

Ellicottville NOW

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Official Newspaper of the Village & Town of Ellicottville and Town of Great Valley, New York

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FREE

There's Still Plenty of Winter To Enjoy!

Holiday Valley Keeps the Season Going with Super Fun Events and Stellar Fundraisers



@holiday valley / @thecitygarage

By Trevor Mackenzie

Our very own Holiday Valley, voted #6 in the East by Ski Magazine readers and nestled next to one of the most iconic ski town villages, is gearing up for a number of exciting on-snow events to round out the 2022-'23 ski season. We're listing just a few of them here, but keep tabs in the upcoming weeks... there's plenty more to come!

First up on our radar: Telemark. Celebrate the art of telemark skiing! Hosted by The City Garage and set for Friday, February 24 at Holiday Valley, you can expect demos, dogs (hot dogs, that is) and happy tele-skiers. What makes telemark skiing different from regular skiing? It's all in the technique. It combines elements of both alpine and nordic skiing, using the rear foot to keep balance while pushing on the front foot to create a carving turn on downhill skis with toe-only bindings. In other words, free the heel, man!

Get to the Champagne Sundeck early to get your gear. If you've got tele equipment already, show up and join the fun! If you don't, The City Garage will offer free boot and binding demos for you to try out. They'll have men's, women's and even a limited supply of kid's stuff.

... page 03

EBC OPENS NEWEST CRAFT PUB

The public is invited to an official ribbon cutting grand opening of Ellicottville Brewing's newest location in Little Valley on Friday, February 17 from 3:00-5:00pm.

In the scenic hills of Cattaraugus County, guests will be treated to a ribbon cutting ceremony, food and beverage specials including \$5 tank-to-tap craft brews, live music by The Chumps, and a group walking tour of the brewhouse post-production hours for interested participants. Restaurant hours will continue into the evening until 9:00pm.

With the opening of the public-facing hospitality and events portion adjacent to their 75,000 sq. ft. production facility, it is EBC's mission to further build within and attract visitors to beautiful Catt. Co. The Craft Pub, Pizzeria & Events space offers a charming, off-the-beaten path experience, just 10 minutes from the village of Ellicottville.

... page 04

716 REALTY GROUP OPENS NEW OFFICE IN ELLICOTTVILLE

Are you wondering how real estate works? "How do I sell my house? What if I just want to rent it out? I don't know where to start with any of this." Not to worry, 716 Realty Group has you covered. "But I can't go all the way to Buffalo to sort these things out." Well, you don't have to; you can head over to the recently opened location at 23 Jefferson Street right here in Ellicottville. Licensed Real Estate Broker Gregory Straus took over the former Ava Grace Fashions storefront and is looking to grow the real estate company's local presence with their new office. They can help buy and sell property under 716 Realty Group or they can help manage vacation properties with 716 Vacation Rentals ... page 04

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CLARITY BREATHWORK

Life Coach to Host Special Session This Weekend at Core Performance

By Brenda Perks

Suzanne Roberts grew up in Ellicottville. Many of you know her adoringly as Suzie Mentley. For over 25 years, she has owned and operated Gado-Gado, which continues to be an integral part of her life. But as life moves forward, as Suzanne explains, "we explore and evolve in our personal growth. The understanding of ourselves and the world expands if we choose to step into the light that opens in front of us."

Suzanne is a firm believer that there's always more light to step into. She found Clarity Breathwork through a series of divinely timed interactions. As an Intentional Living Coach, she was eager to offer her clients more, but as she explains below, she wasn't expecting such personal transformation.

... page 11



@bulanbarucoaching



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photo / Rich Rumfola

LOUD PERFORMANCE: WOVEN INTO THE WNY MTB SCENE

Loud Performance specializes in mountain bikes, fat bikes and snowboards. They sell the ultimate variety of gear, accessories and apparel for those sports, as well as a great selection of items for anyone who leads an active, outdoor lifestyle. Earlier this week, [ellicottvilleNOW](http://ellicottvilleNOW.com) caught up with Dee Dippel, owner/operator of Loud Performance, to talk about all things outdoors. The mountain bike/snowboard shop offers two locations - Bemus Point and Ellicottville - and has become a staple in the local MTB scene. ... page 04



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Publisher's PICK

Holiday Valley Running at High Speed with Super Fun Events and Cool Fundraisers

Telestock is brought to you by The City Garage and all their favorite tele-brands. Discounted Holiday Valley lift tickets are available for participants.



@holiday valley
@thecitygarage

BY TREVOR MACKENZIE

Holiday Valley, voted #6 in the East by Ski Magazine readers and nestled next to one of the most iconic ski town villages, is gearing up for a number of exciting on-snow events to round out the 2022-'23 ski season. We're listing just a few of them here, but keep tabs in the upcoming weeks... there's plenty more to come!

CELEBRATE THE ART OF TELE-SKIING

Celebrate the art of telemark skiing! Hosted by The City Garage and set for Friday, February 24 at Holiday Valley, you can expect demos, dogs (hot dogs, that is) and happy tele-skiers - from the beginner to the pro.

What makes telemark skiing different from regular skiing? It's all in the technique. It combines elements of both alpine and nordic skiing, using the rear foot to keep balance while pushing on the front foot to create a carving turn on downhill skis with toe-only bindings. In other words, free the heel, man!

Get to the Champagne Sundeck (Holiday Valley's Yodeler Lodge) early to get your gear. If you've got tele equipment already, show up and join the fun! If you don't, The City Garage will offer free boot and binding demos (mounted on their vast array of demo skis) for you to try out. They'll have men's, women's and even a limited supply of kid's stuff.

For more information on this year's Telestock, reach out to The City Garage at 716-699-2054 or better yet, stop by the shop, 5 Monroe Street, downtown Ellicottville. Follow @thecitygarage on Facebook and Instagram to keep tabs on additional details as they are released.

SLIDE LIKE A PENGUIN

Another fan-favorite, this year's Penguin Paddle will take place on Saturday, February 25 on the lower part of Holiday Valley's Yodeler slope. As the name may suggest, it involves racing down the Yodeler ski slope on your belly - just like a penguin! Participants wear

"Holiday Valley Events" continued page 12

COLOURED POTS

Artist Fileve Tlaloc Showcases her Heritage at the Ellicottville Memorial Library

ELLCOTTVILLE - Enjoy a visit to the Ellicottville Memorial Library on Wednesday, February 22 from 5:30-6:30pm for a presentation by Fileve Tlaloc.

