

Ellicottville NOW

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FREE

EBC Celebrates Grand Opening in Little Valley

Craft Beer Production / Distribution Facility Expands to Include Dining and Event Center



@ellicottvillebrewinglv
photo / Rich Rumfola

BY RICH RUMFOLA

EBC officially cut the ribbon on the newest addition to their craft beer empire on Friday, Feb. 17, as the company's founder, Peter Kreinheder hosted a Who's Who of local elected officials, as well as the general public, for the Grand Opening of EBC's Little Valley Brew Pub, Pizzeria and Event Center.

In a craft beer landscape crowded with an uncountable number of small craft breweries, the Ellicottville Brewing Company continues to stand out among all the others as a leader and innovator in the industry, and with the expansion of its production, packaging and distribution capabilities, EBC is poised to stay at the top well into the foreseeable future.

In 2015, Kreinheder finalized the purchase of the building in Little Valley that has in the past been home to a dairy processing facility, a window factory and a beverage distribution center. He then immediately began the long, involved process of reclaiming the sprawling, long-vacant industrial site in favor of a new, cutting-edge production and distribution hub for some of the best craft beer to be found anywhere.

... page 08

BOARDROOM BANKED TO BENEFIT P.U.N.T.

Snowboarders across WNY are pulling out the fresh wax as they prepare for the 5th annual Boardroom Banked Slalom at Holiday Valley, Sunday, March 5. It's not just a day to go fast, but a day to celebrate the sport of snowboarding and how far it's come since its unsocially acceptable beginnings.

"While the Banked is a day to celebrate standing sideways, we also use it as a tool to raise money for a great cause," said Spencer Timkey, owner of The Boardroom Snowboard Shop which organizes the event. "For the second year in a row, we're proud to partner with P.U.N.T. Pediatric Cancer Collaborative, a Buffalo-based non-profit that assists families dealing with the difficulties of pediatric cancer."

Last year, the event raised \$4,500 for the organization and the goal this year is even higher.

... page 07

SLIDE LIKE A PENGUIN; SUPPORT ADAPTIVE SKI PROGRAM

What do you get when you head up a ski slope in a giant black trash bag and then slide back down on your belly? You've got Holiday Valley Resort's annual Penguin Paddle event, back for another exciting day of fundraising Saturday, February 25 from 11:00am-2:00pm. The Penguin Paddle is the biggest fundraiser of the year for the Lounsbury Adaptive Ski Program (LASP). For those not familiar with LASP, ellicottvilleNOW had the opportunity to speak with Assistant Director/Adaptive Ski Instructor, Sue Whistler about the program and the Penguin Paddle races. She cues us in on the event's history, how to get involved and the excitement of not only sliding, but spectating ... page 07

Organize & Declutter Your Life with SuzieDitcher Home

The thing most evident when one speaks with Suzie Ditcher, besides her uplifting enthusiasm for all things "life," is her huge, overflowing heart. She doesn't just speak love, she lives it. That's important for the kind of lifework she has chosen throughout her time on earth. She may be pint-sized, but she is a presence, sending messages of care, concern and competence. Suzie wears many hats, but this piece focuses on her newest endeavor, which includes empathetic and non-judgmental decluttering and organizing ... page 10

Hey Ladies! take a day for YOU!

You can always use an excuse to take some extra time for yourself. Ellicottville and its neighboring communities offer plenty of opportunities for you to not only play, but also be pampered ... page 11



Randolph Teacher Publishes Children's Book

Inspired by the Late Julie Mendell, 'She Will' Celebrates All Abilities

BY MARY HEYL

Wednesday, March 8 is a special day for Randolph teacher Amy Bedell, for not only is this the day she's sharing her brand new book with Ellicottville Elementary School students, but it is also the day she would be celebrating the 50th birthday of the book's inspiration, Julie Ann Mendell, Bedell's cousin. Julie, an individual with special needs, passed away in 2021 due to complications from Covid-19. A lifelong advocate of inclusion and acceptance, Mendell inspired everyone she met, and now her memory lives on through "She Will," Bedell's book that celebrates children of all abilities.

The children's book features many differently abled children and shares a message of inclusion and acceptance.

... page 03



@visitellicottville / @villaggioevl
photo / @nadesavianophotography

THE HOT SPOTS TO HIT THIS WEEKEND AT WINTER MUSIC JAM

Now that we're midway through ski season, let's turn it up a notch with another weekend of superior live music sounding throughout the entire village! Ellicottville's Winter Music Jam, Feb. 24-26, will feature 3 days of live music in all the hot spots, complimenting the list of outdoor fun, shopping and dining you'll enjoy here in Ellicottville. We've put together our Top Ten must-visit locations that will keep you jammin' all weekend long - from cozy lounges and high-energy performances to the hub of food and drink options, it's all within a four-block footprint of E'ville's downtown business district ... page 04

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Publisher's PICK

Randolph Teacher Publishes Children's Book That Celebrates All Abilities



Inspired by the late Julie Mendell, Amy Bedell is planning to share her cousin's story with students of Ellicottville Elementary School next month.

BY MARY HEYL

Wednesday, March 8th is a special day for Randolph teacher Amy Bedell, for not only is this the day she's sharing her brand new book with Ellicottville Elementary School students, but it is also the day she would be celebrating the 50th birthday of the book's inspiration, Julie Ann Mendell, Bedell's cousin. Julie, an individual with special needs, passed away in 2021 due to complications from Covid-19. A lifelong advocate of inclusion and acceptance, Mendell inspired everyone she met, and now her memory lives on through "She Will," Bedell's book that celebrates children of all abilities.

While technically cousins, Bedell and Julie grew up more like siblings. "We were all so close," said Bedell of her cousins Julie, Chris, and Laura. "It's so hard to put into words what that relationship meant. I didn't even sit down and write this as a book. It actually started as notes on my phone. I wrote the whole thing the night Julie passed away. I was just devastated. Having to explain to your children that the most kindhearted person you ever met isn't going to be here anymore was unimaginable."

Initially, Bedell wrote the book for her and her family. "I didn't know if I was going to publish it or just write it for my kids so they could have Julie forever. I showed it to my husband (Craig), and he really pushed me to pursue this."

Bedell took the next step and put her story on paper. At the time, her twins were in kindergarten, so she read it to them and had them try to read it themselves. "It's geared towards emerging readers; I wanted to write something simple that kids could understand and begin to read independently." A year later, after raising the funds to self-publish, Bedell researched several different companies and found a publisher based in the United Kingdom that was a great fit. "I could do it all on my phone through an app," said Bedell. "I found an illustrator that I liked and worked well with remotely."

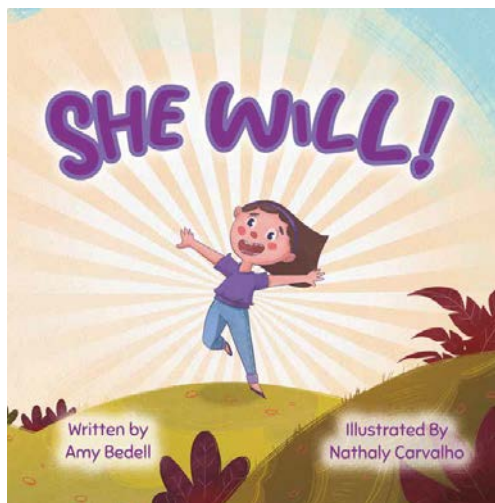
The book launched on Amazon.com in December and immediately rose to the top of the best seller list for special education literature.

The children's book features many differently abled children and shares a message of inclusion and acceptance. "When you're reading with your child or a child is reading, that moment of 'That looks like me!' or 'I know a kid in a wheelchair! I need to wear headphones sometimes,' is really important," said Bedell, who has been a special education teacher at Randolph Central School for 15 years. "I wanted every child to be able to see themselves in print. I wanted my students and my own children to see that everyone should be able to look in a book and see themselves represented."

Although Julie is not a character specifically named in the book, Bedell explained that the book is meant to open the discussion about inclusion, which was very important to Julie. "We are moving toward inclusion, but we're not quite there yet," said Bedell. "Julie went through that in her own education, where she was included and then she wasn't. If everyone takes part in that discussion about inclusion, maybe one day we can all have a world where everyone belongs."

