

Ellicottville **NOW**

LOCALLY OWNED & PUBLISHED ~ WIDELY DISTRIBUTED ♦ Jan. 26-Feb. 1, 2023



Official Newspaper of the Village & Town of Ellicottville and Town of Great Valley, New York
Released every other Thursday • Sign up for our digital edition FREE at ellicottvilleNOW.com/subscribe

FREE

When Local Businesses Team Up...

Weed Ross and The Boardroom Snowboard Shop Join Forces to Support the HoliMont Snowboard Team



photo / Erin Cornelius

BY BRENDA PERKS

It's a word I use often: Community. And a great example of community: Ellicottville. I love hearing about notable fundraising projects that bring people together. I love seeing new businesses open and existing businesses jumping in to offer a warm welcome. I love watching our local sports teams and athletes cheering each other on. I love when community members/business owners team up to provide assistance for area programs and organizations - especially when the recipients are our youth.

Two Ellicottville-based businesses - Weed Ross Insurance and The Boardroom Snowboard Shop - joined forces this winter to give a group of young snowboarders a boost in the sport that the business owners themselves are very passionate about.

... page 03

Torch Relay for Empire Winter State Games to Start at Holiday Valley

The 43rd Empire State Winter Games (ESWG) Torch Relay kicks off Sunday, Jan. 29 from two starting points, New York City's Chelsea Piers Sky Rink and Ellicottville's Holiday Valley Resort, as the beginning of its five-day journey that culminates in Lake Placid for the Opening Ceremony of the Feb. 2-5 Games. The torch relay will be welcomed by dozens of communities along the two routes that will merge in Lake Placid.

This year's Empire State Winter Games is expected to draw around 2,000 athletes competing in more than 30 events.

... page 08

SKI PATROLLER COMBINES LOVE OF WINTER WITH LOVE OF KNITTING

There's something romantic, personal and frankly, happy about handmade knitted items that you just can't capture with machine-made goods. And it turns out that Ellicottville has a supreme knitter within our midst, that is, when Barbara Cudeck is not doing one of the other things she loves - skiing at HoliMont. By way of introduction, Barb is mom to Corey Hacker who runs the FLITE Freestyle Team at HoliMont. Barbara says she has knitted and sewn her whole life, and started sewing fleece clothing for Corey when he was on the Ski Team ... page 07

Learn to Work with Nature, Not Against It

Lucky Day Homestead Offering Self-Sustaining Classes to the Public



@luckydayhomestead

BY MARY HEYL

For Emily Tingue, owner of Lucky Day Homestead in Machias, there are some things that just get better with time. Whether it's a family recipe passed down for generations, the beautiful hay barn that's been part of the family homestead for 120 years, or the age-old art of blending spices and teas by hand, Tingue has not only kept these traditions alive, but she's made them her own. Now, visitors have the opportunity to visit Lucky Day Homestead and learn some of Tingue's favorite self-sustaining practices, from cooking classes to herb-blending classes, and so much more.

Tingue is hosting a number of winter workshops inside her beautiful country home on the farmstead. All workshops are open to the public.

... page 04



@modern_baby_co

MODERN BABY CO. OPENS ON MONROE STREET

There's a new business in Ellicottville, and it's all about the littles! Just a few weeks ago, Alana Murray and Sydnie Beattie opened the doors of Modern Baby Co., a brand-new store with a beautiful selection of new baby and children's clothing, accessories, toys, gifts, and more. Designed with expecting parents, new parents, and parents with young children in mind, Modern Baby Co. is the realization of a dream for Murray and Beattie, both mothers of young children who know the challenges and joys of raising a family while running their own business... page 07

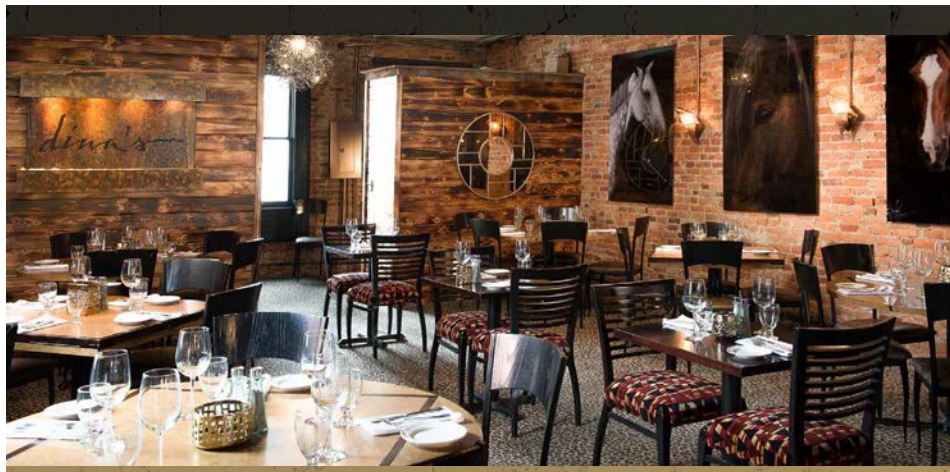
Nothing says,
“I love you”
 like a bottle
 of wine*

*Besides actually saying, “I love you”



WINERY
 OF
 ELLICOTTVILLE

14 MONROE ST, ELLICOTTVILLE | 716.699.1055 | WINERYOFELLICOTTVILLE.COM



Experience the comforting atmosphere of Dina's.
 BREAKFAST | LUNCH | DINNER

dina's

Upscale American Cuisine
 Made-to-Order
 Local, Fresh Ingredients
 Homemade Cookies, Pies and other Sweet Endings

15 Washington Street | Downtown Ellicottville
 716.699.5330 | www.dinas.com



MUD SWEAT & GEARS
 SPEED FACTORY

tuning matters

We specialize in keeping your ski and snowboard equipment running smooth and fast with the most advanced tuning equipment from Montana of Switzerland.

Overnight service available.



f i t

18 Monroe Street | Ellicottville * 716-699-8300 * mudsweatgears.com

curated clothing & footwear for men, women and children

blanket room featuring Pendleton, Ruml, & Chappywrap



Product Spotlight:
BUFFALO BILLS VALENTINES
 Show your favorite person some BuffaLove this Valentine's Day with Buffalo Bills themed cards.



daff dry goods

17 Washington Street | Downtown Ellicottville, NY
 716-699-2293 | daffevl.com

ellicottvilleNOW

LOCALLY OWNED AND PUBLISHED

Ellicottville's newspaper, published every other Thursday in print and online
 Distributed in Ellicottville and locations throughout Cattaraugus County & Chautauqua County, NY

ellicottvilleNOW.com

SIGN UP FOR eNOW News FREE at ellicottvilleNOW.com/subscribe

f i @ellicottvillenow ... FOLLOW US!
 Join our InstaNOW photo gallery.
 Upload your photos using #evlnow / tag us.

ellicottvilleNOW is a publication produced by DesignPerks of Ellicottville, member of PaNDaGOAT Media | ellicottvilleNOW.com

OFFICE
 9 W. Washington St.
 PO Box 1077
 Ellicottville, NY 14731
 716-699-9816
info@ellicottvillenow.com

PUBLISHER / EDITOR,
 LEAD DESIGNER
 Brenda Perks,
 DesignPerks of Ellicottville
designperks@gmail.com
brenda@ellicottvillenow.com

ASSISTANT DESIGNER,
 PRODUCTION MANAGER
 Meaghan Lucarelli
meaghan@ellicottvillenow.com

COMMUNICATIONS,
 CONTENT COORDINATOR
 Jessica Schultz
jessica@ellicottvillenow.com

ADVERTISING SALES ASSOCIATES
 Brenda Perks
 Direct: 716-244-7573
brenda@ellicottvillenow.com
 Evan Evans
 Direct: 716-464-0134
evane716@aol.com

TEAM WRITERS / PHOTOGRAPHERS
 Mary Heyl
 Carol Fisher
 Trevor Mackenzie
 Melanie Hulick
 Kim Duke
 Laura Widger
 Suzy Woo
 Ashley Baron
 Clara Kosinski
 Rich Rumfola
 Frank Ujvari

DISTRIBUTION MANAGER
 Evan Evans

Article/Photo Contributions
 Contributions are always welcome. Submit your articles and photos or story ideas to our publisher: brenda@ellicottvillenow.com

Advertising Rates
 Available upon request.
 Deadline for print, digital & classifieds: Monday prior to publication release. Please contact one of our sales reps for a release schedule, rates and additional information.

ellicottvilleNOW is published by DesignPerks, 9 W. Washington St., PO Box 1077, Ellicottville, NY 14731. ellicottvilleNOW is released every other Thursday in print and online at ellicottvillenow.com. Copyright © 2023 by DesignPerks. All rights reserved. Reprinting in whole or part is forbidden except by permission from DesignPerks.