Her "Coloured Pots: Izikhamba kwa-maKaladi" series invokes a style of pottery traditionally made and used by amaZulu people in KwaZulu-Natal, South Africa, part of which makes up Fileve Tlaloc's heritage.

As a member of a multicultural, multiethnic family with a wealth of academic and experiential knowledge, Fileve incorporates and blends sacred and profane cultural symbols to explore the human experience and individual as a cultural being. In so doing she works to unpack and explore identity as a series of relationships and roles within environmental and geographic situations.

The photographs transposed on these ceramic vessels are from the artist's family archives and unpack the term "Coloured" as it was and is used across South African history and geography to designate multigenerational, multicultural people.

Learn more about Fileve and her works at FileveTlaloc.com.

The Ellicottville Memorial Library is located at 6499 Maples Road. Discover other exhibits, activities and new releases at ellicottvillelibrary.org.



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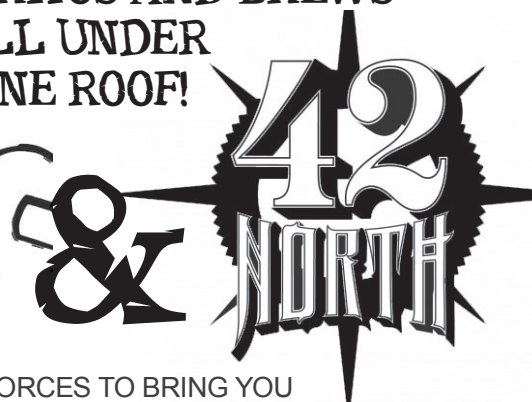
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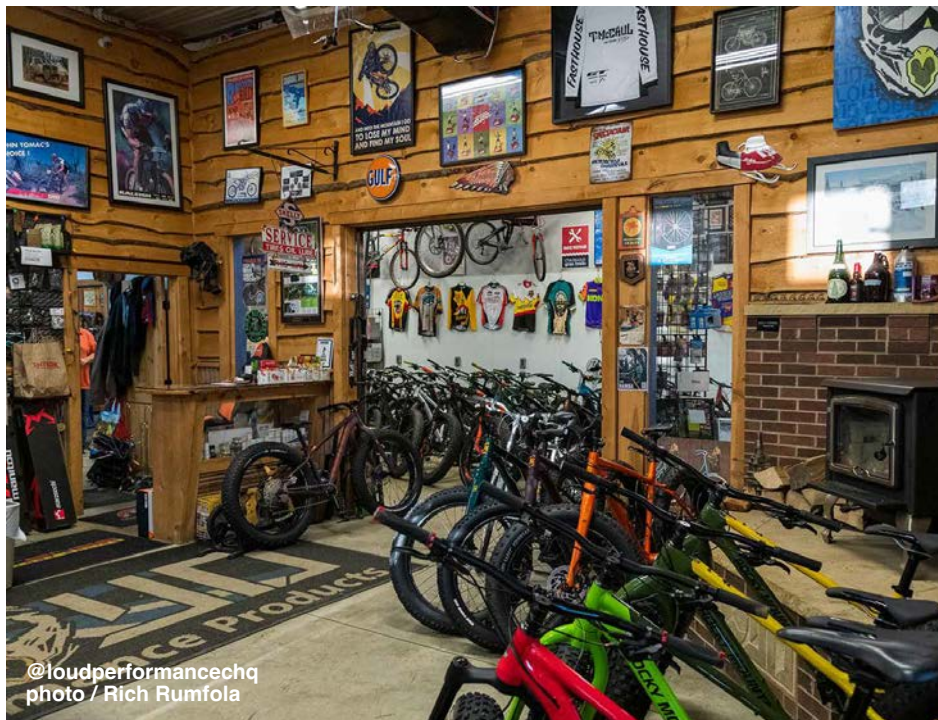
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BUSINESS

LOUD PERFORMANCE

Woven into the Fabric of the WNY MTB Scene; Fat Bike Race Sunday at HoliMont



@loudperformancechq
photo / Rich Rumfola

By RICH RUMFOLA

Earlier this week, ellicottvilleNOW caught up with Dee Dippel, owner/operator of Loud Performance, to talk about all things outdoors. The mountain bike/snowboard shop offers two locations - Bemus Point and Ellicottville - and has become a staple in the local MTB scene.

eNOW: Loud Performance is one of the premier mountain bike and snowboard shops in all of Western New York. That's not exactly how it all began for you in Bemus Point.

DEE: Snowmobiling is what first brought us up here from West Virginia. We opened up as a powersports/snowmobile shop and obviously, winters had been pretty decent, but the year we first opened in 2015-'16 the snowmobile trails were only open seven days. At that point, we just knew we had to do something else. That July, we got our first shipment of mountain bikes in and I had them all sold by September. I had mountain bike mechanic school in my background and I raced downhill mountain bikes for years, so I figured that would our niche up here - we would be a snowmobile/mountain bike shop - but the winters just didn't support the snowmobiling anymore, and we kept moving more and more into the mountain bikes and fat bikes. As winters went on, we did less with snowmobiles and more with bikes and now it's probably been five years since we actually wrenched on a snowmobile here - maybe 2017-18 - and since then we haven't done any mechanical work for powersports and have been fully a bicycle shop. We added snowboards last year.

eNOW: You built your own mountain bike trails right outside your back door and in the woods surrounding Loud Performance.

DEE: We're basically a mountain bike/fat bike/snowboard shop and as for having the trails out back, I just feel like we're asking people to spend money on bikes. Well you can't ride a bike around a parking lot and say, "Hey this bike is great." Out back, we have plenty of riding for all levels of ability - especially beginners - and plenty of places to test bikes and ride them. You can ride anything in the store anytime. Having worked in bike shops before, that was how I wanted to be different. Take something out back and try it. We'll set up the suspension for you. We want to make sure you leave here with a smile on your face and you're happy and that you get exactly what you want.

eNOW: A mountain bike enthusiast walking through the front doors at Loud Performance will feel like a kid in a candy store.