Bedell is excited to share this book with Ellicottville students next week and looks forward to events scheduled at libraries in Ellington and Little Valley in the coming months. The book, which is available to order from Amazon.com, is drawing attention nationally, as she has been contacted by teachers and administrators from school districts in Florida and Massachusetts who want to buy the book for their schools.

"My hope is for the children who hear this story to always show kindness to others and compassion, whenever someone needs it," said Bedell, whose book dedication honors Julie. To her readers, Bedell writes, "I encourage you to do at least one kind thing a day and when you do, please think of our Julie."



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LOCAL

ROTARY CLUB OF ELLICOTTVILLE

The Rotary Has Big Plans... and You Could Be a Part of Them!



Anne Rothrock and David Rothrock, who joined the Rotary just last summer, are excited to assist in the Rotary's mission and give back to the community.

photo / @ellicottvilleNOW

By JESSICA SCHULTZ

Things look a little different now. Many of us found ourselves in new places following the pandemic, and many changes have taken place. But change isn't always a bad thing; sometimes it's a chance to move forward and focus more on the important things. The Rotary Club of Ellicottville plans to do just that, deciding to shift their focus on activities that will better serve the local community.

The Rotary has always done a great deal of work for our town - from funding the Library's summer intern and reading programs and offering funding to the Alley Katz's beautification committee, Ellicottville Historical Society and other cherished local organizations, to providing school supplies to kids at the start of each school year, giving out holiday dinners to those less fortunate... and the list goes on.

I attended a special meet-and-greet that the Rotary Club hosted at Villaggio last week and had the opportunity to speak with a few of the members about their plans. Last year, the Rotary Club went through some major changes that brought their mission into perspective; changes that helped them decide how they wanted to proceed heading into 2023. Their mission is simple: to better the community and help fix the world's problems.

WHAT'S NEW FOR 2023

Current head of the Rotary, John Weismantel was very excited to talk about why they are doing things a little differently now. "The Rotary Club is part of a worldwide organization and we've been doing things the same way for over 20 years," he told me. "We're living in a new age now and we'd really like to put more effort into our community service and local events.

"We're starting from scratch this year," he continued. "We are looking for new members and new ways to raise funds for all of the projects that we are involved in. Our goal is to work more closely with local establishments, like the food pantry and the Ellicottville Chamber of Commerce."

The Rotary has always had very specific goals in mind. Outside of our own community, the organization has always supported world peace initiatives and clean drinking water for the world. At its core, the club is an all-volunteer organization, a 5014c non-profit and any funds they bring in go directly into local projects, such as their yearly scholarships for ECS students.

"We're working towards bringing back some favorite events for 2023," John declared. "We are going to bring back the Rotary Halloween Party and we are teaming up with St. Paul's Church who typically runs trunk-or-treat at the same time to combine everything into one big celebration. Then there's Tuscan Moon. The Moon may have set but we've got ideas for a new event that's in the same vein."

JOIN THE ROTARY

The main purpose of the meeting was for potential new recruits to meet the current Rotary members in a relaxed, open setting. I asked the members I spoke with why they joined. Members Anne Rothrock and David Rothrock joined back in July 2022 and are the "youngest members" of the group. (The oldest member being Jack Luzier, who actually began before John.) The Rothrocks joined because "we wanted to help give back to the community who welcomed us into it and to be a part of something that helps a lot of people." Judy Brown, member and retired ECS teacher was all smiles. She explained, "This is a fantastic group of people, and we want to continue to contribute to our community."

Currently there are only 12 people who are actively involved with the Rotary Club of Ellicottville. "We can always use new members," John said. "We could use new ideas, new points of view and more helping hands. Membership is only \$150 for the year (some of the lowest dues in the organization) and they are typically due on July 1st. We get together two times a month, usually on Wednesdays. We share food, drinks and ideas at various local restaurants in town, though the Gin Mill has become one of our favorite spots."

OTHER WAYS TO HELP

Of course, if you can't become a member, there are other ways you can help. Donations are always accepted and volunteering to work during events or town clean-ups is always appreciated. You can find more information at ellicottvillerotary.com or by calling 716-228-7288. Take a look and consider joining this amazing group today. You could be a part of something special!

WINTER MUSIC JAM

Top Ten Must-Visit Spots to Hit Up During This Weekend's High-Energy Fun!



@visitellicottville

ELLICOTTVILLE - Now that we're midway through ski season, let's turn it up a notch with another weekend of superior live music sounding throughout the entire village! Ellicottville's Winter Music Jam, Feb. 24-26th, will feature three days of live music in all the hot spots, complimenting the list of outdoor fun, shopping and dining you'll enjoy here in Ellicottville. Produced by the Ellicottville Chamber of Commerce, there are over a dozen bands scheduled to play.

"Winter Music Jam is a weekend meant for friends, families and fun!" stated Jessica Wallace, business development manager for the Ellicottville Chamber of Commerce. "We are excited to share our picturesque town with all our visitors, and we look forward to spoiling them with good snow, great food, and really good music!"

Whether you're prowling for rock n' roll, soulful blues, or a good country party, the entertainment planned for Winter Music Jam weekend is sure to cater to all music tastes. Take advantage of all three days of live entertainment by turning your visit into an overnight stay at any of the hotels, condos, B&B's or vacation properties available in and around the village.

Below is our Top Ten must-visit locations that will keep you jammin' all weekend long - from cozy lounges and high-energy performances to the hub of food and drink options, it's all within a four-block footprint of E'ville's downtown business district. So park the car, my friends! We're going for a stroll!

1) The Banq - Coming to town Friday night? Of course you are! Nothing primes you up for a great night out than a little pre-party mingle. The Banq is Ellicottville's chic gathering space. Order up any one of their creative craft cocktails made from only the finest spirits, paired with a small plate to share with friends.

2) Gin Mill - Is beer more your thang? Let the bartenders at the Gin Mill pour you a cold one while you listen to their Friday night band, Two Guys Drinking Beer. No explanation needed.

3) 12 Gates - Ellicottville's newest taproom stocks all of their signature craft brews plus a plethora of other flavors sure to fit anyone's taste preferences. Soak up some of that libation overload with an authentic NY-style deli sandwich, piled high and served on seeded or marble rye with 12 Gates' "West Coast Style" IPA mustard. Pastrami, corned beef, beef on weck, and Jay MacDonald on the mic for a lively Friday night of acoustic

"Winter Music Jam" continued page 10

PREPARE THE FLOATS!

Applications Now Being Accepted for Ellicottville's Mardi Gras Parade

ELLICOTTVILLE - It is without a doubt one of the most fun and zany weekends you'll experience in Ellicottville. Mardi Gras Weekend delivers a New Orleans style celebration with a ski town twist. Mark your calendars for March 10-12, 2023 and start planning your group's float entry for the iconic Parade!

"Mardi Gras Weekend always brings a great crowd of families, friends, locals and visitors out for a couple days of festive flair and superior fun," said Jessica Wallace, Business Development Manager at the Ellicottville Chamber of Commerce. "From all the themed activities on the slopes to the high-energy vibe downtown, Ellicottville comes alive for three days of costumes, color and lots of live music."

Parade spectators can expect a visit from Punxsutawney Phil as this year's honorary Grand Marshall. Holiday Valley is putting the finishing touches on their Winter Carnival schedule, which will surely bring back the Mountaintop Pancake Breakfast, Costume Parade down Mardi Gras slope, and the ever-popular SnowBar, just to name a few. HoliMont likewise has a full lineup of fun planned for their members. But perhaps the most anticipated event of the entire weekend is the Mardi Gras Parade.