NOW *this ...*

When Local Businesses Team Up



photo / Erin Cornelius

By **BRENDA PERKS**

It's a word I use often: Community. And a great example of community: Ellicottville.

I love hearing about notable fundraising projects that bring people together. I love seeing new businesses open and existing businesses jumping in to offer a warm welcome. I love watching our local sports teams and athletes cheering each other on. I love when community members/business owners team up to provide assistance for area programs and organizations - especially when the recipients are our youth.

Two Ellicottville-based businesses - Weed Ross Insurance and The Boardroom Snowboard Shop - joined forces this winter to give a group of young snowboarders a boost in the sport that the business owners themselves are very passionate about.

HoliMont has played a key role in helping to produce multiple Olympian snowboard racers, including Darren Gardner and Meghan Farrell. However, over the last several years, HoliMont has seen a shift in its snowboard program. What was once a program focused on racing gates in hardboots has evolved into a freestyle team determined to master the terrain parks. You may not have noticed this growing group of softboot shredders on the hill dressed in their own personal coats and pants, but you certainly will be able to recognize them this year. Thanks to Weed Ross and the The Boardroom, each HoliMont Snowboard Team member is now outfitted with a "HoliMont Snowboard Team" jacket. It may not seem like a big deal on the outside, but for the kids, it's a feeling of inclusion and pride, and "being official," as one team member expressed. For the sponsoring businesses, it's just what they do. And that's what makes this community so special.

"The best and most rewarding part of owning Weed Ross has been the ability to give back to the local community," said Sean Cornelius. "We support many events and charities in our area throughout the year. Supporting the HoliMont Snowboard Team/Program is something that is near and dear to my heart. I have been snowboarding since I was 12-years-old and it has been a major part of my life. My sons, Harrison and Finn, have now found the same love for snowboarding that I have, and this team has been excellent for them."

As for Timkey, he and his shop need no introduction. A family-run business going on 38 years strong, Spencer is the second generation of The Boardroom Snowboard Shop and snowboarding advocacy. The Burton jackets provided by The Boardroom - coupled with the HoliMont Snowboard Team name and sponsoring business logos applied on the jackets by Sports Locker of Olean - has each HoliMont Snowboard Team member and coach now proudly donning their passion on and off the slopes.

"We pride ourselves on being the standard bearers of snowboarding in WNY, and with that comes the responsibility of doing everything in our power to support it," said Timkey. "When Sean approached us with the idea of providing jackets to the team, we couldn't say yes fast enough. HoliMont's burgeoning snowboard program, flush with groms, provides a glimpse into the future. We know a lot of these kids, and the coolest thing is they pride themselves on being snowboarders. It's apparent the snowboarding scene in the region is alive and very well, and we're proud to partner with Weed Ross on this one."

HoliMont's terrain park-based snowboard program launched six winters ago with just a few participants. Fast-forward to 2023 and the program now has 20+ members. The program follows in the footsteps of its predecessor when it comes to teaching the core values that come from an individualized/team sport - discipline, self-image, confidence,

"HoliMont Snowboard Team" continued page 12

LET ONE OF OUR AGENTS FIND THE RIGHT HOME FOR YOU!

Holiday Valley REALTY CO. INC.
Open 7 Days a Week

 Julie Filipowicz Lic. R.E. Agent 716-864-7196	 Joany Bund, GRI, Mgr. Lic. R.E. Assoc. Broker 716-969-2156
 Judy Gross Lic. R.E. Assoc. Broker 716-378-7737	 Joe Eysaman Lic. R.E. Agent 716-378-7079
 Fred Graham Lic. R.E. Agent 814-598-1322	 John "Jake" Northrup II Lic. R.E. Agent 516-712-5941
 Shanell Kiersz Lic. Rental Manager 716-699-2912	 Tara Bowen Tamarack Resales Lic. R.E. Agent 716-699-7003

GET DETAILS ON EVERY HOME IN OUR AREA
HOLIDAYVALLEY.COM/REALTY

6084 Rte. 219 @ Holiday Valley Rd. Ellicottville, NY 14731	RENTALS: 716-699-2912 SALES: 716-699-2000
---	--

katy's

cafe

DOWNTOWN ELLICOTTVILLE

- ★ the hot spot for breakfast
- ★ specialty coffees & drinks
- ★ daily lunch specials
- ★ homemade soups & chili

★ On the run? Try one of our breakfast creations or delicious lunch combos TO-GO!

★ OPEN 7 DAYS A WEEK for breakfast • lunch • good company!

★ Washington Square ★ Ellicottville, NY ★ 716.699.8860

★ Come dine ★
 at our 2nd location
KATY'S FLY-IN
 Route 219,
 Great Valley, NY
 Serving Breakfast,
 Lunch & Dinner

TWO LOCATIONS!

Washington St.
Ellicottville, NY
716-699-9162

4818 Route 430
Bemus Point, NY
716-386-1171

@loudperformancechq
loudperformance.com

Snowboard hardgoods, apparel and accessories from the top brands in the industry.
FAST TURNAROUND ON TUNING!
PLUS a large selection of fat bikes and apparel!

COMMUNITY

LUCKY DAY HOMESTEAD

Workshops Teach Self-Sustaining Practices Based on Century-old Family Traditions



BY MARY HEYL

For Emily Tingue, owner of Lucky Day Homestead in Machias, there are some things that just get better with time. Whether it's a family recipe passed down for generations, the beautiful hay barn that's been part of the family homestead for 120 years, or the age-old art of blending spices and teas by hand, Tingue has not only kept these traditions alive, but she's made them her own. Now, visitors have the opportunity to visit Lucky Day Homestead and learn some of Tingue's favorite self-sustaining practices, from cooking classes to herb-blending classes, and so much more.

While Tingue has hosted private classes at Lucky Day Homestead in the past, workshops that are open to the public are new this year. No stranger to the area, she is a certified New York State nature guide and has served as a guide throughout the Ellicottville area for several years. However, there's no place Tingue knows better than the 30-acre homestead that she is proud to call home. "I'm seventh generation on the homestead," said Tingue. "For 35 years, I've been venturing this land. I bought it 12 years ago, and I know it like the back of my hand!"

Those who have been to Lucky Day Homestead may know it best for its famous pie stand, which is open year-round and filled with baked goods that are baked fresh daily. "Our coconut cream pie is our flavor favorite right now," she noted. "Our French chocolate silk is also a hit." While these traditional flavors are popular, Tingue's unique flavors, like her Dark Cherry Crumb, Bourbon Chocolate Pecan, Strawberry Chocolate Cheesecake, Mushroom Goat Cheese Quiche, and more that keep people coming back to see what's new! For the weekly and daily flavors, follow Lucky Day Homestead on Facebook. Special orders may also be placed by contacting Tingue at 716-353-0193.

"We have been home processors since 2013," she explained. "We've been certified by the New York State Department of Agriculture and Markets to bake and supply herbs and baked goods to the public." Currently, Tingue is working with some local farmsteads and potentially some local restaurants, and most recently, Cupcaked of Ellicottville has been carrying Lucky Day Homestead's baked goods and pies. Later this year, Tingue is looking forward to completing construction of a new farm stand, which will allow her to share even more fresh foods and herbs with the public.

"We are dedicated and passionate about teaching people how to be self-sustaining and work with nature," she said. Currently, Tingue is hosting winter workshops in her beautiful country home on the farmstead. Those who have been fortunate to enjoy Tingue's baked goods at the Homestead or her cooking as former owner of the Ashford Station Bistro are sure to enjoy her farm-to-table cooking workshops. On January 28th at 4:00pm, Tingue's workshop is a cinnamon apple pork loin. This three-hour class in Tingue's own kitchen walks students from start to finish through the entire meal, including snacks, sides, the main course, and dessert.

Other winter workshops include her grape vine wreaths and terrariums workshop on January 29th at 10:00am. There, guests will craft their own grape vine wreath with locally foraged straw flower, dried herbs, wheat, and other naturally gathered items and build their own terrarium for small plants and succulents.

"Creating something like this keeps folks enjoying nature," she pointed out. "I also like that it helps people, especially women, learn how to create something that they can have fun making and even sell for extra money. We're really encouraging of that kind of self

"Lucky Day Homestead" continued page 12

REPAIR THE RAIL CARS

Salamanca Rail Museum Suffers Over \$9k in Damage; Looking for Public Support



BY JESSICA SCHULTZ

It's hard to make sense of the destruction people cause sometimes, especially when it happens to a staple historic attraction. This past week, the Salamanca Rail Museum, located at 170 N. Main Street in Salamanca, NY, had all four of its rail cars vandalized, resulting in over \$9,000 worth of damage.