DEE: We get it a lot that our store is not like a lot of other bike shops you see. Most stores have that corporate look but we wanted to be different and unique ourselves. We're all die-hard riders, so we wanted to sell the stuff we believe in - not just the stuff we had to carry. We offer eight lines of bikes. We have 4 to 5 lines of apparel. We try to carry all the cool stuff and not so much the bland and vanilla stuff. We do have brands we're partial to like Rocky Mountain and Kona Bikes and Troylee Designs for apparel. I think what makes us unique is that we're out in the middle of nowhere, so to speak, but that also allows us to have our own trail system right behind the shop. We're not a big city kind of shop. We have bike customers from Pittsburgh into Ohio and in the Buffalo area and Rochester - so they travel to get here, which is cool.

eNOW: Tell us more about your trail system.

DEE: We call it "The Trails At Loud." If you ride everything here it's a little over seven miles of trails but we have wooden features and progressive features here, and stuff you can't get on public land because it can't be built like you can do it on private land. Another bonus is we're just under nine-tenths of a mile from Long Point State Park and there's another 12 miles of mountain bike trails over there. When you ride them both, you can get a heck of a ride just staying right here by the lake. We do a shop ride every Thursday night, year-round, that anyone can come to and we do fat bikes in the winter with groomed trails and then we do regular mountain bikes in the summertime. Of course, anyone can come here to ride our trails anytime they want. We just ask that they go online and sign a waiver on our website. Our trails are free to ride.

eNOW: For those who aren't familiar, let's talk about being able to ride your bike on snow.

DEE: Being in WNY, if a person wanted to ride a bike here all year long, and could only have one bicycle, it would be a hard argument not to own a fat bike. The fat bike is a bigger-tired bicycle that allows for lower ground pressure. If you think of yourself on a skinny-tired road bike and all your body weight is on top of X-amount of the tire on the ground at any one time, then compare that with a fat bike, where all your body weight is spread out across a tire that's easily two or three times wider than the road bike, so it allows you to run really low air pressure and flatten the tire out a little bit more. Wintertime fat biking is not about how fast you can go down a trail. It's about being able to maintain momentum and a smooth cadence and not be trenching or sinking into the snow, so it's a lot different.

"Loud Performance" continued page 12

716 REALTY IS READY!

Buffalo Real Estate Group Opens New Location in Ellicottville



@716realtygroup

By JESSICA SCHULTZ

Are you wondering how real estate works? "How do I sell my house? What if I just want to rent it out? I don't know where to start with any of this." Not to worry, 716 Realty Group has you covered. "But I can't go all the way to Buffalo to sort these things out." Well, you don't have to; you can head over to the recently opened location at 23 Jefferson Street right here in Ellicottville.

Licensed Real Estate Broker Gregory Straus took over the former Ava Grace Fashions storefront (across from the Roman Catholic Church) and is looking to grow the real estate company's local presence with their new office. They can help buy and sell property under 716 Realty Group or they can help manage vacation properties with 716 Vacation Rentals.

"Right now it's just my co-worker Mark and I, starting out," said Greg. "We will of course be looking to expand our team to better service our clients in the area. We're a new option for local agents to consider and we're truly excited to get to know the community. This is the 10th 716 Realty office," he continued. "Our headquarters are in Buffalo, but a lot of our agents have clients who live out this way. Some of us even have property down here ourselves. It just make sense to have a local office to reach closer to home for so many of our clients."

Greg and Mark hosted a business open house this past Wednesday to showcase their new Ellicottville location. Approximately 70 people from their sales team were invited, so that they can get acquainted with the area and see how the new office is coming along. They toured the "Basecamp" at HoliMont, the new office and ended with cocktails at the Gin Mill.

"We just want to show that we are really ready to help anyone, from anywhere. If you have questions or just need assistance with anything realty-wise, we've got you covered." If you have any questions or are interested in learning about your options, feel free to send an email out to greg@716realtygroup.com or call 716-266-6691.

EBC GRAND OPENING

Restaurant & Craft Pub in Little Valley to Host Ribbon Cutting this Friday

LITTLE VALLEY - The press and public are invited to an official ribbon cutting grand opening of Ellicottville Brewing at Little Valley on Friday, February 17 from 3:00-5:00pm.

In the scenic hills of Cattaraugus County, guests will be treated to a ribbon cutting ceremony, food and beverage specials including \$5 tank-to-tap craft brews, live music by The Chumps, and a group walking tour of the brewhouse post-production hours for interested participants. Restaurant hours will continue into the evening until 9:00pm.

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"Ellicottville Brewing is one of our area's biggest success stories," stated NYS Senator George Borrello. "Established in 1995 by Peter Kreinheder, his vision put EBC at the leading edge of what would eventually become a booming craft beer market. Now, with five brewery/restaurants, several awards for its craft beers and approximately 150 employees, EBC's growth is a testament to his willingness to take risks, work 24/7 and invest in our great community."

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UPCOMING MARCH EVENTS

We still have the best of ski season ahead of us! The month of March is going to be busy at HoliMont with a jam packed schedule of fun events. Our Annual Telefest will take place on Friday, March 3 where anyone can purchase a ticket to come demo the newest fleet of Telemark skis offered by The City Garage, participate in morning clinics, and enjoy a delicious lunch by Dina's at the Mont. To purchase a ticket or to find out more information, visit our website at www.holimont.com/events. Our "HoliBreak" takes place March 11-17th, when we'll kick off the weekend by having our HoliMont Float displayed in the Mardi Gras Parade downtown with all the kids from our Snowsports programs. HoliMont will also be open to the public Monday through Friday and will have fun activities for kids to do, such as bingo, coloring contests, fun snow sculptures and our St. Patrick's Day Party inside the Main Chalet on Friday the 17th... the only day where we love to see green on the slopes!

DINA'S AT THE MONT

During ski season, HoliMont members can enjoy Dina's at The Mont, a fully staffed gourmet catering service and cafe open for breakfast and lunch. On Fridays from 5:00-8:00pm Dina's at The Mont opens up to the public for their Friday night Fish Fry dinner option.



PLAN YOUR SPECIAL EVENT

Anyone can have their special occasion (wedding, anniversary, birthday, etc.) at HoliMont. The rustic slopeside chalet offers beautiful views during any season. Dina's at The Mont will help you tailor the perfect menu, be it light snacks, brunch or a full dinner spread. HoliMont offers a stage for either indoor or outdoor music space, and decor can be transformed to fit your personal style. Book an event at Holimont.com today, or call 716-699-2320 for info.