"An event that invites both locals and visitors to put their creative minds to work in preparation for the biggest party of ski season, the parade encourages individuals and groups to choose their theme, plan their costumes, and parade through Ellicottville's business district, while spectators line the streets, cheering for their favorites," said Wallace. "The Mardi Gras Parade is a family-friendly event. As a reminder, no alcohol is permitted in the parade, and while candy and trinkets such as bead necklaces can be

"Mardi Gras Parade" continued page 12



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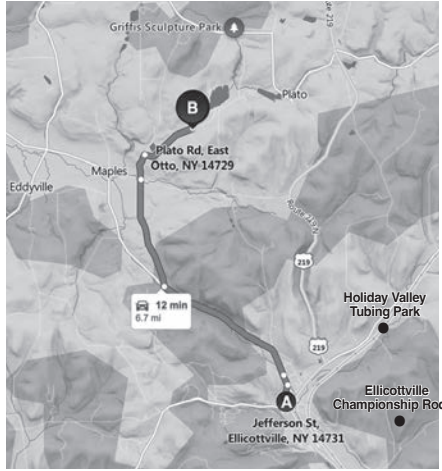
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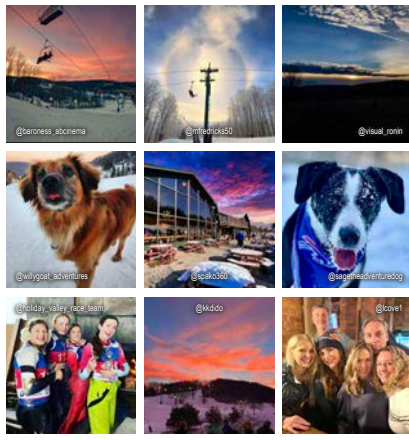
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MENU



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PENGUIN PADDLE

Show Your Support for the Lounsbury Adaptive Ski Program at Holiday Valley



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By JESSICA SCHULTZ

What do you get when you head up a ski slope in a giant black trash bag and then slide back down on your belly? You've got Holiday Valley Resort's annual Penguin Paddle event, back for another exciting day of fundraising Saturday, February 25 from 11:00am-2:00pm.

This event sponsors the Lounsbury Adaptive Ski Program (LASP). For those not familiar with LASP, ellicottvilleNOW had the opportunity to speak with Assistant Director/ Adaptive Ski Instructor, Sue Whistler about the program and the Penguin Paddle event.

eNOW: How did the Penguin Paddle come to be?

SUE: It began in 1987, when Bill Lounsbury, a ski patroller at Holiday Valley, lost his leg to cancer, but continued to ski using hand-held skis, inspiring all who knew him. After his death, many donations were made in his honor, and the money was used to start the Lounsbury Adaptive Ski Program, a 501(c)(3) non-profit organization and chapter of Disabled Sports USA. The Penguin Paddle is now the program's largest yearly fundraiser. It invites the young and old to don large garbage bags and slide down the bottom of Yodeler on their bellies like penguins.

eNOW: What goes on during the day?

SUE: In addition to the Penguin Paddle races, the day's festivities include a buffet cook-out lunch, silent auction, and a raffle. The silent auction features over 150 items including beautiful gift baskets, ski and outdoor gear, home decor and gift cards from many of Ellicottville's local restaurants and businesses. This year LASP is raffling off a 2023/24 Holiday Valley season pass, a pair of skis from The City Garage and a \$400 gift certificate from Villaggio in Ellicottville.

eNOW: How does the event sponsor the Lounsbury Adaptive Ski Program?

SUE: Most of the students who participate in LASP require specially designed adaptive ski equipment which is very expensive. The proceeds from the Penguin Paddle help to purchase and maintain this equipment and to fund ongoing adaptive training programs for the 40 volunteer instructors as well as a scholarship program to support any skier regardless of their ability to pay. LASP is a 501C nonprofit organization.

eNOW: Can you indulge on the mission and principals of the program?

SUE: LASP is an all-volunteer program that offers lessons to persons with virtually all disabilities, both physical and cognitive. The LASP motto is "de-EMPHASIZE the dis-ABILITY". If someone wants to ski, the enthusiastic Lounsbury instructors will find a way to get them out on the slopes. The focus is always on what a student can do, not on what they can't. A single lesson usually involves two instructors and sometimes three depending on the severity of the student's disability and the type of adaptive ski equipment required. Results vary but many students become skiers and virtually all of them experience a sense of achievement, excitement and freedom that helps them to gain new confidence to tackle other activities."

eNOW: Do you have any other events upcoming?

SUE: We are currently working to set up a race day for our students at the end of the season in late March, snow conditions permitting.

eNOW: How can someone interested in helping out get involved?

SUE: The dedication of LASP's volunteer instructors is essential to the continuing success of this program and new recruits are always welcome. Please visit the LASP website at www.lounsburyadaptive.org for more general information about volunteering, donating, scheduling adaptive ski lessons and of course, the Penguin Paddle. Hope to see you all on February 25!"

PENGUIN PADDLE SCHEDULE HIGHLIGHTS

- 11:00am - Food Tent opens for lunch
- 1:00pm - Penguin Paddle Races begin
- 2:30pm - Bidding on auction items closes
- 3:00pm - Raffle drawing.

Thank you, Sue, for taking the time to share your insight on the program and your enthusiasm for the Penguin Paddle event. And a huge thank you to the whole team of volunteers who make this wonderful event and the LASP program possible.

Follow @LounsburyAdaptive on Facebook and Instagram for more information about this year's Penguin Paddle fundraiser and a full schedule. Additional details can also be found at holidayvalley.com.

BOARDROOM BANKED

A Day Built for Snowboarders, By Snowboarders, and All For a Good Cause



@holidayvalley
photo / Ashley Baron

By BRENDA PERKS

Snowboarders across the western New York region are pulling out the fresh wax as they prepare for the 5th annual Boardroom Banked Slalom at Holiday Valley, Sunday, March 5. It's not just a day to go fast, but a day to celebrate the sport of snowboarding and how far it's come since its unsocially acceptable beginnings. The rebels of years past are now middle-aged men and women who have instilled in their own children the freedom and stoke of carving on edge, and you'll see many of them - moms, dads, kids - anxious to enter the gate at the top of HV's Champagne slope come race day.

Riders of all ages will compete for bragging rights and some of the most unique, handmade trophies you'll come across in the local competition scene, on a custom built banked slalom course in four separate categories: Groms (15 and under), Women's Open, Men's Open, and the OGs (Original Gangstas, for those not up on their shrediquette. These are the guys 35 and older.)

"While the Banked is a day to celebrate western NY snowboarding, we also use it as a tool to raise money for a great cause," said Spencer Timkey, owner of The Boardroom Snowboard Shop which organizes the event. "For the second year in a row, we're proud to partner with P.U.N.T. Pediatric Cancer Collaborative, a Buffalo-based non-profit that assists families dealing with the difficulties of pediatric cancer." Last year, the event collectively raised \$4,500 for the organization and the goal this year is even higher.

"This is one of my favorite days of the year," said Timkey. "We've got all ages out there absolutely ripping, and all coming together for the love of standing sideways. It's unbelievable to see the support we get from people, especially since this isn't a banked slalom in the traditional sense. But our feeling - and it has been since Day 1 - is that it's less about who wins and more about celebrating snowboarding. The bonus? Working with an organization like P.U.N.T. that's out there doing God's work. It's just such a great day all around. The scene... tons of high 5s, a couple cold ones, music blasting. And we're in the process of building the trophies and they are going to be so good!"

Snow conditions may change day to day, week to week (welcome to WNY), but the one thing that will never change, is the fact that snowboarding is, at its core, about community. Cultivating that sense of community is something that The Boardroom Banked Slalom was created on. Each year, the event has grown in participation and fundraising levels, and has become a staple in ensuring that the western New York snowboard community stays in touch with one another. People of all ages, having fun, doing what they love, and showing their support not only for each other, but for others in need.

Along with the registration proceeds heading to P.U.N.T., the event committee has rallied up some pretty cool raffle items, including a framed photo from Lisa Bobwicz (@l_b_photo), a signed Dawson Knox jersey, custom prints from legendary Lib Tech team photographer Tim Zimmerman, and a few other surprises along the way. Raffle tickets can be purchased during the Boardroom Banked, with winning tickets drawn at the day's conclusion.

Let's talk about this year's course. "We've been dealt a pretty tough hand when it comes to weather this season, but the snowmakers at Holiday Valley are the MVPs and we've got a substantial base to work with on Champagne," explained Timkey. "The course may not look like it has in the past, and depending on how the next week shakes out, we're going to do our best to build a course that's fun and fast. It may be our finest hour."