Just to give you some background on the museum's historical significance, the Rail Museum is a fully restored passenger depot that was originally constructed in 1912 by the Buffalo, Rochester and Pittsburgh railways. It was acquired in 1980 and brought back to life through a combination of donations, government funds and volunteer labor. The two-story building's main lobby reflects the simple elegance of its age. The ticket office is still authentic, right down to the office furniture and telegraph machine. It boasts a brick-walled baggage room and even a special "Ladies Retiring Room" with multiple windows to let in light.

The whole place is an exact duplicate based on the original architectural plans. Oh, it must have been a delight to visit in its heyday!

The museum is open to visitors seasonally (or by appointment) and provides an opportunity to experience a bygone era from over 90 years ago - through photos, video presentations and artifacts. Some of those artifacts that crowds are always happy to see are the authentic rail cars that were broken into on January 17; at least 31 of their windows were smashed out and their seats cut open.

As a non-profit organization, this is a harsh blow. Sixt Lumber and Robinson Construction & Residential Electric have been instrumental in offering their generous assistance during the emergency, helping the Rail Museum secure the cars and working to avoid any further damage from the winter weather. And although many local businesses have stepped up to offer their support during this trying ordeal, more help is needed.

Kari Kennedy, Salamanca Rail Museum Board Member, and colleague Christopher Costello organized the "Repair the Rail Cars!" GoFundMe page. (<https://www.gofundme.com/f/repair-the-rail-cars>).

"We are trying to raise money to help repair the rail cars that were vandalized this past week," stated Kennedy. "The damage of these cars went beyond what the museum can afford. These rail cars are a wonderful attraction to our museum that many visitors frequent throughout the year! Our goal is to repair the rail cars and install a security system to keep them safe from this ever happening again."

As of the time ellicottvilleNOW went to print, they've managed \$2,415 of their \$12,000 goal. If you can afford to donate, any amount is greatly appreciated.

The culprits who are responsible for the destruction have yet to be apprehended. The Salamanca Police Department is looking for any information that anyone can provide. Please contact them at 716-945-2330 or send a message to their Facebook page.

Let's come together as a community and help as much as we can to rebuild this beautiful historical attraction back to its glory. If you cannot donate to the GoFundMe, you can reach out to the Salamanca Rail Museum at 716-945-3133 or email their staff at info@salrailmuseum.org to see how you can help in other ways. Stay updated on this story and learn more about the Salamanca Rail Museum's history by following @Salamanca Rail Museum on Facebook.

PHOTO BY GREG SPAKO

ERA Team VP
REAL ESTATE
& VACATION RENTALS

#THEORIGINALAIRBNB

FOR ALL LISTINGS & RENTALS VISIT
ELLICOTTVILLE.COM

12 WASHINGTON STREET · ELLICOTTVILLE · 716.699.4800

Build a Healthier YOU

Locally owned with over 16 years of personal training experience!

Customized, one-on-one programs in our private studio.

55 Bristol Lane, Ellicottville
716-698-1198

Good the Spirit
Ellicottville's Spiritual Gem

CRYSTALS & SPIRITUAL WELLNESS

We have all the spiritual tools to support your journey. Crystals, Singing Bowls & Intention Candles to name a few!

11 Martha St. | Ellicottville, NY | 716-699-2871
blessings@goodforthespiritgifts.com

OPEN: MONDAY-SATURDAY 11-6 | SUNDAY 11-5

HIGH END RESTAURANT-QUALITY STEAKS & MORE
DELIVERED TO YOUR DOOR

WANT TO SPEND MORE TIME ON THE SLOPES?
Check out our bundles and other featured products!

WE ALSO OFFER FREE LOCAL DELIVERY!

Ellicottville, NY • Little Valley, NY • Salamanca, NY
Jamestown, NY • Bemus Point, NY • Ashville, NY
Kiantone, NY • Falconer, NY • Lakewood, NY
Chautauqua, NY • Frewsburg, NY

716-919-3736 | WWW.GRUBGUYS.COM | INFO@GRUBGUYS.COM | FIND US ON FACEBOOK!

Membership Available with 24/7 Private Access
PGA Coaching | Private Groups | Leagues | Gift Cards

ELLICOTTVILLE INDOOR GOLF

TRACKMAN

Jake Northrup

ESTABLISHED 2015

info@ellicottvilleindoorgolf.com

EllicottvilleIndoorGolf.com

SWEET DEALS

LONESTAR: LIVE!

SATURDAY, FEBRUARY 11 • 8 PM

Seneca Allegany Event Center

Take advantage of our
Lonestar Show & Stay Package!

THUNDER MOUNTAIN Buffet | **HUNGRY FOR A WIN**

GET \$10 FREE SLOT PLAY!

With your Thunder Mountain Buffet visit.
Sundays in February • Noon – 9 PM

THE SPA AT SENECA

WINTER SPECIALS

Stay hydrated this season with our cozy & rejuvenating treatments.

Call (716) 244-5169 to book your visit.

SENECA ALLEGANY RESORT & CASINO

SenecaAlleganyCasino.com



compass at the mont
yoga + rhythm riding cycling

Join us at HoliMont every weekend for 45min Indoor cycling + yoga classes led by our specially trained instructors. Members + non-members welcome!
www.compasscyclestudio.com




Featuring Steaks, Seafood & Pasta Entrees.

Thursday Date Night: Two can dine for \$58. Find the Date Night Menu on our website.

The Silver Fox STEAKHOUSE

WINTER HOURS: Open Wednesday through Saturday
Bar opens at 4:30pm / Dinner starts at 5:00pm



23 Hughey Alley • Ellicottville, NY 14731
716-699-4672 • www.thesilverfoxrestaurant.com



MENU



THE PURPLE DOORKNOB



New York's **LARGEST** Selection of **SOCKS!**

OVER 25,000 SOCKS IN STOCK!
11 WASHINGTON ST., ELLICOTTVILLE

ThePurpleDoorknob.com

LOWERIN' EARS FOR 16 YEARS

JONNY BARBER SHOP

13 BRISTOL LANE
(by CCSE Credit Union)
ELLICOTTVILLE, NEW YORK

APPOINTMENTS RECOMMENDED

Regular HOURS • Tuesday - Friday 9am-5pm
• Saturday 9am-12pm
• Beard Balm Sold Here!

Jonny Barlow, *Licensed Barber*
716-572-3321 • jonnybarber.biz

Martens
CLEANING SERVICES



Specializing in Commercial and Residential Cleaning

Providing a professional and personalized cleaning service

- All office cleaning services discussed & designed for your needs
- No job is too small
- Weekly, biweekly or monthly cleaning options available
- Offering Deep cleans & carpet cleaning
- Plus rental property flips
- And commercial cleaning too!

Call Now!
585-435-7158
martenscleaning@yahoo.com




FLAIR'S WARRIORS

KEEPING FAMILIES TOGETHER FUREVER

Dedicated to supporting the financial costs of sick & disabled dogs.

DONATE TODAY!

All donations go directly to making a difference for our cause

FLAIRSWARRIORS.ORG • 716-289-9640

FOLLOW US ON FACEBOOK & INSTAGRAM @FLAIRSWARRIORS




You deserve to treat yourself

- Massage Therapy •
- Manicures •
- Pedicures •
- Organic Facials •
- HydraFacials •
- Eminence Skincare •

6447 Holiday Valley Road • Ellicottville, NY
716-699-8996
www.ellicottvilleoasis.com

Call or book your appointment online!



THE FRANK PITILLO MEMORIAL LIGHTING FUND

WAS CREATED TO RAISE MONEY FOR THE PURPOSE OF REPLACING THE LIGHTS ON THE FOOTBALL FIELD AT ELLICOTTVILLE CENTRAL SCHOOL.

PLEASE HELP US REACH OUR GOAL OF \$250K IN HONOR OF THE LATE FRANK PITILLO.

SCAN THE QR CODE TO MAKE YOUR DONATION TODAY!

In Partnership with:




BUSINESS

MODERN BABY CO.

New Children's Store Opens on Monroe Street in Ellicottville



By MARY HEYL

There's a new business at 13 Monroe Street in Ellicottville, and it's all about the littles! Just a few weeks ago, Alana Murray and Sydnie Beattie opened the doors of Modern Baby Co., a brand-new store with a beautiful selection of new baby and children's clothing, accessories, toys, gifts, and more. Designed with expecting parents, new parents, and parents with young children in mind, Modern Baby Co. is the realization of a dream for Murray and Beattie, both mothers of young children who know the challenges and joys of raising a family while running their own business.

A few years ago, Murray, a western New York native, recognized that the area had little in the way of baby or children's stores, so she opened Adrienne Grace Co. – named for her two daughters – in East Aurora. The store has gained a strong reputation for its beautiful, fashion-forward children and baby clothing, as well as its Buffalo sports-themed apparel, and Murray was interested in the possibility of a sister store in the Ellicottville area.