OVER THE BARS DUAL SLALOM

DON'T PUT THE FAT BIKES AWAY YET; WE AREN'T DONE! The "Over the Bars" dual slalom race will go down April 9th at HoliMont. Open to both fat bikes and mountain bikes, registration will take place from 9:00-11:00am, with practice runs from 11:00-11:30 and the bike races taking off right after. The best part is, we are utilizing the conveyor lift to get back up the hill, so no hike a bike! Plan to make a day of it. PRICES AND REGISTRATION INFO COMING SOON!



BECOME A HOLIMONT MEMBER

HoliMont offers a membership experience that is second to none. You can create lifelong memories and enjoy some of the best snow WNY has to offer. As a member you'll have access to the Gear Up shop and Slopeside programs, world class school for all ages, special events more. With 8 lifts, 55 trails and the capacity to host 13,000 skiers per hour, members and guests can enjoy unparalleled ski conditions. You can get more details on how to become a member and the many benefits by visiting Holimont.com.



COMMUNITY

BLACK HISTORY MONTH

Learn About the Contributions of African Americans in the Southern Tier



BY CAROL FISHER-LINN

Carter G. Woodson is a name which has long been associated with the concept of Black History month. Woodson, the second African American to graduate from Harvard, lobbied extensively to make Black History month a nationwide institution. In 1926, he succeeded when the study of Negro Life and History announced the second week of February as Negro History Month to coincide with Abraham Lincoln's February 12th birthday and Frederick Douglass's February 14th birthday.

In modern times, after a period of slow acceptance and a name change, Black History Month has received official recognition from governments in the U.S., Canada, Ireland, and the U.K. to remember important people and events in the history of the African movement.

Black educators and Black United Students at Kent State University proposed Black History Month in February 1969, with the first modern celebration taking place at Kent State a year later, from January 2-February 28, 1970. Within six years, it had moved across the country and became officially recognized when President Gerald Ford recognized Black History Month in 1976 during the U.S. Bicentennial Celebration. He urged Americans to "seize the opportunity to honor the too-often neglected accomplishments of Black Americans in every area of endeavor throughout our history".

Each year, the ASALH (Study of African American Life and History) chooses a different theme for Black History Month. This year, the theme is "Black Resistance." According to NPR.org, "African Americans have resisted historic and ongoing oppression, in all forms, especially the racial terrorism of lynching, racial pogroms, and police killings since our arrival upon these shores," the ASALH says of this year's theme. "These efforts have been to advocate for a dignified self-determined life in a just democratic society in the United States and beyond the United States' political jurisdiction." The theme was chosen, in part, because of the current politically charged environment around race.

BLACK HISTORY FACTS

According to Smithsonian Magazine, one in four cowboys in the great wild west was Black.

Long before Barack Obama became the first Black president of the United States, George Edwin Taylor ran for president as a member of the National Negro Liberty Party in 1904.

You think you know the history of rock 'n' roll? Have you ever heard of Sister Rosetta Tharpe? "Listen to the wonderful late Sister Rosetta Tharpe performing her world-famous gospel song 'This Train' from the year 1964. Sister Rosetta Tharpe was an American singer and guitarist. She attained popularity in the 1930s and 1940s with her gospel recordings, characterized by a unique mixture of spiritual lyrics and electric guitar that was extremely important to the origins of rock and roll." Enjoy more of Sister Rosetta Tharpe by searching her name on YouTube. Oh, yes, and check out the members of the audience. Greats like Chuck Berry, Elvis Presley, Bob Dylan, and Johnny Cash have credited her influence on their music.

Speaking of musical greats, Quincy Jones hits the history books as the most nominated artist in Grammy history. Go to rd.com for more facts about black history.

A CONVERSATION WITH OLEAN HISTORIANS

To learn about the history and contributions of African Americans in the Southern Tier, please consider attending the African American Cultural Center's program, "A Conversation with Olean Historians" on Monday, February 27 at 6:00pm at The Cutco Theater, Cattaraugus Campus of JCC. You will hear presentations by Della Moore, Director of The African American Center for Cultural Development, David Deckman, Olean Historian, and Steve Teachman, President of the Olean Historical Society, Director of Olean Point Museum, and Director of the Gov. Frank Higgins Carriage House Museum. Arrive by 5:00pm to enjoy a 45-minute tour of the African American Center. Refreshments will be served in the lobby after the program. The event is free, but donations will be gratefully accepted.

The African American Cultural Center mission is to value, promote and integrate the rich and diverse history and culture of the Southern Tier Region of New York State through the celebration of the talents, lives, and history of the African Americans in the region. The Center is located at 2214 North Barry Street, Olean, NY 14760. Questions can be directed to 215-704 6608 or aaccdofolean@gmail.com.

SCHOLARSHIP OPPORTUNITIES

George and Marcia Pancio Scholarship Fund Established at CRCF



Marcia and George Pancio

Dr. Ratana Ratanawongsa

OLEAN - George Pancio is maybe most remembered for his famous portrayals of Santa Claus both locally and nationally, but outside of the red suit, he dedicated himself wholly to Olean schools and the community.

Pancio, born and raised in Olean and a 1952 graduate of Olean High School, served as principal in several Olean schools and served many years as assistant superintendent. He was inducted into the Olean High School Wall of Fame in 2005. His dedication to the district ran so deep that he even demonstrated it through his car's license plate, which for decades read "OHS ONE."

To honor and continue Pancio's impact on the school district, the Pancio family recently established the George and Marcia Pancio Scholarship at the Cattaraugus Region Community Foundation. The scholarship will be for a graduating senior of Olean High School planning to study in the education or medical field. The student will also need to complete an essay question about patriotism as part of their application. The first scholarship award will be made in 2024. The scholarship is also a way to honor Pancio's contributions to the community through service. Pancio served on a number of community and national boards including the Boy Scouts of America, YMCA, United Way, American Red Cross, Hospital Hall of Roses, Miss America Pageant, Soap Box Derby and the Jaycees.

Perhaps, most importantly though, Pancio was a family man. Pancio and his wife, Marcia Ives Pancio, had six children, 14 grandchildren and nine great-grandchildren. Marcia, for whom the scholarship is also named, shared many of the same passions as her husband, her family, her community, her country – and even her love of Christmas. Marcia served on the Olean school board following her husband's retirement from the district and shared many nights with him as Mr. and Mrs. Claus on the roof of their Main Street home for the cherished Olean event, Santa on the Roof.

