The Penfield Business Association (PBA) held its 2011 Business of the Year Awards celebration last week, featuring keynote speaker Ann Burr, President of the Northeast Region, Frontier Communications. Daniel Penfield Award finalists were Wally Ashnault, owner and primary attorney of Wilkens & Ashnault; John Cipro, owner of Don’s Original; Sarah Jane Clifford, owner of the Gymnastics Center of Rochester; and Kevin Fitzpatrick, Executive Director of the Eastside Family YMCA. Business of the Year finalists were Baker Commodities; Don’s Original; Eastside Family YMCA; Martial Arts America; Mud About You; and Penfield Fitness & Racquet Club. The Daniel Penfield Award winner was John Cipro and the Business of the Year was Penfield Fitness & Racquet Club. Congratulations to all finalists! You are all winners in the eyes of the Penfield Community. Thank you for everything you do for our community!

At this time of the year I like to remind our residents about the Penfield Ecumenical Food Shelf (PEFS), located in the basement of the First Baptist Church at 1862 Penfield Road, which is celebrating its fourteenth anniversary this year. The Penfield community, groups, individuals, churches, schools, clubs, scouts, mail carriers, Wegmans, Tops and many others support PEFS with generous contributions of food, money and volunteer time. PEFS is now getting ready to prepare holiday food baskets for Thanksgiving and Christmas. Their current wish list includes pasta, crackers, pancake mix, rice, stuffing, tuna, soup, peanut butter, jelly, salad dressings, ketchup, mayonnaise, mustard, napkins, paper towels, soap, shampoo, toothpaste, laundry detergent, foil, plastic wrap, and cleaning supplies. If you are able to assist with food, time or a financial contribution, please contact Joe Gersitz at 234-0799. Every little bit helps to sustain this wonderful organization that makes a difference for families in Penfield.

The Town of Penfield Wellness Committee held its first annual Employee Wellness Fair last week and I must say it was very well received by all our employees who attended the event. Like many organizations these days, Penfield continues to educate our employees on the benefits of practicing good health, fitness and nutrition. Twenty five vendors attended this event to help make it a huge success and I want to thank all of the local organizations for their time and commitment to our employees. A special thanks to our employee team of Michele Scarlata, Mike Sudore, Liz Carella, Phyllis Ely, Trevor Bailey and Chris Bilow.

I am reminded of several very exciting children’s programs coming up from the wonderful staff at the Penfield Public Library including Tales for Tails and Library Lego Lab both on November 4; Nutcracker Storytime on November 12; Olivia the Pig is coming to the library on November 19; and the gingerbread house is December 3. Please call the Penfield Library at 340-8720 or register online at www.penfieldlibrary.org.

There are two more Big Band Nights planned before the end of the year. The Penfield Rotary Band will play two hours of your favorite big band sounds for dancing and listening. Light refreshments will be served; the fee is $1.00 at the door. Mark your calendars for Tuesday, November 1 and Tuesday, December 6 from 7:30 to 9:30 PM.

LETTERS TO SANTA our Recreation Department has once again made direct communication with Santa Workshop. Beginning in November, Penfield children will be able to send letters to Santa Claus in care of Penfield Recreation. All letters must be postmarked no later than December 2 to give Santa proper time to check each list and return a personal reply before Christmas. If you have any questions, feel free to contact Penfield Recreation at 340-8655 or log on to www.penfield.org and click on Parks and Recreation.

Penfield Scenic Treks wraps up its 2011 season with two great programs. The first is on Saturday, November 12, 10 AM to 12 PM at the Big Woods Gosnell Preserve. The second event is Saturday, December 10, 10AM to 12 PM at the Thousand Acre Swamp. Events will be held rain or shine. For more information call Penfield Recreation at 340-8655 or log on to www.penfield.org.

The signal light at Atlantic Ave. and Jackson Road was recently activated by the New York State DOT in the flashing red/yellow mode. The three-color light should be fully functional this coming week. I think I can speak for the immediate neighborhood and the entire community that this light will significantly reduce the number of accidents at this intersection and provide safer traffic flow throughout the area. Great job to everyone involved for making this much discussed light a reality!

Until next week, enjoy the mild weather in the forecast, it will not last much longer!

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