

## 2011-J823

LEGISLATIVE RESOLUTION honoring Certo Brothers Distributing Company upon the occasion of its designation as recipient of the 2011 Business of the Year Award by the West Seneca Chamber of Commerce

WHEREAS, It is the sense of this Legislative Body to recognize that the quality and character of life in the communities across New York State are enhanced by the concerned and dedicated efforts of business organizations and individuals that generously contribute to the welfare of the community and its citizenry; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to honor Certo Brothers Distributing Company upon the occasion of its designation as recipient of the 2011 Business of the Year Award by the West Seneca Chamber of Commerce; and

WHEREAS, This auspicious event was celebrated at the 64th Annual West Seneca Chamber of Commerce Community Awards Dinner held at Kotecki's Grandview Grove, West Seneca, New York, on Thursday, March 3, 2011; and

WHEREAS, At age the age of nine, Peter Certo arrived in the United States from San Pier-Niceto, Sicily, in search of the American dream; subsequently, he opened a small grocery store in the City of Niagara Falls; when he began taking notice of the popularity of soft drinks, Certo Bottling Works, a soft drink bottling plant, was born; and

WHEREAS, After the repeal of Prohibition, Peter Certo applied for a license and became the first beer wholesaler in Niagara Falls in 1933; and

WHEREAS, During the 1930s, Paul Certo's three sons and three daughters, Ken, Albert, Hank, Margaret, Elizabeth, and Mary, began to play major roles in the business, which they would maintain and be a part of throughout their adult lives; and

WHEREAS, Today, more than 70 years later, a third generation of Certos is guiding the family business; these individuals include Peter I., Peter Joseph, Peter John, Henry, Joseph, Anthony, Mark, and Marie Certo-Demont, all first cousins who also serve as equal owners/partners of the business; and

WHEREAS, Throughout its history, Certo Brothers Distributing Company has pioneered a number of innovations including being the first in the country to adopt a preorder sales system; today, continual updating and modernization have been important factors in the company's success; and

WHEREAS, Another key to the success of Certo Brothers Distributing Company has been the dedication and loyalty of its employees; it has always been the philosophy of the company to treat its employees as family; the company was said to be the first in the area to provide medical coverage and a pension plan for its employees; and

WHEREAS, This outstanding business is heavily involved in the West Seneca community and beyond, including being the largest company to contribute to Niagara County Community College; the Albert J. Certo Memorial Scholarship Fund Golf Tournament, in honor of the third generation's uncle, has raised funds for student scholarships; and

WHEREAS, Furthermore, Certo Brothers contributes to various colleges, hospitals and churches throughout Western New York; its charitable causes include the Variety Club Telethon, Kids Escaping Drugs, Hunters Hope Foundation, and American Cancer Society; the company is also involved in the West Seneca Chamber of Commerce, as well as the town's annual Community Days celebration and Queen of Heaven Church and School; and

WHEREAS, It is the sense of this Legislative Body that when business organizations of such noble aims and accomplishments are brought to our

attention, they should be recognized by all the citizens of this great Empire State; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to honor Certo Brothers Distributing Company upon the occasion of its

designation as recipient of the 2011 Business of the Year Award by the West Seneca Chamber of Commerce; and be it further  
RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to Certo Brothers Distributing Company.