One of the more memorable pieces to Pancio's legacy is of course his many years as Santa Claus. Pancio portrayed Santa Claus locally in the Santa Claus Lane period and numerous events and famously acted as Macy's official spokes-Santa for 11 years, even portraying Santa in the Macy's Thanksgiving Day Parade. He appeared as Santa on television programs "Good Morning America," the "Tonight Show with Johnny Carson" and more. He was also the final Santa to visit Virginia O'Hanlon Douglas, author of the famous, "Yes, Virginia, There is a Santa Claus," editorial.

"It is truly an honor to play a role in preserving the storied legacy of George Pancio," said CRCF Executive Director Karen Niemic Buchheit. "This scholarship will be there for Olean School students years to come, just as George always was as principal and assistant superintendent – and of course as Santa, too."

Tax-deductible donations can be made to the George and Marcia Pancio Scholarship Fund at the Cattaraugus Region Community Foundation, 301 North Union St., Suite 203, Olean, NY 14760 or online at cattfoundation.org.

Ratana Ratanawongsa Scholarship Applications Due March 1st

OLEAN - Applications for the Ratana Ratanawongsa Scholarship at the Cattaraugus Region Community Foundation are available to students at Allegany-Limestone Central School students in grades 7-10, with a due date of March 1. The scholarship is intended to provide financial support for students pursuing education enrichment programs outside of the normal school curriculum.

Applicants must write a short, 200-word essay on why they plan to enroll in an enrichment program and must provide a teacher or guidance counselor recommendation. Applications are available at cattfoundation.org/apply-for-scholarships and can now be completed online. Scholarship requests should not exceed \$600.

The family of Dr. Ratana Ratanawongsa, a former pathologist at St. Francis and Olean General Hospital, created this fund to provide special educational opportunities to students prior to entering college. Over the years the fund has provided over \$3,000 in scholarships to students attending special leadership programs, students enrolling in scientific research programs and more.

Questions about the application can be directed to CRCF Scholarship and Database Manager Tricia Oakley at tricia@cattfoundation.org or 716-701-4016. Donations can be made to the Ratana Ratanawongsa Scholarship Fund at the Cattaraugus Region Community Foundation, 301 North Union St., Suite 203, Olean, NY 14760 or online at cattfoundation.org.



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UPCOMING EVENTS

KODY & HERREN

Saturday, February 18
4-7PM

Come enjoy the tunes of multi-instrumentalists Kody & Herren as they perform on guitar, violin, harmonica, mandolin and more! Ellicottville Brewing Company will also be there offering tasting specials.



TELESTOCK

Friday, February 24
9AM-3PM

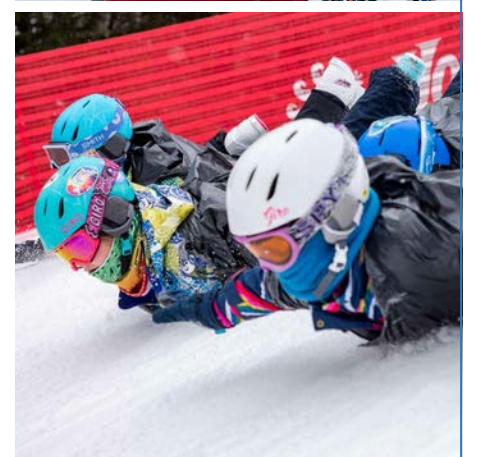
Join the City Garage crew for a day of peace, love and telemark skiing. Tele demos are available at the City Garage. Call them at 716-699-2054 for more info.



PENGUIN PADDLE

Saturday, February 25
11AM-2PM

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HEALTH & FITNESS

Clarity Breathwork Session Offered This Weekend in Ellicottville at Core Performance

By **BRENDA PERKS**



Suzanne Roberts grew up in Ellicottville. Many of you know her adoringly as Suzie Mentley. For over 25 years, she has owned and operated Gado-Gado, which continues to be an integral part of her life. But as life moves forward, as Suzanne explains, “we explore and evolve in our personal growth. The understanding of ourselves and the world expands if we choose to step into the light that opens in front of us.”

Suzanne is a firm believer that there’s always more light to step into.

The Ellicottville retail shop owner is also a life coach. A yoga teacher. A Reiki Level II practitioner. She found Clarity Breathwork through a series of divinely timed interactions which her kids lovingly call “going down the rabbit hole of curiosity”. As Suzanne is known to do with most things, she dove headfirst with the fierce passion of a seeker. As an Intentional Living Coach, she was eager to offer her clients more, but as she explains below, she wasn’t expecting such personal transformation.

“In 2019, I turned 50 and the universe woke me up with a ‘smackdown’ cocktail by the name of breast cancer. It was blended with enormous life shifts and few other challenging mixers. Life gets very real when you are faced with your own mortality. You step over a threshold that you never wanted to be invited into and are suddenly looking at life through a different lens. Both the expected and unexpected can lead us on a journey that’s filled with a letting go and gathering that can feel unclear. It takes some time and space to adjust to the you that’s emerging.”

Suzanne continued her journey of living with intention and healing her body. She med-

itated, completed Yoga Teacher training, and continued practicing Reiki - all wonderful modalities, she says. But it wasn’t until she surrendered to the breath, allowing herself to “slow down and BE rather than DO MORE” that she noticed a shift. “The mind clutter and carefully concealed wounds began to fall away, to create space for healing, inner clarity, and joy.”

“Clarity Breathwork has been transformational in opening my heart,” Suzanne says. “The power of the breath has been a sage guide on my profound journey back to self.”

What is Clarity Breathwork? Let’s break it down. Clarity Breathwork is a gentle, open-mouth, connected breathing practice that supports the clearing of old energies, negative thoughts, patterns, and emotions to create space for healing and transformation. Clarity Breathwork activates the subconscious mind to reveal deep awareness and insights not readily available on the surface to expand our consciousness.

“When we draw the breath fully in to our bodies, we can release what we no longer need and open our hearts to love, forgiveness and trust in both our inner and outer lives,” explains Suzanne. “Transformation occurs at a deep cellular level.”

Clarity Breathwork may surprise you with its long list of benefits, which Suzanne shares enthusiastically:

- Reduces stress and increasing energy, aliveness and a sense of well-being.
- Releases toxins, emotions and stagnant energy from the cells of the body.
- Allows old emotions, memories and past traumas to release in a safe and gentle way.
- Heals old relationship/intimacy wounds and attracting new relationships.
- Supports the release of limiting thoughts, stories and patterns.
- Awakens the truth of who you really are.
- Enhances creativity and personal expression.
- Increases ease, joy, bliss, abundance and inner peace.

