business services you're accustomed to, and even more! As part of our strategic plan, we're introducing new membership options, acknowledging that a one-size-fits-all approach doesn't suit the unique relationships between the chamber and our members. As always, we stand by you, more committed than ever to addressing your evolving needs and fostering success in the present and beyond.



On behalf of the entire team at the Upward Niagara Chamber of Commerce and our board of directors, I thank you for your continued support, and I look forward to witnessing the tremendous growth and progress we'll achieve together.

## Niagara County Tribune/Sentinel

Founded February 14, 1987

### PUBLISHER

Skip Mazenauer

### GM/MANAGING EDITOR

Joshua Maloni

### EDITOR IN CHIEF/SENTINEL EDITOR

Terrence P. Duffy

### WEBSITE/SOCIAL MEDIA EDITOR

Joshua Maloni

### ACCOUNT EXECUTIVES

Colleen Rebmann, Jeff Calarco

### ACCOUNTING/OFFICE MANAGER

Kim Stacharczyk

### ADMINISTRATIVE ASSISTANT

Jennifer Walowitz

### PRODUCTION MANAGER/ GRAPHIC DESIGNER

Wendy Juzwicki

### CLASSIFIED MANAGER

Wendy Puffer

### CIRCULATION

Kim Stacharczyk

### CONTRIBUTING PHOTOGRAPHERS/REPORTERS

Michael J. Billoni,

Kevin and Dawn Cobello,

Michael DePietro, Karen Keefe,

Nathan Keefe, Wayne Peters,

Mark Williams Jr., David Yarger

### ©2023 Niagara Frontier Publications

1859 Whitehaven Road  
Grand Island, N.Y. 14072

Phone 716-773-7676  
Fax 716-773-7190

### Editorial:

Dispatch@wnypapers.com  
Sentinel@wnypapers.com

### Advertising:

NFPDesign@wnypapers.com

### Classifieds:

NFPClassifieds@wnypapers.com

### Circulation:

NFPCirculation@wnypapers.com

### Legals:

legalnotice@wnypapers.com

### Website:

wnypapers.com

**Grand Island Publishing Corp.** Newspaper is printed in the U.S.A. and all rights reserved. © 2023 by **Grand Island Publishing Corp.** No part of this publication may be reproduced or transmitted in any form or by any means without written permission of the publisher. Unsolicited manuscripts and photographs will be returned only if accompanied by a stamped, self-addressed envelope.

All letters, news releases and photos received will be treated as unconditionally assigned for publication or brochure and are subject to **Grand Island Publishing Corp's** unrestricted right to edit, comment or reject.

All original artwork, layout and design remain sole property of **Grand Island Publishing Corp.** Reproduction in whole or part of any advertisement is strictly forbidden.

**Grand Island Publishing Corp.** will not be liable for errors appearing in advertisements beyond replacement of the space occupied by the error. The

publisher reserves the right to reject any advertisement at his sole discretion. Notification must be made in writing within one week of publication. Verbal notifications will not be accepted.

**Grand Island Publishing Corp.** does not knowingly accept any kind of fraudulent advertising. We suggest you investigate thoroughly any advertisement before you reply.

Verbal cancellations will not be accepted. Written authorization to cancel a display or commercial classified ad must be received by **Grand Island Publishing Corp.** before deadline for insertion.

The **Tribune** is published weekly.

**Display Ads Deadline: MONDAY 5 PM**

**New York State Press Association, Niagara County Builders Association, Grand Island Chamber of Commerce, Wheatfield Business Association Inc., Niagara River Region Chamber of Commerce, The Niagara USA Chamber.**



**NIAGARA FRONTIER PUBLICATIONS**