Finest hour indeed. No matter the end product, you can count on a course filled with high-octane turns, where competitors will no doubt test their skills in a timed format to see who the fastest riders on the course are. Judges will take your best two of three runs, and all riders will receive a Boardroom Banked 5 Phunkshun mask that doubles as a bib, lunch on-site from West Rose, and the opportunity to win tons of great swag from the industry's best brands.

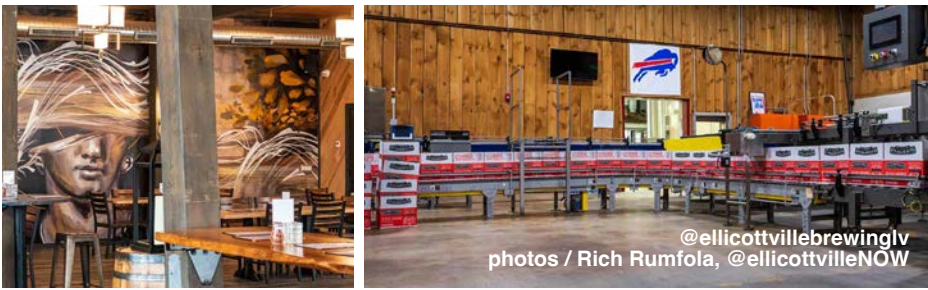
"Even if you're not riding, we want you to come and enjoy the day," said Timkey. "Beer tasting from EBC, music, and non-competitors will have their fair share of chances to take home some pretty sweet prizes. Moosevision will be set up on-site offering hot waxes for a donation, and P.U.N.T. has invited a special family along to come tell their story. It's expected to be an emotional day for sure."

Registration is \$45 and should be completed in advance online; find the link at boardsandpowder.com. "Last year we were turning riders down the day of the event so don't delay in signing up," said Timkey. Discounted lift tickets are available for registrants. "The Banked has proven that the western New York snowboarding scene can go pound for pound with anybody in the game. So we'll see you Sunday, March 5 for the running of the 5th annual Boardroom Banked. Let's celebrate snowboarding, and let's make a difference!"

LET'S EAT!

EBC LV GRAND OPENING

Craft Beer Production/Distribution Facility Expands; Includes Dining & Event Center



@ellicottvillebrewinglv
photos / Rich Rumfola, @ellicottvilleNOW

BY RICH RUMFOLA

They officially cut the ribbon on the newest addition to the Ellicottville Brewing Company's craft beer empire on Friday, Feb. 17, as the company's founder, Peter Kreinheder hosted a Who's Who of local elected officials, as well as the general public, for the Grand Opening of EBC's Little Valley Brew Pub, Pizzeria and Event Center.

In a craft beer landscape crowded with an uncountable number of small craft breweries, the Ellicottville Brewing Company continues to stand out among all the others as a leader and innovator in the industry, and with the expansion of its production, packaging and distribution capabilities, EBC is poised to stay at the top well into the foreseeable future.

In 2015, Kreinheder finalized the purchase of the building in Little Valley that has in the past been home to a dairy processing facility, a window factory and a beverage distribution center. He then immediately began the long, involved process of reclaiming the sprawling, long-vacant industrial site in favor of a new, cutting-edge production and distribution hub for some of the best craft beer to be found anywhere.

"Re-using this building was great for the village (of Little Valley) and great for us," Kreinheder mentioned at the start of the Grand Opening ceremony. He went on to explain, "Because we didn't have to go spend millions and millions of dollars on brick and mortar to build a building, we could actually just renovate this facility and then put our investment capital into equipment - making us the 'state-of-the-art' brewery in New York."

In the years since his acquisition of the property, that capital investment has proven to have been quite a substantial commitment, as Kreinheder estimates expenditures on the entire project to currently be in the \$9 million range. Brewing operations began at the Little Valley location on July 4, 2018 and the brew pub made its debut nearly five years later, with a "soft opening" the day after Christmas, 2022.

Reminding guests of the short drive just over the hill between Ellicottville and the Cattaraugus County Seat of Little Valley, Kreinheder explained that the focus for the Little Valley brew pub location would not necessarily be in drawing people from Ellicottville.

"We want to raise the whole tide of Little Valley up by attracting the people who live around here - those people who maybe don't want to go to Ellicottville - and we're excited that right here, we can now deliver a service and an experience just like you'll find in our Ellicottville locations."

Kreinheder's opening remarks were followed by those of State Senator George Borello, who was on-hand to help with the official ribbon cutting, and also to recognize the challenges that Kreinheder and EBC had faced, both in transforming a derelict property into a showplace, as well as opening a restaurant and obtaining a liquor license in an overly-regulated New York State. Acknowledging his own background in the hospitality business, Borello praised the effort it took to complete the project.

"This is an amazing accomplishment," Borello said. "And as someone who knows full-well what blood, sweat and tears it takes to do this, thank you! And thank you so much for your investment in this area."

Following the opening statements, the assembled crowd bundled up against the first shot of cold winter weather the area had experienced in days for the official ribbon-cutting ceremony in the outdoor courtyard in front of the events center. Elected officials from state and local offices joined EBC's top brass and other dignitaries on the ribbon line with a giant pair of scissors for the official unveiling of the final transformation of the property. And with the ribbon cut and everyone back inside the pub, it was time for guests to sample some of the pizzas that will no doubt become legendary in the annals of Little Valley cuisine.

"Pizza is the most awesome, universal food thing you can do," Kreinheder admitted. "So when we decided to go in the direction of Neapolitan-style pizza, we went on a 'pizza knowledge tour' for two years; we went to pizza classes, we went to the big show out in Las Vegas. We had Brad from West Rose (restaurant in Ellicottville) come and help us develop all of our dough."

EBC Little Valley boasts seven different specialty pizzas - each baked to perfection in the new electric pizza oven. There is also the option to build your own Neapolitan masterpiece from a thoughtful listing of pizza toppings. As if all this were not enough, EBC's head chef, Josh McDowell, offers two different dessert pizzas, as well as a tempting selection of burgers

"EBC Little Valley" continued page 12

SPECIAL DELIVERY!

Chautauqua-based Grub Guys Expands Delivery Options into Ellicottville



Tim Town, Norm Cady (pictured at left), Jeff Lewis and Dee Dippel have taken their love of steak and turned it into a business that delivers right to your door.

BY MARY HEYL

Grub Guys, Chautauqua County's most popular meat delivery service, is excited to share the news of their expanded delivery areas in Ellicottville, Little Valley and Salamanca! Now in their fourth year of business, Grub Guys' reputation as western New York's premier stake company speaks for itself, as the company is now shipping orders nationally. "The feedback we've received is amazing," said owner Dee Dippel. "We're passionate about this business and look forward to another great year!"

Dippel started the business during the early months of the Covid-19 pandemic, and it hasn't slowed down since. "During the pandemic, we saw a need for touchless, contactless ordering," Dippel recalled. "It was a whole different time. People were worried about going to the grocery store. Doing home delivery where we contact you to let you know when we're coming was a great solution."

Home delivery continues to be the basis of Grub Guys' business, and the company makes it simple for people to receive their orders fresh. "If you go to our website, www.grubguys.com, pick out the steak, seafood, chicken, brisket, or whatever you like on Wednesday by 1:00pm for example, we'll have it delivered by Friday as you're coming into town," said Dippel, speaking of Ellicottville, one of the new delivery areas. "We contact you ahead of time to let you know when we're coming or sometimes people leave coolers out on their porch for us. It's a very easy process."

While most local customers typically order fresh meats to be delivered, Grub Guys can also ship frozen meats to a much wider area. "Basically, anywhere Texas and east - we'll ship anything we can get to a customer in two or three days," Dippel explained. "We ship using foam coolers and dry ice to keep the product fresh, and it's worked out great!"



Given Dippel's passion for food - particularly prime cuts of meat - it's easy to assume that he grew up in the meat industry or was originally trained as a butcher. With a master's degree in environmental management and a love of the outdoors, Dippel is actually the owner of Loud Performance, his bike and snowboard shop in Bemus Point. In fact, western New York's snow and snowsports are what initially attracted the West Virginia native to the area. "I've been coming up to the area for about 20 years now," said Dippel. "Snowmobiling brought me here - this area was the closest place that had great snowmobiling, and I moved here full-time in 2014."