According to Suzanne, Breathwork is now backed by science and will be a leading healing modality in 2023.

“I’m a Clarity Breathwork Practitioner, Intentional Living Coach, Yoga Teacher, and Reiki Level II Practitioner. These experiences allow me to intuitively blend different modalities to create a space of safety and personal discovery.”

How can you reap the benefits of Clarity Breathwork? Suzanne offers 1:1 and group sessions as well as retreats both in-person and online. She invites anyone interested to reach out to her for a “Discovery Intention Session.” For those in or near the 14731 this week, Suzanne is hosting two very special Clarity Breathwork sessions right here in Ellicottville, inside Core Performance Fitness Studio. The first one, which took place this past Wednesday, welcomed a full class. If you missed it, a second session is scheduled for this Saturday, February 18 at 10:00am at the same location. There are still a few spots open; reach out to Kim Duke, owner of Core Performance at 716-698-1198 or email Suzanne Roberts at bulanbarucoaching@gmail.com. As Suzanne states, “Let’s get curious together about what’s possible for you!”

Core Performance is located at 55 Bristol Lane and offers strength training with certified personal trainer Kim Duke. To learn more about Suzanne Roberts, go to bulanbarucoaching.com and claritybreathwork.com/suzanne-roberts. You can also follow @bulanbarucoaching on IG/FB.

February is National Cancer Prevention Awareness Month... How Aware Are You Really?

By **CAROL FISHER-LINN**

The good news about cancer is that the risk of dying from cancer in the United States has decreased over the past 28 years, according to annual statistics reported by the American Cancer Society (ACS). The cancer death rate for men and women combined fell 32% from its peak in 1991 to 2019, the most recent year for which data is available. Some of this drop appears to be related to an increase in the percentage of people with lung cancer who are living longer after diagnosis (like President Jimmy Carter whose tumors shrank in 2016 while in a trial for a drug now available on the market) partly because more people are being diagnosed at an early stage of the disease.

However, cancer continues to be the second most common cause of death in the U.S., after heart disease. A total of 1.9 million new cancer cases and 609,360 deaths from cancer were expected to occur in the U.S. in 2022 (final numbers unavailable), which is about 1,670 deaths a day. Think about that number -1,670 EVERY SINGLE DAY!

Along with the lightness and sweetness of Valentine’s Day and the treats we shower on those we love, February still has a heavy lift as we are reminded every year at this time to live healthier lives and to be diligent with self-care, quickly responding to any signs of early detection. Sadly, dawdling or denial will not make it go away. Fact: In 2020 cancer caused nearly 10 million deaths worldwide. Those aren’t just numbers - they are moms, dads, siblings, grandparents, relatives, friends, neighbors... all loved ones, some of whom each of us could name and remember. Look around you. Everywhere you look, you will also find people who have defeated cancer or are fighting it right now.

Throughout the history of mankind, cancer has been in existence. From nationaltoday.com we learn that although not much was known about the human body, the earliest evidence of cancer was found in fossilized bone tumors in mummies. Tumors on the breast were recorded “via papyri that can be traced back to ancient Egypt in 1500 B.C.” Perhaps these ancients did not know how to avoid cancer. Today, we are aware.

Here is one of the biggest: avoid tobacco. Lung cancer is still the leading cause of cancer deaths. In the U.S. smoking is linked to about 80%-90% of cancer deaths. The CDC tells us that people who smoke are 15-30% more likely to get or die from lung cancer. Did you know that tobacco can cause cancer almost anywhere in your body? Woefully, smoke from other people’s cigarettes, pipes, or cigars (secondhand smoke) also causes lung cancer, COPD and lung diseases.

When a person breathes in secondhand smoke, it is like he or she is smoking. Next time you light up around babies, kids, or compromised elderly, think twice and go outdoors. Better still, do the good work of stopping for yourself and those around you.



As for other causes, here’s a startling fact according to the Skin Cancer Foundation: one indoor tanning session increases your risk of developing melanoma before age 35 by 75%. According to a study conducted by the American Cancer Society, at least 42% of newly diagnosed cancers in the U.S., which translates to about 750,000 cases in 2020, are potentially avoidable. This includes the 19% of all cancers that are caused by smoking and the 18% caused by a combination of excess body weight, alcohol consumption, poor nutrition, and physical inactivity. Please, also keep in mind that folks doing all the right things all their lives can inconceivably get cancer despite their best efforts to do the best for their bodies. Please, don’t ever judge.

Amid the hustle and bustle, National Cancer Prevention Month reminds us that health is wealth. We do need to take our health seriously to stay alive. Please, do what it takes to stay healthy and cancer-free. For reliable cancer information go to <https://sarahcannon.com/blog/entry/seven-sites-for-reliable-cancer-information>.



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LOUD PERFORMANCE

cont. from page 04

eNOW: You've got quite the involvement in the local mountain bike community.
DEE: I'm the vice president of the Western New York Mountain Biking Association (WNYMBA) and I'm on the board of the Chautauqua County Rails To Trails and the board of the Chautauqua County Friends Of Greenway group. In the WNYMBA, we really feel like we have a pretty good niche for wintertime single-track groomed fat bike riding. For example, we have our own fat bike groomer at Loud. Long Point State Park has their own fat bike groomer, so does Whalen State Forest in Panama and others going all the way to McCarty Hill by Holiday Valley/HoliMont. It's all so new for us. Snowmobiling has been around seventy years but groomed fat biking has really just blown up in the last five or six years. We realize a lot of our members really love being on bicycles year-round. Being able to give them the avenue to do that is really awesome and so the members of the WNYMBA are all behind this and willing to put in the work and effort. It's all volunteer basically.