"I did a lot of market research to see how other businesses were doing in town," she explained. "I heard from several Ellicottville business owners who sent me their numbers pre-Covid and after. The town has really significantly increased in traffic all year 'round!"

When Murray learned that The Edge Hair Salon was going to be moving, she saw a great opportunity to open Modern Baby Co. in the heart of downtown Ellicottville. Murray, who works full time in the legal technology industry and runs her East Aurora store, knew a new business venture was something she couldn't take on alone.

"Sydnie had shown a lot of interest, so I approached her to do a collaboration," said Murray. "This is Sydnie's first business, and it's been such a great experience doing this with her."

Although Murray and Beattie are continuing to increase their inventory, they are already stocked with children's clothes for sizes newborn to 12 years old. Buffalo sports-themed clothing, including Allen Women's leggings, are also available. "We're going to be adding more toys," Murray said. "During our soft opening weekend, toys were very popular! We carry Ellicottville and Buffalo souvenirs and gifts for those who are shopping from out of town." Modern Baby Co. also has many gender-neutral baby items, which both moms noticed are often hard to find in department stores. "Sydnie and I have very similar tastes, which has made the inventory selection process a lot of fun," said Murray.

Murray and Beattie are proud to be a women-owned business that supports others. "We really like to collaborate with other women business owners in western New York," Murray noted. "We wholesale items from women business owners who may not have a shop but will do pop-ups." Murray and Beattie are also supportive of the needs of new mothers, as their store will soon have a nursing/quiet area, complete with a nursing chair and changing area. "It's so important for moms to be able to take that quiet time, especially when they're out shopping with their baby," said Murray.

During the next few weeks, Murray and Beattie are looking forward to getting their online store up and running. Additionally, gift cards are available, as well as a baby registry option that allows expecting parents to receive credits to be used toward future

"Modern Baby Co." continued page 12

KNIT ONE PURL TWO

Ski Patroller Takes Her Love of Winter and Combines it with Knitting



By CAROL FISHER-LINN

It's amazing what you can find on the internet. In preparation for an article about a local knitting-whiz, I looked to see if there are any songs about knitting. I found a parody on John Denver's "Inch by Inch, row by row..." Garden song which can be found on YouTube (Knitting Song 2012). What was delightful about watching and listening to that video was seeing the joy on the faces of the people who were sitting around in a group – knitting to their heart's content. It seems knitting is pure fun.

I looked further and found a poem. I share part with you here: Ode to my socks, Pablo Neruda – "Maru Mori brought me a pair of socks which she knitted herself with her shepherd's hands, two socks as soft as rabbits. I slipped my feet into them as though into two cases knitted with threads of twilight and goatskin..."

There's something romantic, personal and, frankly, happy about handmade knitted items that you just can't capture with machine-made goods. And it turns out that Ellicottville has a supreme knitter within our midst, that is, when Barbara Cudeck is not doing one of the other things she loves, skiing at HoliMont on the Ski Patrol for 33 of her 47 years of patrolling. By way of introduction, Barb is mom to Corey Hacker who runs the FLITE Team freestyle program at HoliMont.

What began as a hobby for the love and creativity of knitting turned into a cottage industry with the help of Barbara's daughter, Brittany, also an avid knitter. Brittany fits knitting into her busy schedule while working several jobs. Living at Hoover Beach (Hamburg area) in the summer months, Barb taught knitting at a shop in Hamburg. Barbara says she has knitted and sewn her whole life, taught the old German way by her mother, and started sewing fleece clothing for Corey when he was on the Ski Team. Then, her granddaughter skied competitively so Barb started making ski hats to raise money for her competition expenses.

She made about 200 Lexi hats (named for her granddaughter) during that campaign. After that fundraiser, the popularity of their signature hat spread so they just kept making them. Then the Buffalo Bills started taking off and they created a hat they called the Chloe hat named after the one Snowboarder Chloe Kim wore during the Olympics. The design of the hat is such that it fits just about everybody. They were able to use a "Bills Mafia Babes" logo designed by a friend, but once the Bills bought the Bills Mafia copyright they had to discontinue, creating their own "Mafia Babe" logo for their hats.

Not content to stick with the ski hat designs, they were asked to come up with hats with a biker design. Since Barb enjoys the challenge of more intricate designs, a bike on the hat was right up her alley. These hats can be purchased at Kickstand Culture on Main Street in East Aurora or can be ordered directly from them at BAC knitting on FB, Backknitting on Instagram or through an email at BACKknitting@gmail.com. One other item they sell is an unusual, hooded sweater for newborns up to 18 months which easily pops over the front of them and zips up the back.

Since all of these projects don't seem to keep Barb busy enough, she also loves to create the famous and hugely intricate Dale of Norway sweaters. In the summertime, she and her husband, Michael get their daily walks in on the beach. Bending is also good exercise, so Barb collected bags and bags of beach glass along her walks and decided she needed to do something creative with these beautiful pieces, each one of which probably carries its own unique and mysterious tale. Of course, this creative artist creates these one-of-a-kind beach glass jewelry which can also be found when they sell their items at shows. Check them out on SM.

Reflections
Hair Design

A Full Service
Paul Mitchell
Salon

Cuts • Color • Perm
Manicure • Pedicure
Shellac • Waxing

39 Mill Street, Ellicottville, NY
(716) 699-8757

Anew Beginning
Massage & Spa

RENEW YOUR MIND • BODY • SOUL



MASSAGE
REFLEXOLOGY
FACIALS
WRAPS
SPECIALS
VIEW ALL SERVICES
ON OUR WEBSITE

9 MONROE ST. • ELLICOTTVILLE, NY
716-699-2508

www.AnewBeginningNY.com

ellicottville**NOW**

snowTRENDS

EMPIRE STATE WINTER GAMES

Holiday Valley to Host Starting Point for ESWG Torch Relay



LAKE PLACID - The 43rd Empire State Winter Games (ESWG) Torch Relay kicks off Sunday, Jan. 29 from two starting points, Buffalo and New York City, as the beginning of its five-day journey that culminates in Lake Placid for the Opening Ceremony of the Feb. 2-5 Games.

With title sponsor Community Bank, N.A., along with presenting sponsors Zappone Chrysler Jeep Dodge Inc.; Jeep; Highmark Blue Shield of Northeastern New York; Stewart's Shops; Casella Waste Systems and Golden Arrow Lakeside Resort, the torch relay will be welcomed by dozens of communities along the two routes that will merge in Lake Placid.

The torch relay kicks off Sunday, Jan. 29 at New York City's Chelsea Piers Sky Rink and the Buffalo area's Holiday Valley Ski Resort in Ellicottville.

Dash Hegeman, Marketing Director of Holiday Valley Resort said, "Having the opportunity to be a part of the tradition of the Empire State Winter Games is an honor. The Torch Relay is a 700-mile journey that will make stops throughout the state so being able to kick that off here in Ellicottville is something that Holiday Valley is very excited about. The Winter Games embody so much of the dedication and passion for winter sports that we here at the resort try to showcase to people every single day."

Along with visits to sponsor Community Bank locations, the torch relay is expected to involve up to 30 communities, schools, sports clubs, mascots, arenas and other venues as the ESGW flame winds its way east and north. In connecting three corners of New York state, the relay symbolizes a unifying spirit, inspiration and resilience as the ESWG celebrates the power of sport and community.

THE STOPS

From the West:

- Gowanda Schools on January 30
- Batavia Ice Arena in Batavia on Jan. 31
- Cortland's J.M. McDonald Sports Complex Feb. 1
- Watertown Skating Club on Feb. 2.

From the South:

- The Rinx at Hidden Pond in Hauppauge on Jan. 30
- Poughkeepsie's McCann Ice Arena, along with Community Banks in Kinderhook and Valatie on Jan. 31
- Kiwanis Ice Arena in Saugerties Feb. 1
- Granville, Ticonderoga and Tupper Lake on Feb. 2.

At some stops, the torch will be feted with parades and by local athletes and teams, dignitaries and special ceremonies. Upon the torch's arrival in Lake Placid Thursday, Feb. 2, the Opening Ceremony will take place and competition begins the next day.

The ESWG, the largest multi-sport amateur athletic winter sporting event in North America, is expected to draw around 2,000 athletes competing in more than 30 events in Lake Placid, Saranac Lake, Tupper Lake, Paul Smiths and the surrounding area.

Registration is still open for participants. Visit empirestatewintergames.com You do not have to be a resident of New York State to participate in the Empire State Games, and most sports are open to all levels. Connect with the Games on www.EmpireStateWinterGames.com, //Facebook.com/ESWGGames, //Instagram.com/ESWGGames and Twitter @ESWGGames.

THE BANQ
COCKTAILS & LOUNGE

BOOK
YOUR
INTIMATE
EVENT
WITH US.

DOWNTOWN ELLICOTTVILLE

716-699-9143
info@dinas.com
@BanqEVL



WELCOME TO VILLAGGIO!