A "foodie" at heart, Dippel has always loved a good steak. "It's always been a passion for me and my partners in this," he said, speaking of his business partners Jeff Lewis, Norm Cady, and Tim Town. "We know the retail side, we know the computer side, and one of our partners has a background as a chef. It's an awesome team."

With rave reviews on social media, Grub Guys has definitely delivered on their promise of high quality meats at a variety of price points to suit everyone's budget and taste. "We're definitely known for our steaks," said Dippel. "They're our number one product. The flat irons, New York strips, and Delmonicos are all fantastic. We also do pork chops that are out of this world. Our wild game, like bison and elk, are also really popular." All of Grub Guys' products are either locally sourced or from the Midwest area, and all are USDA-certified. From grass-fed organic options to dry aged or wet-aged cuts, Grub Guys has something for everyone.

"Give us a try!" said Dippel. "We have great rates on shipping, and we can't make it any easier than just showing up with your order!" The Grub Guys are looking forward to being part of local events and festivals this summer to share samples of their products. To learn more, follow Grub Guys on Facebook and visit www.grubguys.com.

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HEALTH & FITNESS

Core Performance: Weight Loss and Skin Elasticity

BY KIM DUKE, CERTIFIED PERSONAL TRAINER

Recently, one of my clients who had lost a lot of weight wondered if she would ever regain elasticity of her skin to match her weight loss. As much as I wanted to tell her that strength training alone will be the answer to all of her prayers, I know better. I've been in this business long enough to see the reality versus the myth of sagging skin after excessive weight loss.

The elasticity of your skin depends on how long you were obese. The longer it was stretched out, the less likely it is to bounce back. "It's like a balloon," says Marie Jhin, MD, a dermatologist in San Francisco. "When you first blow up a balloon, it's really small and tight." You have to stretch it first, she says. But when it's deflated, it doesn't return to its original shape.

Be aware that a lot of it has to do with age and genetics. "Everyone starts to lose [elastic tissue] as they get older. It's frustrating to patients who have put all this hard work and commitment into their weight loss journey and new bodies to be left with extra skin that doesn't reflect that effort," says Jason B. Lichten, MD, a plastic surgeon in Columbus, OH. "Often, they feel that their extra skin hangs on them the same way their old clothes from before their weight loss would, only they can't take it off."

However, there are ways to save your skin's elasticity. Start by enlisting a certified personal trainer/nutritionist to create a safe and effective plan that allows pounds to come off slow and steady - one or two pounds a week is the ideal rate at which to lose. The more quickly you lose your weight, the more likely you are to have a problem with excess skin. In addition to slow and steady weight loss, you can also build muscle to shape the tissue underneath the

skin. Maintaining or increasing muscle tissue is the key to minimizing loose skin. Remember, the phenomenon occurs when the underlying layers of tissue shrink under a much larger surface area. If muscle mass is lost in addition to fat, it creates an even larger void under your skin's surface. On the other hand, increasing lean tissue fills the area underneath the skin, keeping it taut.

Lastly, make sure to keep protein intake high. During caloric deficit this will not only prevent the loss of lean mass, but also ensure that you have the optimum amount for building muscle.

So what's the bottom line? Worrying about the likelihood of having loose skin is no reason to put off losing weight. Losing weight will leave you healthier and will most likely lead to a longer, fuller life. If you have loose skin after weight loss, talk to your doctor about skin tightening surgeries and methods that can approve both the function and the look of your body.

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.

SuzieDitcher Home - New Service Offers Home Staging, Organization and Decluttering

BY CAROL FISHER-LINN



The thing most evident when one speaks with Suzie Ditcher, besides her uplifting enthusiasm for all things "life," is her huge, overflowing heart. She doesn't just speak love, she lives it. That's important for the kind of lifework she has chosen throughout her time on earth. She may be pint-sized, but she is a presence, sending loving messages of caring, concern and competence.

Suzie wears many hats, but this piece focuses on her newest, which incorporates several of the others. She is a Photographer, Life Coach and an Herbalist and has recently launched her newest endeavor which includes empathetic and non-judgmental decluttering and organizing. She (and husband John, when available) are introducing a Home Staging service - SuzieDitcher Home - where they can help you restyle rooms, entryways, garages, porches, etc., and offer minor carpentry services (and small painting projects). Suzie is currently completing the final stages of her

certification as a Home Staging Professional, but she has been working with clients since 2022 and is already developing a repeat and new client base for 2023.

In a conversation with Suzie, she expressed gratitude for the 56 years of experience, successes, and failures she has amassed. "My dad (Evan Evans) was an entrepreneur, and I learned all the ins and outs of having your own business from him. Mom (Joyce) always had projects going on in our home; they both had plenty of hobbies and taught me just to "do something." Says Suzie, "I am so fueled by the experiences of my past. I have been

fortunate to have been given many life skills and I've learned that one cannot be afraid to try. You simply do what you can and move on."

Suzie said she does a lot of decluttering and organizing for clients. Living out in the rural areas, it is not so easy to dispose of good/useable items without resorting to the trashbin. Suzie has a rolodex of phone numbers to call - from charities to churches - so nothing useable is wasted. Your coat might go to a woman who desperately needs one. Something funky, vintage, or unique, yet not particularly valuable, might go to a local Little Theater for their plays. Or she may encourage you to start an eBay account to turn some of your treasures into cash.

She breaks what she does into four categories: Life Coaching, Decluttering, Organizing, Staging/Styling. All of them are guided by the concepts of Life Coaching which, simply put, is a relationship between a life coach and client where the coach uses specific skills to help the client achieve agreed upon results. Life coaching also involves empathy and sensitivity. When one speaks of decluttering, empathy must rank number one in skills, paired with a non-judgmental approach.

SuzieDitcher Home presents a clear picture of her goals for you, her client. "A healthy, happy home is our passion! Our approach is fresh, holistic, and creative. Making your home stress-free, beautiful, OR sellable. Our homes should be our sanctuaries and at SuzieDitcher Home, we declutter, organize, re-arrange, and enhance your home until it reflects your most beautiful, calm space so that you can live your BEST version of your life!"

First consult is complementary as you both discover how to make your home healthy, happy and organized. From there, they come up with a plan regarding time and money. It's an exciting process!

SuzieDitcher Home services all of western NY and northwest PA. Reach them on FB at @SuzieDitcherHome, email suziesunshine7624@gmail.com, Instagram @suzieditcher_home or call Suzie's cell at 716-570-1115. Find out what SuzieDitcher Home can do for you! (Do it soon, before you get put on a wait list well into 2023!)

WINTER MUSIC JAM

cont. from page 04

entertainment.

4) Dina's - Saturday morning, treat your group to a wholesome, healthy breakfast. Using fresh, local ingredients, Dina's restaurant offers everything from omelettes and avocado toast to fluffy pancakes and homemade baked goods. Their espresso bar will give you the jolt you'll need to move you through the day!

5) Daff - While you're here, let's get some shopping in. Next door to Dina's is one of Ellicottville's top outdoor fashion stores catering to both men and women. Built for the adventure seeker, you'll find brands like Pendleton, Patagonia and Kava, plus super stylish accessories to compliment any outfit from Brighton, Pura Vida and more.

6) Balloons - Who's ready for Happy Hour? Balloons Restaurant & Nightclub always delivers cold drinks and good sounds, and they have a full line-up waiting for you! 77 Stone kicks off the evening at 6:30pm, followed by The Chillbillys, then DJ Kage keeps the party going into the late night hours.

7) Wingate - Rest up! The Wingate is just steps away from all the downtown hot spots. Get a good night's sleep and start the next morning with a warm shower and a free hot buffet breakfast. The weekend isn't quite over yet!

8) Holiday Valley - Surely you've had your share of indoor entertainment. We encourage you to get some fresh air and hit the slopes to start your Sunday Funday. Visit any of the ticket kiosks located around the resort to get your day pass, then head to the Rental Shop located inside the Main Lodge to pick out all the right gear. Don't know how to ski? They have lessons available (info at holidayvalley.com). Not interested in skiing? Check out the Mountain Coaster located on resort grounds. It's a thrill that

requires no skill! Fast and fun!