eNOW: Any events coming up that you're a part of?
DEE: This Sunday, February 19 there is a Fat Bike Downhill Mountain Bike Race at HoliMont, which will be the first time we've ever done anything like that in WNY. We're running fat bikes first and regular mountain bikes next, for those who are up for it. We also have Ditch Days coming up on March 25 - a big freestyle-jam kind of event for snowboarders. And then on April 8 we're having a fat bike dual slalom race right on the ski slopes at HoliMont. And it's funny, because if you would've told me five or ten years ago that we'd be doing this kind of stuff at HoliMont, I would've thought you were crazy. The same way as when we were sitting out under the stars with a campfire going this summer at the base of the hill at HoliMont for the WNYMBA campout weekend. I never would've thought we'd be doing something like that. Speaking of the WNYMBA campout, it will be back at HoliMont for its second year in August and the Roots, Rocks and Ridges festival will return with X-C and downhill races in the Fall. Loud Performance also hosts the Rooted women's mountain bike festival in July right here at the store. It's an all-women's mountain biking weekend with instruction, demo bikes and vendors... it's a really big event.

eNOW: Can you indulge on the emergence of the HoliMont Ski Club on the mountain bike scene?
DEE: It's great for the folks at HoliMont to be so onboard with everything they're doing with their bike park. We've been supporting them the whole way and will continue to do so. Personally, as an avid mountain biker, I love it! My wife and my son and I are over there every Sunday riding. They love it as much as I do. My son is seven-years-old and he and my wife both raced downhill races at HoliMont last summer. And my daughter, who is nine-years-old, goes up by the lake and paddleboards all day. They made a great move hiring Chris Perks. With his background in building snow parks and MTB trails, and with the creative freedom he has, the parks are just going to get better and better over the years.

Loud Performance specializes in mountain bikes, fat bikes and snowboards. They sell the ultimate variety of gear, accessories and apparel for those sports, as well as a great selection of items for anyone who leads an active, outdoor lifestyle. You can also rent and ride the best and brightest new technology on the market at Loud. Catch up with them at loudperformance.com and on Facebook and Instagram. Or better yet, drop into either of their locations: 4818 Route 430 in Bemus Point, and 16 Washington in Ellicottville in the basement of Ellicottville Coffee Company, aka Loud Underground.

HOLIDAY VALLEY EVENTS

cont. from page 04



helmets and oversized garbage bags to make themselves extra slippery, all to support the Lounsbury Adaptive Ski Program, or LASP, for short.

Hundreds of Penguin Paddlers of all ages rush to this event each year to claim their share of tremendous penguin sliding fun! However, there are certainly other additional things to look forward to on this day that boosts the fundraising efforts for LASP. An outdoor lunch will be served starting at 11:00am to get everyone fat and happy like a good penguin should be! The silent auction, wine wall and raffle always features an amazing array of locally donated items to be won. We're talking over 150 prizes - from gift baskets and ski gear to home decor and gift cards. Plus a 2023-'24 Holiday Valley season pass, a pair of skis from The City Garage and \$400 in gift cards from Villaggio Restaurant in Ellicottville!

If you haven't marked it on your calendar, write it down, get down and get silly. Toss away your dignity and slide down Yodeler slope like a true penguin! Additional details can be found at holidayvalley.com.

BOARDROOM BANKED - YEAR 5

The Boardroom Banked Slalom on March 5 is a cool snowboarding event that not only cultivates a sense of community among snowboarders but also raises money for a cause. For the second year in a row, the beneficiary will be the P.U.N.T. Foundation of Buffalo, NY. This organization assists families of children with pediatric cancer and has become a very close resource for many in our area.

The hand-shaped banked slalom course will test the speeds of groms, men, women and the OG (original gangstas). Its location on Holiday Valley's Champagne slope makes it a great event to spectate, plus there will be a vendor village and a cookout. Add in some swag, cool raffle items and custom trophies, and you'll want to share in the stoke of the Boardroom Banked, organized by The Boardroom Snowboard Shop. Get details and register at boardsandpowder.com. (Note: Registration for this event always sells out, so get your spot reserved before it's too late!)

RAIL RIDER JAMBOREE

Another March date to plug on your calendar is 3/18 - the Rail Rider Jamboree Music Festival. In its second year at Holiday Valley, festival-goers can expect a new location but the same level of awesomeness! Dark Star Orchestra will headline, following performances by Gantzer & Friends, Eggy, Grub, Buffalo Brass Machine and Bluegrass and Bloody's with Folkfaces. Food trucks, beverages, and hopefully a lot less rain! Grab your tickets at railriderjamboree.com and get ready to enjoy the vibe! Watch for a full feature article including interviews with the bands in future issues of ellicottvilleNOW.



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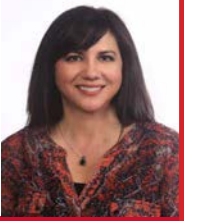


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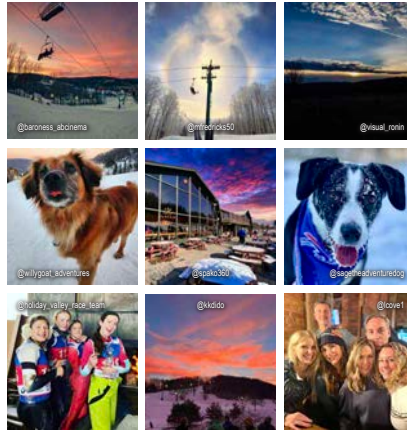


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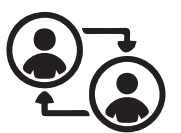
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EXPERIENCED CARPENTERS: Apply to G.M. Nickolson Construction, Inc. 42 Mill Street, Ellicottville, NY 14731 or email: gmnickolson@aol.com.

SERVICES

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.

DAN KANDEFER PLUMBING & HEATING: Serving Ellicottville and the surrounding areas. Call 716-583-2034 or 716-945-5848.

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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."

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PLACE YOUR AD: Classified ads appear in print and online! Cost: \$10 per issue, 40 words or less, 25¢ each additional word. Please call 716-699-9816 or email your ad to us at info@ellicottvilleNOW.com.

PUBLIC NOTICE

VILLAGE OF ELLICOTVILLE NOTICE OF PUBLIC HEARING: Please take notice that a public hearing will be held by the Board of Trustees of the Village of Ellicottville on Tuesday, February 21, 2023 at 6:00 P.M at the Village and Town Hall located at One West Washington, Ellicottville, New York re: Local Law #1 - 2023: It is the intent of the Village Board to provide a real property tax exemption to qualifying volunteer firefighters and ambulance workers as set forth in Real Property Tax Law; 466-a. By order of the Board of Trustees of the Village of Ellicottville.