THURSDAY OYSTERIA!
OYSTERS | CLAMS | SHRIMP | PROSECCO BOTTLES

FRIDAY FISH FRY

SUNDAY PASTA BAR & PRIME RIB NIGHT

SUNDAY LIVE MUSIC 5:30-8:30

THANK YOU BILLS FOR A FUN SEASON.
CONFERENCE CHAMPIONSHIP GAMES—ON THE BIG SCREEN!
SUNDAY, JANUARY 29 AT 3:00 PM & 6:30 PM

ELLICOTTVILLE BREWING COMPANY WILL BE IN THE HOUSE!
ENJOY GAME DAY DRINK SPECIALS




JOIN US!
Make a reservation.
VillaggioEVL.com
716.699.2199



VILLAGGIO!

THURSDAY, FRIDAY 5PM-10PM SATURDAY 4PM-10PM SUNDAY 4PM-9PM 7 MONROE STREET, ELLICOTTVILLE, NY

Family Owned and Operated since 1979



"We've got gas."



FAST, RELIABLE SERVICE

FOR QUALITY SERVICE, CALL THE EXPERTS

PROPANE • GENERATORS • SPACE HEATERS • WATER HEATERS • GARAGE HEATERS

10035 U.S. Route 219 • West Valley, NY 14171
716-592-7242 or TOLL-FREE 800-640-0370
 After-Hours Emergency: 716-592-7242 Ext. 5
hollandpropane.com



Generac Generators Propane and Gas



Modine Hot Dawg Heaters

BIKES BURRITOS AND BREWS ALL UNDER ONE ROOF!




COMBINE FORCES TO BRING YOU DELICIOUS AND HEALTHY BURRITOS, TASTY CRAFT BREWS, PROFESSIONAL BICYCLE SERVICE AND EXTENSIVE KNOWLEDGE OF LOCAL CYCLING.

11 MARTHA STREET, EVL
716-699-BIKE

Stay Tuned ...
 FB/IG @evillebikeand bean / @42northbrewing



PaNDaGOAT

M • E • D • I • A

graphic design • website development • video production • photography • aerial imagery
 social media marketing • copywriting • strategic branding • business coaching

YOUR ALL-IN-ONE CREATIVE MARKETING SOLUTION.


9 w. washington street, po box 1077
 ellicottville ny • 716-699-9816





meet your team at
www.pandagoatmedia.com


Ski time at HoliMont!



Visit us at the HoliMont Desk!
 We are agents and members!

Team Pritchard
 Selling the Ellicottville Lifestyle!
 Cathleen Pritchard & Melanie Pritchard

Associate Real Estate Brokers
 ERA Team VP Real Estate & HoliMont Realty
 info@teampritchard.com
 12 Washington St., Ellicottville, NY 14731



Cathy: (716) 983-4234 www.TeamPritchard.com **Melanie: (716) 480-8409**



REAL ESTATE INFORMATION




4110 Irish Hollow \$390,000
 Secluded Paradise! Get away from it all at this well-built log home!
 3 bdrm 2 bath sq ft. 1,428



6 Plum Creek \$420,000
 A hot spot on the slopes! Ski in/out. Convenient, close to E'ville!
 3 bdrm 2 bath sq ft 1,186



Hot New Listing!
25 Wildflower \$250,000 2 Bed 1 Bath sq ft. 640
 Looking for a 4-season getaway that you can use when you want to and rent out when you want to – then look no further.

ALLEN'S
Wine & Liquor

SOUTHERN TIER'S ELITE WINE & LIQUOR RETAILER
Newly Remodeled for ...
An EVEN Better Selection! & Even Better Prices!!

SHOP GREAT BRANDS LIKE:
Captain Morgan, Southern Comfort, Smirnoff, Svedka, Malibu, Bacardi, Can Club, Jim Beam, Jägermeister, José Cuervo, Tanqueray, Dewar's, Parrot Bay, Johnnie Walker, 7crown, Grey Goose, Absolut and so much more!

1411 W. State St. | Olean, NY 14760 | 716-372-8393 | allenswineandliquor.com

January Specials

JIM BEAM WHITE LABEL OR FLAVORS
1.57L - \$29.99

BERINGER
1.5L - \$9.99

JACK DANIEL'S
1.75L - \$53.99

MONROE ST. Brick & Brew
BRICK-OVEN PIZZERIA
ELLICOTTVILLE, NY

716-699-1051
MONROESTPIZZA.COM
21 MONROE | ELLICOTTVILLE, NY

HOURS:
MON-THURS 4-8PM
FRI-SAT 12-9PM
SUN 12-8PM

MSBB is cooking up fresh BRICK-OVEN baked PIZZA, WINGS & more!! Come enjoy our hand crafted experience with a selection of CRAFT BREWS and WINE!!

print . web . on-demand

ellicottvilleNOW

LOCALLY OWNED AND PUBLISHED

Ellicottville's newspaper, published bi-weekly in print & online
subscribe at ellicottvilleNOW.com

advertise

@ellicottvilleNOW #evlnow

To place advertising, call our office at 716-699-9816
or email info@ellicottvillenow.com

Office: 9 W. Washington St., PO Box 1077, Ellicottville, NY 14731 | ellicottvillenow.com

THE CITY GARAGE

SKI SHOP

5 MONROE ST., ELLICOTTVILLE, NY
716-699-2054
GET READY! WINTER IS ALMOST HERE!

SALOMON
OFFICIAL SUPPLIER

STÖCKLI
THE SWISS SKI

BIRKENSTOCK

DALE OF NORWAY

WINTERSTEIGER
FULL SERVICE SKI SHOP

THURSDAY, FEBRUARY 16, 2023

Ski 4 a Cure

9 AM - 4:30 PM
At HoliMont Ski Club
6921 Rt. 242 Ellicottville NY 14731

HoliMont Ski Club and Ski Club of Lockport are hosting a "Ski 4 a Cure" event to help raise money for Roswell Park Cancer Institute. Come enjoy a day of skiing, food and entertainment while supporting a great cause!

EVENT DETAILS:

\$100 event ticket. (Includes your lift ticket, food and access to games and entertainment for the day).

To purchase tickets go to:
booking.holimont.com

To Donate to Roswell Park Cancer Institute, go to:
give.roswellpark.org

HOLIMONT

HEALTH & FITNESS

Core Performance: Mind-Muscle Connection

By **KIM DUKE, CERTIFIED PERSONAL TRAINER**

Are you one of those people who mindlessly moves from exercise to exercise without any real regard for the muscles you are working? If so, this article is for you.

When I was a CPT in a big gym setting, I saw this all the time - people going through the motions/working out too fast and not paying any attention to form and range of motion. You probably don't realize it, but you are missing out on one of the most important secrets to your fitness success: The Mind-Muscle Connection.

What is the Mind-Muscle Connection (MMC)? Without getting too technical, MMC is the body's ability to control muscle movement by the brain. You might say that the MMC occurs at something called the "neuromuscular junction". This is where the mind meets the body. The brain releases a chemical neurotransmitter called "Acetylcholine" to communicate with the muscles in the body. When Acetylcholine is released at the neuromuscular junction, it crosses the "synapses" (the tiny space that separates the nerve from the muscle) where it binds to receptors on the surface of muscle fibers and, Voila! You have muscle contraction.

The more you improve this communication, the more muscle fibers you will recruit. This results in a better-quality muscle contraction and a better workout.

In my last article I talked about tempo training which I feel is a first step into really feeling the movement and understanding what muscles you are working. A good second step is using isometrics while training. Isometrics is a type of strength training in which your muscle length doesn't change when you contract your muscle. Unlike standard strength training, isometrics is done in a static position instead of moving through a range of motion - which means you can practice isometrics anywhere without needing weights or special equipment.

Fitness experts say that it only takes about 10 seconds to effectively perform one isometric exercise and, in some cases, no one will even know you're doing it. A wall-sit or a plank is an excellent example of isometrics. However, you can use this technique even while strength training.

A perfect example of this is a bicep curl or a triceps kickback. Both of these can be done with or without weights when you include tempo training and isometrics to perform the exercise. For the curl, start with an extended arm at your side. Start the concentric part of the curl by slowly bringing your fist toward your shoulder. At the top of that contraction hold and engage/squeeze the muscle for a solid 3 seconds and then allow the arm to eccentrically elongate again. Do the same with a triceps kickback - after you extend the arm you're working, hold that position with intention to engage the triceps muscle thoroughly. Using an isometric hold can be done in almost any exercise in a concentric contraction since this is where the muscle tension rises to meet the resistance then remains stable as the muscle shortens.

And - all of this will certainly keep you focused on your MMC! Since it will be almost impossible to lose focus using either of these techniques.