9) The Tee Bar - After you come off the slopes, head back downtown to search out your favorite Ellicottville keepsake. The Tee Bar is loaded with. Ellicottville-branded hoodies, hats, magnets, keychains and more, so you can take a piece of Ellicottville with you. Enjoy a scoop of ice cream while you're there (it's never too cold for ice cream!) or warm up with a hot fudge sundae.

10) Villaggio - May we suggest finishing out your Ellicottville Winter Music Jam adventure with Villaggio's Prime Rib and Pasta Bar, served every Sunday evening alongside the music of acoustic solo performer Tui Osborne. This guy can play just about anything; no doubt you'll recognize each song in his playlist. Family-friendly, chill yet fun, and of course, a delicious meal that will leave you wanting to return. Isn't that what we strive for?

For a complete Winter Music Jam schedule plus a directory of dining, shopping and accommodations, along with a full list of events and festivals for 2023, head over to ellicottvilleny.com or call 800-234-9099. And be sure to follow @visitellicottville on IG to stay connected.



Hey Ladies! take a day for YOU!

You can always use an excuse to take some extra time for yourself. Ellicottville and its neighboring communities offer plenty of opportunities for you to not only play, but also be pampered. Talk about having the best of both worlds! Whether you're planning a ski getaway with friends, a relaxing vacay with the family, or you just want to day trip to see what the snowy months in and around EVL are all about, here are many reasons why you should head down to our neck of the woods ...



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NATURE'S REMEDY
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naturesremedy.com

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716.499.2366
Githreads.com

Tired of the same old stuff in chain stores? You'll enjoy the wide array of beautiful items in stock at GI Threads. Browse through an eclectic collection of gifts, clothing, jewelry, scarves, shoes and Capri Blue cosmetic items, like anti-wrinkle serum. Do make sure to stop in and take a look at all of the unique options they have to offer. Fashion meets function at GI Threads.



SHE SHED, HE SHED
22 Washington St. • EVL
716.699.9121
theshed.boutique

The mission behind she shed, he shed is to create a shopping experience that compliments the many unique and wonderful experiences here in EVL. They have carefully selected pieces that not only cater to men and women alike, but also serve as perfect items for self-pampering. They also stock quality cigars, so if you're feeling thoughtful, you can bring one home for your guy!



ELLICOTTVILLE SALT CAVE
32 W. Washington St. • EVL
716.699.2068
ellicottvillesaltcave.com

Built from Himalayan salt imported from Europe, the Salt Cave offers aid in relief from respiratory ailments, skin problems and other common conditions. This alternative, holistic approach to good health lasts 45 minutes and clients are fully dressed during their session. Other services include sauna, massage, lemongrass footscrubs and a full retail of healing salts.



COMPASS CYCLE STUDIO
@ HoliMont • EVL
585.270.5166
compasscyclestudio.com

These sisters couldn't be prouder or more excited to be combining their two favorite things - skiing and cycling! Third generation members of HoliMont and certified spin instructors Compass Cycle Studio offer classes at HoliMont each weekend through ski season, open to both members & non-members of HoliMont. Reach out if interested in booking a private event.



AVA GRACE FASHIONS
22 Monroe St. • EVL
716.699.1105
avagracefashions.com

For the woman wanting stylish comfort, everything at Ava Grace is eco-friendly, made in the USA or has a local impact. Winter isn't over yet, so let Jess help you find the perfect outfit for all your "off the slopes" activities, or think ahead and spruce up your spring attire. Shop in-store or online. Do your clothes make you happier? They should, and they can! Now located downtown, next to Cupcaked!



GADO-GADO
26 Monroe St. • EVL
716.699.2128
gadogadoellicottville.com

Fill your closet and your living space with eclectic flair. You could spend an entire afternoon picking out and trying on all the worldly and stylish clothing this store has to offer. Be sure to also browse Gado-Gado's selection of plush scarves, one-of-a-kind jewelry and other attractive accessories, as well as their home decor items.



GOOD FOR THE SPIRIT GIFTS
11 Martha St. • EVL
716.699.2871
goodforthespiritgifts.com

An awesome crystals shop in the heart of Ellicottville offering spiritual tools for healing & wellness. Call Rev. Suzy Woo, owner and spiritual healer, to book a reiki session. The store boasts an array of crystals, books, aromatherapy, pendulums, sage, tarot, supplements and so much more. Products and services posted regularly on the shop's IG/FB pages.



DAFF DRY GOODS
17 Washington St. • EVL
716.699.2293
daffevl.com

Fashion inspired by the latest trends and the Wild West! Owner Laura Solly travels regularly to New Mexico to seek out the best of the best in clothing, footwear and accessories for women, men and children - from cowboy boots, slippers and Pendleton wool blankets, to Patagonia flannels, stylish belts, Brighton jewelry and more. You'll love their selection of handbags!



ANEW BEGINNING MASSAGE & SPA
9 Monroe St. • EVL
716.699.2508
anewbeginningny.com

After a fun day on the slopes, make time to melt at Anew Beginning Massage & Spa located in downtown Ellicottville. Their team of massage therapists can relieve tension in any problem areas you may be experiencing. Facials, body wraps and scrubs are all necessary to improving the health of your skin. Book today!



ELLICOTTVILLE OASIS
Located inside the Tamarack Club at Holiday Valley
716.699.8996
ellicottvilleoasis.com

An "Oasis" of tranquility and relaxation. Massage therapy is offered for both individuals and couples, along with manicures, pedicures, facials, body wraps and waxing. Before you leave, choose from their E'ville themed nail polishes to take home! Choose from colors like BFFs in E'ville, Love on the Lift, Ellicottville Snow, Ski Nude, Board Naked and more.



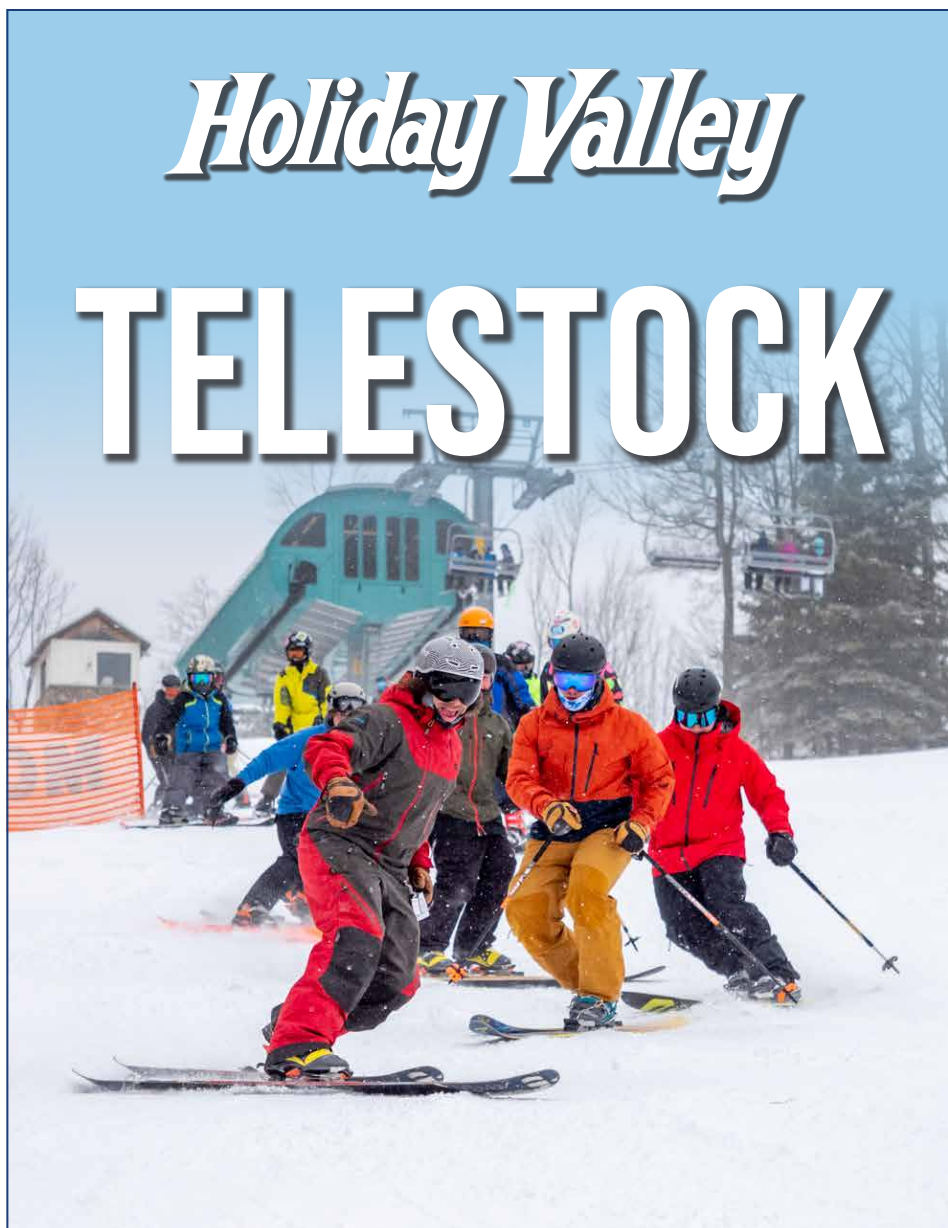
PURPLE DOORKNOB
11 Washington St. • EVL
716.699-2084
purpledoorknob.com