COMMUNITY

ROTARY CLUB SOCIAL NIGHT: If you live in the Ellicottville area and have ever thought you'd like to be part of a group dedicated to community service and support for area youth, why not come and meet the current members of the Rotary Club of Ellicottville for a night of fun? Join them at Villaggio Restaurant on Thursday, February 16 from 6:00-7:30pm to learn more about the Club, its mission, and how you can help. Hors d'oeuvres will be served and a cash bar will be available. Villaggio is located at 7 Monroe Street, downtown Ellicottville. For more information, please contact any member of Rotary, or call Club President John Weismantel at 716-228-7288.

COMMUNITY

SPAGHETTI SUPPER: Saturday, February 18th at 4:00pm, St. Paul's Lutheran Church, Ellicottville. \$15 per person includes salad, spaghetti and meatballs, dessert and drink. More info on their FB page.

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ANNUAL MID-WINTER SALE

Save Big Bucks on New Equipment from Mud, Sweat n' Gears... NOW!



ELLICOTTVILLE - The Annual Winter Sale at Mud, Sweat n' Gears Ski & Snowboard Shop has begun! It's that time of year when the MSG team puts [almost] everything on sale. If you've been holding back on buying new equipment or proper outerwear, this is the perfect time to treat yourself! Shop quality apparel from the best in the business, from Parajumper puffy jackets to Northface styles for adults; kids get up to 40% off. Take advantage of 25% off skis, snowboards and bindings from Nordica, Nitro, Union, Atomic, Rome SDS, Black Crows, Blizzard and more.

This is an opportunity you don't want to miss out on! Shop early while the selection is abundant, as limited quantities are available. Enjoy new gear for the rest of the season! MSG prices are always good and their service is always fantastic.. it's a win-win! Mud, Sweat n' Gears is located at 18 Monroe Street, downtown Ellicottville, phone 716-699-8300. Browse product offering at mudsweatgears.com.

STORYBOOK ADVENTURE

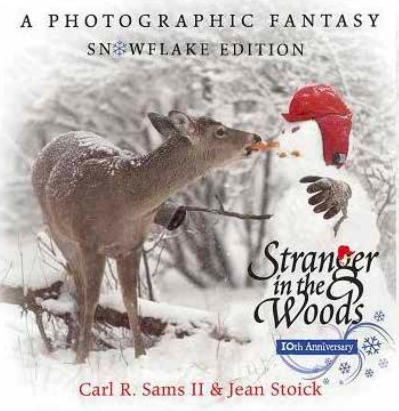
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PORTVILLE - Join us once again at the Lillibridge Property for a new storybook adventure along our Storybook Reading Trail for the young readers in your life. Read the tale, A Stranger in the Woods, on the Interpretive Trail (Griffin's Way - an easy 0.36 mile round trip trail) as you wander through our old growth hemlock forest. The storybook pages are held in place by our gentle giants for you to read as you pass by. See our map at the Lillibridge kiosk to find where your adventure begins.

The book will be available through February 28th. The enchanting children's book is a fun way to add to your celebration of Winter and Woodland animals. The Lillibridge Property is located at 1974 Lillibridge Road, Portville, NY. We would love for you to share pictures and let us know how you enjoyed your visit by e-mailing office@pfeiffernaturecenter.org.

Enjoy the beautiful outdoors! Pfeiffer Nature Center is supported by United Way funding. Learn more about Pfeiffer Nature Center at pfeiffernaturecenter.org.

SAVE THE DATE: On Saturday, February 25 at 10:30am the movie, Stranger in the Woods, will play at The Portville Free Library. Come join the fun - a movie, popcorn and juice!



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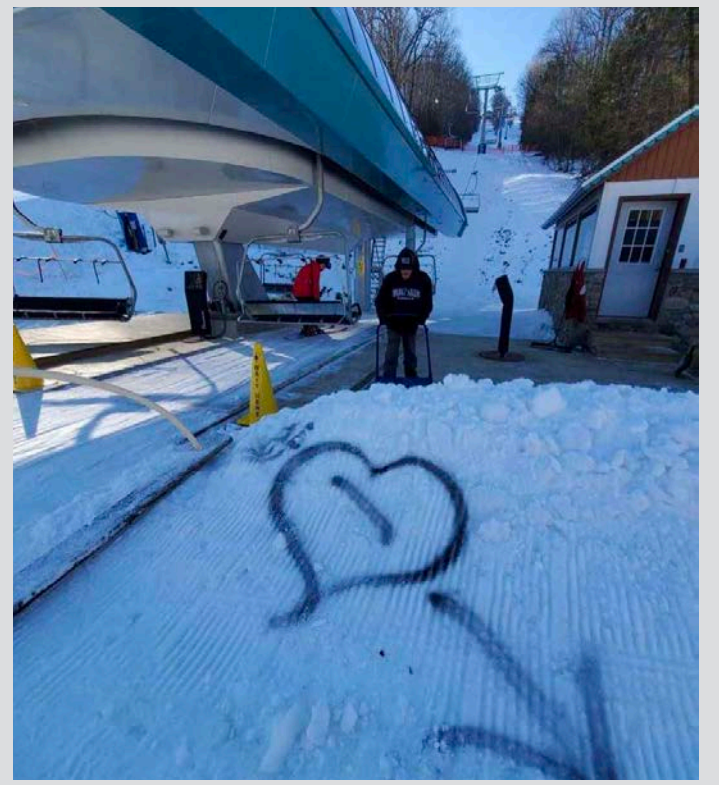
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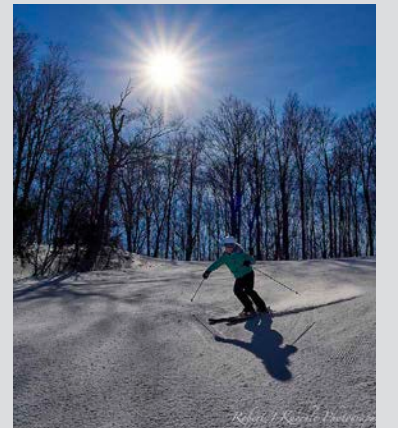
holidayvalley: The Lift Operations Team is spreading the love today. Happy Valentine's Day, everyone! #evlnow



hiyfarm: This is a shot from our VERY first cabin guests 5 years ago - they were a young-at-heart crew for sure! #evlnow #cabinlife



evillebikeandbean: #deliciousburritos #fastbikes #tastybeers Thursday-Monday... closed Tuesdays & Wednesdays #evlnow



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