Kim Duke is a certified personal trainer and owner of Core Performance Fitness and Training, located at 55 Bristol Lane, Ellicottville, NY. Kim resides in Ellicottville where she raised her two sons, Zach and Nik. For more information about her studio visit her Facebook page or www.coreperformancefitness.com. Kim can be reached directly at 716-698-1198.

Suzy's Star Readings: February Astrology... There's a Shift in Energy Taking Place

By **SUZY WOO, B.MSc**

Have you noticed a very recent shift in your energy, in the way you feel about your outer world? About your own trajectory at this moment in time? Prepare to shift and turn on a dime in a way you would never expect. Welcome to Aquarius season. On steroids. This isn't just for this month, it's for the next couple years!

What it appears like to me, is like a spell being broken that was cast over the collective! The systems and foundations that generations up to and including Gen X were raised upon, came to a grinding to a halt as the world closed its doors (Jan 2020). This prompted the collective to seriously question these foundations and deeper, the integrity of leadership on a global scale.

As I speak with clients, and people in the shop, look at the astrology and pay close attention to the visuals and spiritual guidance, there is ZERO doubt in my mind the magnitude of this and the next 3-4 years will have every person's tectonic plates shifting with you being in the center of the vortex. The vortex represents the whirlwind of your outer world and what you consume, including media.

More and more pressure will likely stack up, because the universe is trying so hard to get you to break patterns and make important game changing decisions to help you flow more; instead of continuing to force something that is not right for you. Not in alignment with your purpose. I cannot believe how strong this is. No one will be unscathed unless you feel you are whole-heartedly living your purpose.

We all know deep inside what IS for our greater good but for smaller reasons of convenience or other justifications, we don't honor that. This ends with 2023. The bottom drops out if you are living out of integrity. This means the job you hate but it pays the bills - will close, or fire you, or some other event forces you out. It means relationships that are not mutually supportive and honoring - you will get ill to stay - aversions become a growing elephant in the room at home; it can show up in your body (hives, skin reactions, nausea), in your pets, in your air quality and breathing (feeling suffocated).

It means if you want to relocate and haven't - the structure of your living space may need mass repair, a major problem with the route home, some big annoyance that you can't ignore about the residence grows and forces your hand. It could be a horrible new neighbor or vicious dog suddenly is in the neighborhood or next door. Something will occur to force your hand and make you get out and move.

Your health and what you eat - as the energies on our planet are changing (no, it's not climate change) many people are now suddenly turned off by junk food they once loved. Klondike bars now taste like petrol for example. Our bodies are becoming more photonic light energy and will demand more pure "fuel" be put into it. Notice on the back of your favorite brands of cookies (I saw it on Oreos and Nutter Butters) it now states, "Made from a bioengineered food item" - Who the heck wants that?! (Expect to see plenty more 'manufactured meat' and other types of 'foods' - and make a decision that is right for you.)

How you appear - people are getting new styles, new attitudes, having their own new sets of eyes, realizations and epiphanies, not fitting in is the new norm! That is Aquarius energy.

And, spiritual KNOWING is returning! People are learning to trust their gut and look forward to the future!

It is wonderful! The more you honor yourself, the better your quality of life will become. This is the year to make what feels like hard choices, that will have you dancing on the ceiling once you go for it.

How many times a disaster ends up being the best thing that ever happened because we never knew the greatness waiting for us on the other side of the event. Had nothing changed, we would never have been able to see, realize or manifest that greatness or met the love of our life, find the perfect career, home etc.

It doesn't mean you turn into a pompous arrogant person - It means you allow others to be who they are and don't take offense. You don't need to PROVE anything to anyone. Being right doesn't matter. Being YOU is what matters. It means you stop going to where you are not welcomed and respected. It means you go to people of like mind. It means you accept yourself for your likes, dislikes and stop trying to force things just to go along or fit in, especially if it's to appease others.

It's up to you to take action that correlates to your blockage, see a counselor, therapist, trainer or whatever type of change agent you need to help you get over that hump once and for all.

What is the reward for this effort? Personal freedom, living authentically! New true friendships, and your life becomes brilliantly bright! What do you have to lose? Fake friends, half in relationships, things and people that weaken you rather than empower you. Former versions of yourself.... I am so excited.

If you want to take my energy healer's certification course, I decided to reopen the doors! Don't miss out if this calls to you. Click the 'Learn with me' tab on my website suzy-woo.com to get on board. Quantum physics and alternative medicine perfectly represents Aquarian energy.

Find yourself, love yourself, be yourself, and be proud. It is your time. Live authentically. I love you. Your sister from the stars,

- **Suzy Woo**

Rev. Suzy Woo, B.Msc, is a spiritual healer, astrologer, and psychic medium specializing in energy, sound, light and crystal healing. Suzy is the owner of Good for the Spirit Gifts, 11 Martha St., Ellicottville, NY. Follow her on FB/IG, find her at suzy-woo.com, call 716-699-2871 or email [blessings@goodforthespiritgifts.com](mailto: blessings@goodforthespiritgifts.com).

Holiday Valley

THE INN AT HOLIDAY VALLEY



Affordable, ski-in/ski-out accommodations that provide you with a friendly atmosphere and a comfortable place to recharge after a fun day on the slopes.

UPCOMING EVENTS

SUE KINCAID & ED CROFT

Saturday, January 28

Head up to the T-Bar (upstairs in the Resort Center Lodge) after your day on the slopes between 4-7PM. Special beer tasting by 42 North Brewing Company.



TUI OSBORNE

Saturday, February 4

Tui Osborne will be jamming at the T-Bar from 4-7PM. Come enjoy the island vibes-style of this talented solo artist. Plus there will be a special tasting by Empire Merchants.



INTENSE MILK RAIL JAM

Saturday, February 11

Come showcase your park skills on the Mardi Gras Fun Park. The competition starts at 6PM. Download your waiver at holidayvalley.com. Helmets are mandatory to compete. Brought to you by Intense Milk.



FIND MORE INFO AT HOLIDAYVALLEY.COM

6557 Holiday Valley Rd. | Ellicottville, NY 14731 | 716-699-2345

HOLIMONT SNOWBOARD TEAM

cont. from page 03



communication, and of course, teamwork. The growth and progression is apparent in each and every one of them.

“I have gotten to know the kids and the parents that are involved with the team and it is a great group,” said Cornelius. “We are very appreciative of Spencer and The Boardroom, who very enthusiastically agreed to partner with Weed Ross on this. We look forward to seeing this program grow and the sport of snowboarding continue to grow.”

No doubt you’ll be hearing more about the HoliMont Snowboard Team in the future as they begin to dive deeper into the competition realm of the sport. And surely it’s only a matter of time before Ellicottville unleashes its next Olympian.

Brenda Perks is publisher of ellicottvilleNOW and owner of DesignPerks, a graphic design company affiliated with the local media/marketing agency, PaNDAGOAT Media. Reach Brenda directly at brenda@ellicottvillenow.com.

LUCKY DAY HOMESTEAD

cont. from page 04

confidence off the land.”

On Saturday, February 11th at 2:00pm, Tingue will be hosting a workshop for blending spices and loose-leaf teas. Guests will learn different mixtures, including some for meats and some for dressings. Tingue will also discuss pour-over loose-leaf tea, its health benefits, and different kinds of herbs and edible flowers that she dries and how to use them throughout the year. To register for a workshop, call 716-353-0193. For upcoming workshops and the latest news, follow Lucky Day Homestead on Facebook or call to be placed on their mailing list.



When warmer weather arrives, Tingue is looking forward to hosting larger workshops in the spacious hay barn that is part

of the original homestead, which was built in 1850. Gardening workshops, guided hikes, and more are slated for the coming year, as well as hunting confidence courses in trailing and tracking led by Tingue’s boyfriend, Rodney Ehman.

Tingue continues to teach private classes; for those who may have family or friends coming into town or would like to do a family hike, she encourages them to contact her to schedule. Couples looking to get away can make it a weekend-long event by booking a night or two in the tiny house, “Lucky Day Cabin,” located on the Homestead at 5111 Roszyk Hill Road in Machias, which can be rented via Airbnb.

MODERN BABY CO.

cont. from page 07

purchases at Modern Baby Co. “Our inventory is always changing and evolving,” Murray explained, “because we’re constantly partnering with different brands and local vendors.” Modern Baby Co. will be celebrating its grand opening on Saturday, February 18. For the latest news and photos, follow @Modern_Baby_Co on Instagram. The store is open from 11:00am to 5:00pm on Sundays, Tuesdays, Wednesdays, and Thursdays, and from 11:00am to 6:00pm on Fridays and Saturdays (closed Mondays, except for holiday Mondays). For more information, call 585-322-2237.