A whimsical, magical, FUN, colorful, wild, outdoors people friendly, dog friendly, astrologically oriented vortex in downtown Ellicottville, NY! Upon entering you will be greeted by PDK's team and a plethora of socks! SOCKS, SOCKS and MORE SOCKS! OPEN DAILY for your sock shopping pleasure, Shopping here is an experience. Shop on-line and in store!



THRIVE IV LOUNGE
5 E. Washington St. • EVL
716.244.3286
thriveivloungeyny.com

Thrive provides all of their services at their storefront location downtown as well as mobile and concierge services to those who can't make it in or prefer to have the comfort of their own space. Thrive offers IV hydration as well as intramuscular injection of vitamins and supplementations. If you have too much fun while in Ellicottville, Thrive may be your ticket to a quick recovery.



Holiday Valley TELESTOCK

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

UPCOMING EVENTS

PENGUIN PADDLE

Saturday, February 25
11AM-2PM

An incredibly fun day to help raise funds for the Lounsbury Adaptive Program. There will be a raffle, an auction and of course, the always entertaining Penguin Slide.



2023-2024 EARLY PASS SALE

Buy your 2023-24 pass now and save with the BEST rates of the year! Includes Classic and Ultimate Passes, plus Rangers and Training Center Programs. Fee free 4 payment installment plans available.



JAY McDONNELL

Saturday, February 25
4-7PM

Stop by the T-Bar to listen to the solo artistry of a Holiday Valley favorite, Jay McDonnell.



FIND MORE EVENT INFO AT HOLIDAYVALLEY.COM

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

MARDI GRAS PARADE

cont. from page 04



handed out to spectators, marchers are asked not to throw items into the crowd." Past parades have seen quite an eclectic mix of fun and creativity - from snow angels, minions and pirates to Dr. Seuss characters and even live bands floating down Ellicottville's main drag. How creative can YOU get?

Gather your ski buddies, co-workers or just yourself and start pondering your Mardi Gras Parade theme. Walking groups and motorized floats can apply. Find the registration form online at ellicottvillenyny.com. The parade, which will take place Saturday, March 11 at 6:00pm, will make its way from Katy's Cafe to the Gazebo, led by this year's King and Queen... who will be crowned this year? The best part: registering for the Mardi Gras Parade is FREE!

Need more details? Head to ellicottvillenyny.com or follow the Ellicottville Chamber of Commerce on Facebook, @visitellicottville on Instagram.

EBC LITTLE VALLEY

cont. from page 08

and salads that round out the menu.

"We've been anticipating this opening since they first announced the expansion and I just happened to be lucky enough to be home for it," explained former Ellicottville native Kate Kohler, who now resides in Golden, CO. Attending the event with her mother, Patty Wolf of Ellicottville, Kohler went on to say, "I can see summers and fall being slammed here - It should really help the local economy."

The dining area of the brew pub features walls covered in a timeless clear maple while darkly-stained structural timbers add an air of massiveness and permanence to the former industrial space. Looking around, you can't help but notice that the entire back wall of the building is comprised either of windows or evenly-spaced, 14-foot tall garage doors, which will open onto the massive outdoor event space at the back of the property and give guests and others the easiest possible access to everything inside - and out. Kreinheder credited the garage door concept at EBC's Bemus Point location for "giving patrons the open-air, 'California Feel' that really makes the whole place."

"Open the space up!" exclaimed EBC's CEO, Beth Harvey. "We don't mind the fresh air - besides, Western New Yorkers like to summer hard and it keeps things clean and simple for us as an event center."

Certainly, one of the highlights of the decor at the EBC Little Valley Brew Pub has to be the brainchild of EBC's own resident artist and graphic designer, Sara Staley. The original artwork Staley created on her iPad became the warm and whimsical mural which spans the entire length of the room, from the baseboards to the ceiling, and depicts the flowing, creative thought process of a brewer - all the way from an original concept to a pint glass of beer.

"I have a ten-year-plan for this place," Kreinheder admitted. "We're going to get to the point where we have a whole live entertainment program going on outside."

And with all the enthusiasm of someone looking forward to using the features himself, Kreinheder went on to explain, "I have a ferris wheel to put out back and I envision us having what's called a "pump track," which is a paved area where you can use bikes, skateboards, inline skates - whatever you want - and it's all designed to use g-forces to power you along!"

Having spent the past three decades building his craft beer empire to this stage, EBC's founder expressed his simple desire for the Little Valley brew pub, saying, "I want this to be a fun, family-friendly destination, where people can come hang out with their kids and have a pizza and a beer."

In addition to previously mentioned plans for the Little Valley location, Kreinheder is proud to point out a future project to build a teaching kitchen for French cuisine, where local high school and college students could learn the basics of the profession without taking on the challenges of traveling the longer distances sometimes required of them.

Ellicottville Brewing Company's Dan Minner has been the Head Brewer for the company since 2003 and as you can imagine, he leads an incredibly informative walking tour of the facility. When passing through the doors from the restaurant to the brewery and then into the heart of EBC's 75,000 sq. ft. production and distribution facility, it is like entering into another world. In the brewery, rows of massive stainless steel brewing tanks stand from floor-to-ceiling, with each one of the sparkling and impossibly clean vats ready to produce and hold as many as 360 kegs of beer!

Because they package beer in bottles and cans, Minner's operation must have two separate packaging lines - each capable of delivering stunningly prolific levels of output with mind-numbing speed and accuracy.

"These systems are capable of producing 140 12-oz. units every minute!" Minner proudly exclaimed during the walking tour. "When we were packaging in Ellicottville, it would take us literally 12 hours to do 11 palletes of beer and now we get here and get going in the morning and we bust out 11 palletes of beer before ten o'clock!"

Along with a multitude of other fascinating tidbits of information, EBC's Brewmeister talked about the coded labeling system they use in the brewery, whereby each bottle and can is marked in such a way that allows for an individual beer to be traced all the way back to the specific bags of grain that were used to produce it. Minner also pointed out that the entire brewing process, with all its complexities and variables could be controlled remotely, by way of iPads, as well as by using the old school method of a desktop computer. And if a problem should arise that even the Head Brewer himself cannot remedy, EBC's "ace in the hole" lies in a German fellow named Franz, who can diagnose and help resolve issues from across the ocean.

EBC Little Valley's Brew Pub/Pizzeria is located at 202 Second St. and is open Thursday through Sunday, noon-9:00pm.