OPERATING HOURS:
 Open Daily 10:00 AM - 5:00 PM
 Sunday 11:00 AM - 2:00 PM
 Closed Tuesdays

SALT CAVE THERAPY | BODY SALT GLOWS | RELAXING MASSAGE
 WARM SALT STONE FOOT MASSAGE | LEMONGRASS FOOT SCRUB

32 W. WASHINGTON STREET • ELLICOTTVILLE, NY • 716-699-2068
ellicottvillesaltcave.com • shop.ellicottvillesaltcave.com

PRICE REDUCED!
 Move out to the county & enjoy this hobby farm featuring 2 barns, pastures, indoor arena, sprawling ranch style home.
 MLS#B1425238 ... \$499,900

VILLAGE COMMERCIAL!
 Take over or start a new business in this downtown two-story building w/ 2 bars, 2 dining areas, paved parking.
 MLS#B1038615 ... \$749,000

SOLD!
3670 HUMPHREY
 MLS#B1449865 ... \$210,000

TINA J. DILLON
 Licensed Real Estate Salesperson
716-474-5646
thedillonteam@gmail.com

OFFICE: 34 WASHINGTON ST., ELLICOTTVILLE, NY • PHONE: 716-699-4695

WWW.TINADILLON.NET

ADOPT ME please?

Hi everyone! I'm Diesel.
 I am a **playful**, athletic, **affectionate** Terrier Mix, about 3-4 years old. I am such a **happy** boy! I am up to date on vetting, **crate trained** and house broken. I am **working** on my basic commands! I **love** to have **fun** and am very energetic & **bouncy**. I would love an **active family** to on **adventures** with! I get along well with other dogs and **children**, and can be cat tested upon request.

FIND ME AT EMPIRERESCUE.ORG
 empirerescue@gmail.com
 PO Box 445 | Salamanca, NY 14779

Unique Style from Around the World!

The Latest in Fashion Trends in Women's Clothing & Accessories, Gifts & Home Decor

716-699-2128 www.gadogadoellicottville.com
<http://gado-gado.shoptiques.com> 26 monroe street • **ellicottville, ny 14731**

Nature's Remedy

natural foods market & holistic wellness center

- Herbs • CBD • Vitamins • Homeopathy • Teas • Aromatherapy
- Bath & Body • Detox & Cleansing • Weight Loss • Organic & Gluten Free Foods & Produce • Bio Scans • Ionic Detox Foot Spas • Essential Oils
- Massage, Reflexology & Cranial Sacral Therapy • Homeopathic Consultations
- Natural Health Classes & Consults by appointment

TEXT NATURESREMEDY to 22828
TO JOIN OUR MAILING LIST

Natures-Remedy.net
 gretchenmendell@yahoo.com

716-699-HERB (4372)

@Natures_Remedy

60 YEARS EXPERIENCE

PLUMBING & HEATING, LLC

RESIDENTIAL • COMMERCIAL
 QUALITY PRODUCTS & PROFESSIONAL INSTALLATION

REMODELING • RADIANT HEAT FLOORING
 ALL SERVICE WORK • BOILER SERVICE & FURNACE REPAIRS

Dan Kandefer Cell: 716-583-2034 | Great Valley Office: 716-945-5848

WE SELL THE BEST AND FIX THE REST

ellicottvilleNOW
 LOCALLY OWNED AND PUBLISHED

share your photos with us!

play along

@ellicottvillenow #evlnow

thrive

IV LOUNGE
 ELLICOTTVILLE, NY

VITAMIN INFUSIONS
 IV HYDRATION
 VITAMIN INJECTIONS

(716)244-3286

ThriveIVLoungeWNY.com

CLASSIFIEDS

EMPLOYMENT

LEAD CARPENTER: Must have at least 5 years experience. Apply in person to G.M. Nickolson Construction, Inc. 42 Mill Street, Ellicottville, NY 14731 or email: gmnickolson@aol.com.

EXPERIENCED CARPENTERS: Apply to G.M. Nickolson Construction, Inc. 42 Mill Street, Ellicottville, NY 14731 or email: gmnickolson@aol.com.

WRITERS WANTED: ellicottvilleNOW is looking to grow its team of writers. Great supplemental income, work from home. No travel necessary. Send letter of interest and writing samples to brenda@ellicottvillenow.com.

COMMUNITY

EVL AFTER HOURS: The Ellicottville Chamber of Commerce will hold their next after hours event on Thursday, February 2 from 5:00-6:00pm at 12 Gates Brewing Co., 14 Washington Street, downtown Ellicottville, NY. Enjoy a fun evening of snacking, toasting, and networking with Ellicottville's local businesses and workforce! For additional information, contact the Ellicottville Chamber of Commerce at 716-699-5046 or email info@ellicottvillenow.com.

SERVICES

FURNITURE REPAIR: Cosmetic and structural repairs for wood, upholstery and mechanisms. On-site or in-shop. Pumpkin Hollow Furniture. 716-604-6426. Find us on FB for before and after pictures.

DAN KANDEFER PLUMBING & HEATING: Quality products and professional installation. Residential and commercial, 60 years of experience! Serving Ellicottville and the surrounding areas. Call 716-583-2034 or 716-945-5848.

ROVER MAKEOVERS: Professional pet grooming. Owned and operated locally by mother and daughter, Teresa Mercer and Calla Wagner. Call 716-364-2302 for an appointment. 16 Elizabeth St., Ellicottville. Pet accessories also available for sale. "YOUR DOG IS OUR DOG."

MARTENS CLEANING SERVICE: Professional carpet cleaning, deep cleans, construction clean-up, grout and tile cleaning, residential and business cleaning. For a quote or to book your cleaning, call Christina Martens, 585-435-7158.

EVL LAUNDRY SERVICE: New service available in the Village. Done for you laundry, just drop off at Ava Grace Fashions, 23 Jefferson Street and we will do your laundry! ellicottvillelaundry.com.

PLACE YOUR AD: Classified ads appear in both print and online! Cost: \$10 per issue, 40 words or less, 25¢ each additional word. Call 716-699-9816, email info@ellicottvillenow.com, or stop by our office at 9 W. Washington St. Ads can also be placed directly on our website at ellicottvilleNOW.com.

PUBLIC NOTICE

NOTICE OF PUBLIC HEARING, PLANNING BOARD, VILLAGE OF ELLICOTTVILLE, NEW YORK:

PLEASE TAKE NOTICE that a public hearing will be held on Tuesday February 14, 2023, beginning at approximately 6:00 P.M. at the Ellicottville Town Center, 28 Parkside Drive, Ellicottville, New York 14731. The purpose of the public hearing is to receive public input and comments on:

Zoning Permit 2022-229 – an application by 4646 Genesee, LLC for a Special Use Permit to allow a portion of an existing commercial retail building to be used for a professional law office. The project is proposed for property in the Village of Ellicottville located at 5 East Washington Street identified as tax map parcel 55.036-1-21.

Plans for this project are on file and available for review at the Engineering Department Office located at the Ellicottville Town Center, 28 Parkside Drive, Ellicottville, New York 14731. Prior to the meeting, documents may also be viewed on the Village website at www.ellicottvillegov.com.

The Planning Board will take statements at the public hearing from all persons interested in the project. Persons wishing to do so, may submit comments prior to the meeting. Written comments may be mailed to the Village of Ellicottville Planning Board, 1 West Washington Street, P.O. Box 475, Ellicottville, New York 14731, dropped off in person to the same address, or emailed to greg.keyser@evlengineering.com

PUBLIC NOTICE

NOTICE OF PUBLIC HEARING, PLANNING BOARD, VILLAGE OF ELLICOTTVILLE, NEW YORK:

PLEASE TAKE NOTICE that a public hearing will be held on Tuesday February 14, 2023, beginning at approximately 6:00 P.M. at the Ellicottville Town Center, 28 Parkside Drive, Ellicottville, New York 14731. The purpose of the public hearing is to receive public input and comments on:

Zoning Permit 2022-249 – an application by 4646 Genesee, LLC for a Special Use Permit to allow a portion of an existing commercial building to be used for a retail bakery and food service. The project is proposed for property in the Village of Ellicottville located at 5 East Washington Street, identified as tax map parcel 55.036-1-21.

Plans for this project are on file and available for review at the Engineering Department Office located at the Ellicottville Town Center, 28 Parkside Drive, Ellicottville, New York 14731. Prior to the meeting, documents may also be viewed on the Village website at www.ellicottvillegov.com.

The Planning Board will take statements at the public hearing from all persons interested in the project. Persons wishing to do so, may submit comments prior to the meeting. Written comments may be mailed to the Village of Ellicottville Planning Board, 1 West Washington Street, P.O. Box 475, Ellicottville, New York 14731, dropped off in person to the same address, or emailed to greg.keyser@evlengineering.com.

PUBLIC NOTICE

NOTICE OF PUBLIC HEARING, ZONING BOARD OF APPEALS, VILLAGE OF ELLICOTTVILLE, NEW YORK:

PLEASE TAKE NOTICE that a public hearing will be held on Tuesday February 7, 2023, beginning at approximately 6:00 P.M. at the Ellicottville Town Center, 28 Parkside Drive, Ellicottville, New York 14731. The purpose of the public hearing is to receive public input and comments on:

Zoning Permit 2022-230 – an application by Jeff Hayes for a zoning interpretation and variance to allow the expansion of a non-conforming building involving the construction of a two-story addition. The project is proposed for property in the Village of Ellicottville located at 29 Elizabeth Street, identified as tax map parcel 47.004-1-10.17.

Plans for this project are on file and available for review at the Engineering Department Office located at the Ellicottville Town Center, 28 Parkside Drive, Ellicottville, NY 14731. Prior to the meeting, documents may also be viewed on the Village website at www.ellicottvillegov.com.

The Zoning Board of Appeals will take statements at the public hearing from all persons interested in the project. Persons wishing to do so, may submit comments prior to the meeting. Written comments may be mailed to the Village of Ellicottville Zoning Board of Appeals, 1 Washington Street, P.O. Box 475, Ellicottville, New York 14731, dropped off in person to the same address, or emailed to greg.keyser@evlengineering.com.

GET TO KNOW... AT HOLIDAY VALLEY

Samantha Dederick, Massage Therapist, Ellicottville Oasis Spa

For nearly two years, Samantha Dederick has been a staple at the Ellicottville Oasis Spa in the Tamarack Club. Her commitment to her clients, combined with her vibrant persona make her one of the many reasons why guests of the spa are so complimentary of its services. Combine that with her passion for the outdoors and it's easy to see why Samantha is right at home at Holiday Valley.

HOLIDAY VALLEY: How long have you been part of the spa team?
SAMANTHA: I have been working in the spa coming up on two years.

HOLIDAY VALLEY: What is your favorite part of the winter season?
SAMANTHA: Taking my kids skiing. When I'm not at work, I try to get my family outside as much as possible. We like to ski/snowboard and hike.

HOLIDAY VALLEY: What's your specialty at the spa? If someone is looking to book a session with you, what treatment should they get?
SAMANTHA: I am a massage therapist and an esthetician so if someone is looking to book a session with me, I would recommend a hot stone massage, facial, or hydrfacial.

HOLIDAY VALLEY: Sunny bluebird day or powder day?
SAMANTHA: Sunny bluebird day.

HOLIDAY VALLEY: Your favorite place to eat in Ellicottville is...?
SAMANTHA: EBC. I always get a Blueberry and Chicken Caprese sandwich.

HOLIDAY VALLEY: Favorite slope?
SAMANTHA: My favorite slope is Tannenbaum. It's so pretty up there.



HOLIDAY VALLEY: What's one thing about Holiday Valley that everyone should know and/or what makes this place so special to you?
SAMANTHA: It's a great place to bring your family to enjoy a season that people otherwise hibernate through. Winter can be a lot of fun and Holiday Valley helps make that possible.

instaNOW

Follow us on Instagram @ellicottvillenow

Share your photos with us and see them in our InstaNOW Photo Gallery!

Upload your photos using #evlnow / tag us. It's THAT easy!



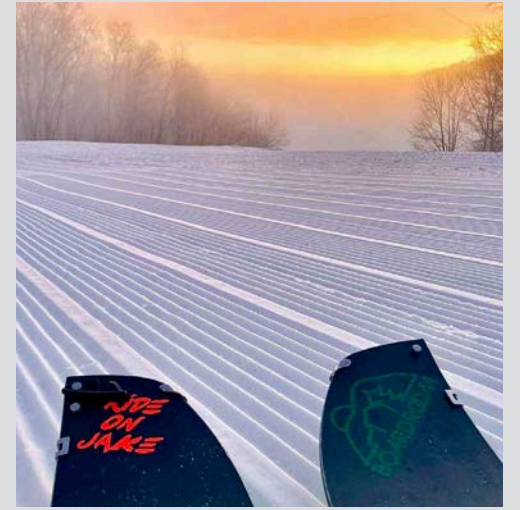
Tagged images serve as granted permission for use by ellicottvilleNOW for promotional purposes of any kind in print • online • and on social media platforms.



mfredricks50: Awesome double sun dog @holidayvalley @ellicottvillenow #evlnow



christycarus: Making so much progress. 11 months post ACL #evlnow #holidayvalleyresort



dash_913: It's the little things that make this crazy thing called life so special #evlnow @holidayvalley



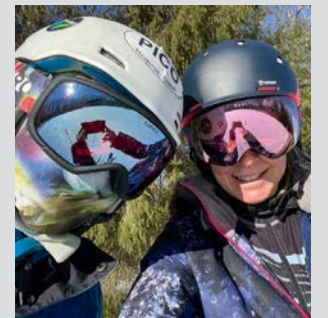
willygoat_adventures: Being positive isn't pretending that everything is good - it's seeing the good in everything #evlnow #adventuredog



lcove1: #evlnow #datenight #westrose #skiweekend



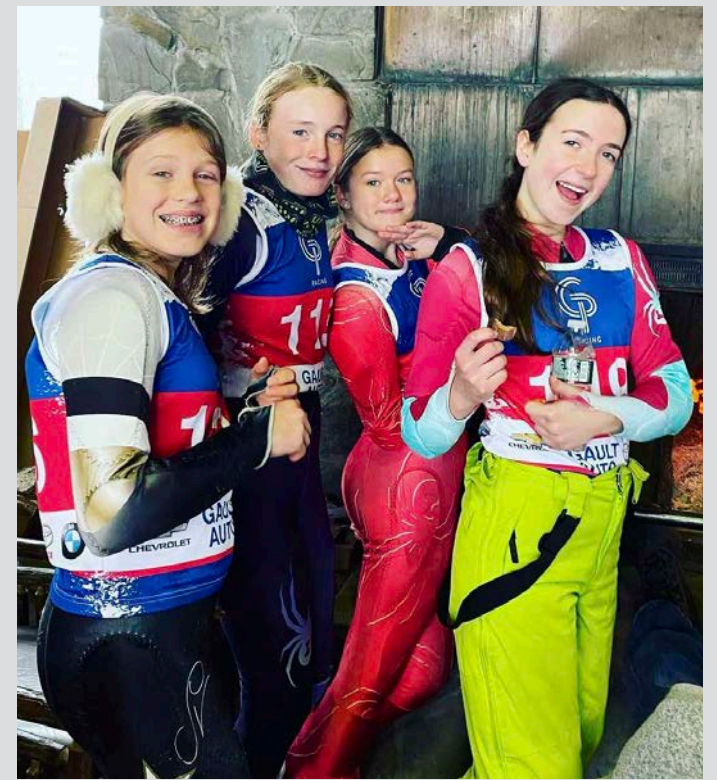
spako360: @ellicottvillenow @holimont @erateamvp



debbiegeorgesf: @holimont #skitheeast #evlnow



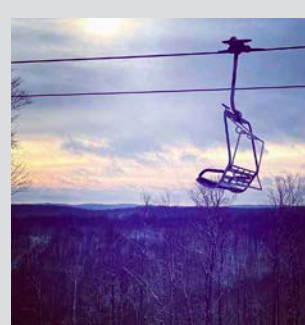
lizzard0421: @ellicottvillenow #holimontparks @holimont



holiday_valley_race_team: All smiles at the first U14 race of the year! Good luck girls! @holidayvalley #juniorskiracing #skitheeast #evlnow



skibikerunt: #playoutside #evlnow #ellicottvilleny



shannonlshepherd: #evlnow #holidayvalley #mountainsunrise



eric.lux: @holimont @ellicottvillenow

DAILY AND SEASONAL
SKI AND SNOWBOARD
RENTALS

 
BOARDROOM ELICOTTVILLE
BRANDED APPAREL

THE AREA'S
LARGEST
SELECTION FOR
 **Step ON**

**OUTERWEAR
ACCESSORIES
HELMETS
GOGGLES**




BOARDROOM
WNY's Snowboard Sanctuary

6113 Route 219 Ellicottville NY | 716.699.5620

SHOP ONLINE 24/7

NEW! BOOK YOUR RENTAL ONLINE!

boardsandpowder.com

WEED ROSS

Local

Simple. Straightforward. **Insurance.**



**Providing Specialized Insurance
Coverage For**



Ski Homes



Airbnbs



Rentals



Businesses

At Weed Ross, we offer clients the highest quality insurance plans, a personal relationship, and the best prices available. As we continue to build upon decades of expertise, we specialize in coverage for vacation homes, seasonal homes, rental properties, lake houses, and more. Our dedicated team of local insurance agents helps ensure optimal coverage at the lowest rate possible.

Call **(716) 699-2388** Or Visit Us At **WeedRoss.com**