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5 Boardroom Banked

SUNDAY

03.05.23

HOLIDAY VALLEY'S CHAMPAGNE RUN

<p>FOUR DIVISIONS</p> <p>TIMED RUNS BEST 2/3</p> <p>TROPHIES AND FREE SWAG</p> <p>PRIZES & GIVEAWAYS</p> <p>PHUNKSHUN MASK/BIB</p> <p>ALL PROCEEDS BENEFIT P.U.N.T</p>	<p>\$45 REGISTRATION</p> <p>03.04.23 7-9pm @ HV's T-BAR</p>	<p>TROPHIES TO THE TOP 3 IN EACH DIVISION</p> <p>GROM (15 & under) MEN'S OPEN WOMEN'S OPEN O.G. (35+)</p>
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HELMETS REQUIRED

➡ RACE DAY START 9:00am ⬅



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Sunday 11:00 AM - 2:00 PM
Closed Tuesdays



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@boardroomellicottville @holidayvalley @puntpediatriccancer



P.U.N.T.
PEDIATRIC CANCER COLLABORATIVE



CLASSIFIEDS

COMMUNITY

THE FITNESS CENTER AT ELLICOTTVILLE CENTRAL SCHOOL (weight room) is now open to the public on Tuesdays, Wednesdays and Thursdays (on days that school is in session) from 4:00-7:00pm through May 31. Individuals must sign in each time. In addition, ECS is hosting a Walk Program for community members Monday through Thursday from 6:00-9:00pm (on days that school is in session) through March 30. Individuals are asked to sign in each time by the High School back parking lot. For additional information, please contact the school at 716-699-2316.

PRUNING CLASS: The Nannen Arboretum Society Inc. has scheduled its first educational program in its quarterly series for 2023. Lyn Chimera, Master Gardener and owner of Lessons from Nature, will speak on "Pruning & Correcting Winter Damage of Trees & Shrubs". Lyn will also include information on the spring pruning of fruit trees. This program will be held Wednesday, March 8 at 6:30pm in the auditorium at the Ellicottville Town Center, 28 Parkside Dr. Admission is \$5 at the door. Refreshments will be served.

REAL ESTATE

FOR SALE: 7037 HIGH MEADOW ROAD: 5+ Acres off Bryant Hill Road in Ellicottville. Build your home in this scenic area located just minutes to skiing, golfing and downtown. Some deed restrictions. \$90,000. Call Nick Balesteri of Century 21 Balesteri for details, 716-837-7000.

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.



CATTARAUGUS REGION
COMMUNITY FOUNDATION

GROWINGGOOD.

POSITION AVAILABLE

Cattaraugus Region Community Foundation is seeking a full-time Executive Director. This person will be responsible for the overall day-to-day operations as well as donor cultivation. Bachelor's degree and 5 years of senior management experience required.

For more information visit:
www.cattfoundation.org

SERVICES

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."

DAN KANDEFER PLUMBING & HEATING: Quality products and professional installation. Remodeling, radiant heat flooring, all service work, boiler service and furnace repairs. Residential and commercial, 60 years of experience! Call 716-583-2034 or 716-945-5848.

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.

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.

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.

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@ellicottville.com, or stop by our office located downtown at 9 W. Washington St. Ads can also be placed directly on our website at ellicottvilleNOW.com.

THE OPTIMISTIC GARDENER

New Horticulture Newsletter to Showcase Events, Advice, Reviews and More

ELLICOTTVILLE - Cornell Cooperative Extension of Cattaraugus County Master Gardeners in conjunction with Chautauqua County Master Gardeners are launching a new Horticulture Newsletter. The newsletter is called 'The Optimistic Gardener' (TOG) because all gardeners have the optimism to keep growing and trying new and old ideas. It will have gardening articles, upcoming events, featured Master Gardeners, advice column, children's garden activity, book reviews, and much more. TOG will be available online at <https://chautauqua.cce.cornell.edu/gardening> and <https://cattaraugus.cce.cornell.edu>.

The Cattaraugus and Chautauqua Master Gardener Program is a Cornell Cooperative Extension Program with the mission to provide support and guidance to the public and community gardens free of charge. Our volunteers undergo a 50-hour training program and volunteer 35 hours per year to maintain their certification as a Master Gardener.

The Master Gardener Program is one of many programs offered by Cornell Cooperative Extension of Cattaraugus County (CCE-Cattaraugus). CCE-Cattaraugus is a subordinate governmental agency with an educational mission that operates under a form of organization and administration approved by Cornell University as agent for the State of New York. For more information call 716-699-2377 or visit cattaraugus.cce.cornell.edu/.

PHOTOGRAPHY EXHIBIT

Wildlife Photographer and Allegany Native to Showcase at the Olean Public Library



OLEAN - The Olean Public Library will host an exhibition of wildlife photography by local photographer Dan Jordan for the month of March 2023. Mr. Jordan is a professional photographer, living in Allegany.

Dan, often referred to as "the Eagle Whisperer", does a lot of wildlife photography, specializing in bald eagles. He has become an 'eagle expert', fielding questions from international sources. Dan also hosts pictorial presentations on eagles and on wildlife which are filled with photos and knowledge. He has hosted these events for middle school science class groups, birding groups, retirement homes/communities, and others.

Upwards of 50 of Jordan's favorite prints will be on display for the public to look over during regular library hours until the end of March. There will be a "meet the artist" reception on March 2 from 4:30-6:00pm at the library to kick off the event. The reception will include light refreshments for attendees as well as a chance to discuss the works with the photographer. All images are for sale but cannot be purchased at the exhibition. There will be a comments book where people can reserve images if they choose to do so.

Dan was born and raised in Western New York (Bolivar), graduated from St. Bonaventure University, and has created entrepreneurial startups locally and internationally. He recently retired from his role as International Business Development Director of Amphenol Ceramics and now owns and manages a portrait studio in Olean, Jordan Photography and Consulting. The consulting part of the business is training (Photography and Photo-shop) and business & entrepreneurial consulting. For more information on the exhibition, contact Alijah Fox at the Olean Public Library, 716-372-0200. For more information on Jordan's Photography, please call 913-814-7740.

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COCKTAILS AND COATS

Park Avenue Coat Co. Pop-up Event this Thursday at The Banq



In need of a good stiff drink and some shopping therapy? If the answer is yes, dear reader, you are in luck! The Banq Cocktails and Lounge is hosting a pop-up shop by Park Avenue Coat Co. this Thursday, February 23 from 6:00-10:00pm. The Park Avenue Coat Co. is a wholesale retailer based out of Lackawanna, NY that offers brand name coats and accessories for less than regular retail price. Brands like Michael Kors, Levi, Calvin Klein, Kate Spade and many more, for men, women and kids. Their motto is "Shop Luxury for Less - You Deserve It!"

This Thursday's pop-up will feature a selection of coats, gloves, scarves and more... all available for sale! The Banq, located at 9 E. Washington Street in downtown Ellicottville, will be offering complementary hors d'oeuvres and specials on their cocktail creations. This is an event you don't want to miss, so make an evening of it! It's the perfect pre-event leading into Friday's Ladies Day at HoliMont! If you can't make it out, feel free to peruse Park Avenue Coat Co.'s selection of inventory on their online shop at parkavenuecoatcompany.com.

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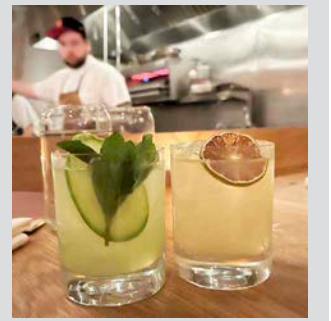
skiwig: Three generations of Wigers @holimont! Lucky to have these two share their passion with me and now my kiddos! #family @ellicottvillenow #evlnow



team_pritchard: Sometimes your mind can fill in the color of a beautiful day! #thisisellicottville @visitellicottville #evlnow



jocelyncroxall: #ellicottvillenow @ellicottvillenow #evlnow



lcove1: #weekends #lifeisgood #evlnow @westroserestaurant



cannuck001: Bella loving some apres ski at HoliMont. Got snow? We do! #evlnow #saintbernard #snowdog #dogslife



robert_kuechle_photography: #evlnow #skiing #bluebirdday



ellicottvilletapbottle: Bottle Shop update! #evlnow #evitaqueria



mrsski815: When in town why not read your fav paper #evlnow @ellicottvillenow #startreadingearly #holidayvalley



robert_kuechle_photography: FishFry @HoliMont with good friends #evlnow #holimont #ellicottville #fridaynight #skilife #ellicottvillenow



taylorperks_356: #friends #skiday #snowboardday #holimont #evlnow @ellicottvillenow



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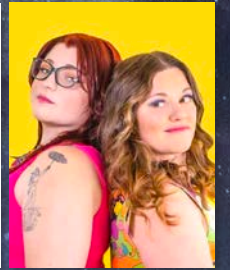
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