

ellicottvilleNOW



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FREE

A Safe Alternative to Mardi Gras

Merchants discuss Pop-ups, Fall Festival, Contesting and Influence Marketing at recent Membership Meeting



This year's Mardi Gras Parade may be cancelled, but the Ellicottville Chamber is working on creative ways to safely celebrate the annual Winter Carnival theme in conjunction with Holiday Valley.

File photo 2019
@holidayvalley
@visitellicottville

BY BRENDA PERKS

Due to Covid restrictions, the Ellicottville Chamber of Commerce announced that this year's Mardi Gras Parade has been cancelled. However, they expressed that they are looking to tag onto Holiday Valley's Winter Carnival celebrations and promote the entire weekend of March 13th-14th as "Ellicottville's Winter Carnival".

Along with festive storefront window decorating, the Chamber is planning to have Eric Jones create a snow sculpture on the lawn of the 1887 Building. Additional suggestions from the community are welcomed.

On the topic of Fall Fest, the Chamber is making some changes beginning in 2021, including eliminating 25 vendor booths, as well as the carnival rides.

... page 08

Our Veterans, Their Stories

Cattaraugus County officials are actively seeking veterans to participate in a new project that seeks to record their tales.

The project, titled "Our Veterans, Their Stories," aims to preserve the oral histories of county veterans to preserve the human face of American History for generations to come and honor the men and women from our area who swore to defend and protect the United States.

Video recordings will be made of interviews with the veterans, which will then be made available to the veterans themselves, and the general public both online and at the Cattaraugus County Museum and Research Library.

... page 08

PUBLIC HEARINGS: WHAT ARE THEY AND HOW DO THEY WORK?

By Caitlin Croft ... For nearly seven years I have reported diligently on a multitude of local board proceedings. Over the years I noticed that within the community, there isn't a clear understanding of how our municipal boards work. This kick-off piece will be one of several that aim to tackle some common misconceptions and generate more effective community involvement as Ellicottville continues to grow into the future. Public hearings probably have the biggest misunderstanding attached to them. In this issue we discuss public hearings and gain insight from Ellicottville's full-time planner, Gary Palumbo ... page 03

A Showcase of Sweets

The Mad Crazy Batter in Great Valley is baking up a wonderland of confections to fancy your sweet tooth



@themadcrazybatterllc
photos / Clara Kosinski

BY ELIJAH GEORGE

I always envisioned my first article would be something that both myself and the readers would really be able to get a firm grasp on and sink their teeth into. Today, we'll take a journey that will allow us to do just that. I hope you're up to date on your dental checkups; I hope your sweet tooth is ready, because we're entering the wonderland with this one. Without further ado, lift the curtain as we present the Mad Crazy Batter, a freshly opened bakery located in Great Valley, NY. Where the conception of confection is abundant, and consumer connection is special. Not too far from home lies an unsuspecting portal to a dimension filled with surprise goodies.

... page 07



Three new units have been added to their fleet, making Ellicottville Greens the largest sustainable vertical farm in western New York.

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Ellicottville Greens: A 'Growing' Operation

Founded in 2018, Ellicottville Greens began with just one shipping container outfitted as a hydroponic farm. Now, the company operates six shipping containers, and is excited to announce the recent purchase of Vertical Fresh Farms of Buffalo - one of the largest microgreen farms in the area. And thanks to their home subscriptions, you can receive fresh batches of bibb lettuce, cilantro, and more all year! ... page 07

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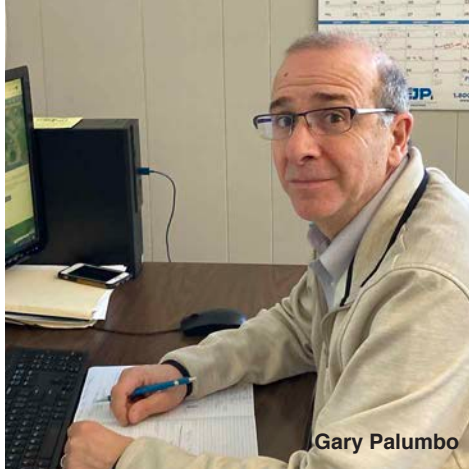
Commercial, Personal & Life

NOW *this ...* by Caitlin

Public Hearings: What are they and how do they function?



@ch_crofty



Gary Palumbo

For nearly seven years I have reported diligently on a multitude of local board proceedings. Over the years I noticed that within the community there isn't a clear understanding of how our municipal boards work. This kick-off piece will be one of several that aim to tackle some common misconceptions and generate more effective community involvement as Ellicottville continues to grow into the future.

Public hearings probably have the biggest misunderstanding attached to them. According to the New York Department of State, "A public hearing is an official proceeding of a governmental body or officer, during which the public is accorded the right to be heard." Public hearings are vehicles for the community to voice their opinion on any multitude of projects/proposals that are heard by the boards.

A key misunderstanding occurs when people think this is a vote (i.e. if I get more people there in support of my side then the board will side in my favor.) Now, yes, the number of people and how strongly they feel is taken into consideration, but at the end of the day the board functions to look objectively at a project/proposal and see if it fits within the zoning rules and applicable review criteria. The purpose of the hearing is for the decision-making board to learn relevant information that they may not see in the application materials. By definition, "zoning is the act or process of partitioning a city, town, or borough into zones reserved for different purposes." (Merriam-Webster, Online Edition, 2020). This means that our village and town are split up into different zoning districts and there are different regulations governing land use for each district. We will dive deeper into the types of districts that make up Ellicottville in future articles.

MEET OUR PLANNER: Back to the Public Hearing world ... I recently caught up with our new, full-time planner Gary Palumbo to get some insight on public hearings. Palumbo came to this position after serving the last five years as the consulting planner to the Town and Village. "However, it is interesting to note that I was a Town employee throughout the 1990's as the first professional planner in Ellicottville," he said. Palumbo has a degree in regional planning from Penn State and worked for Genesee County and Suffolk County before coming to Ellicottville in 1990. "The past 20 years consulting in Western New York on both sides of the application process gave me a new view of the land development process." This is just the type of perspective that the Town and Village is eager to have, and what warranted bringing Palumbo back on full-time.

BE IN THE KNOW: A common thing that I hear is that no one knew about a public hearing or they weren't notified. If your property is within a certain limit, you will be notified. Otherwise, it is published in the local papers and on the ellicottville.gov website. You can always call Gary's office at 716-801-3016 or email gary.palumbo@evlengineering.com and ask for application materials which are typically available for public review.

"If anyone has a question or would like to see the application materials, feel free to call. It is easier to make effective comments after you've seen the plans," Palumbo emphasized. "The noticing timing and distances vary between type of permit and which board is holding the public hearing. However, generally, the landowners within either 100 feet or 200 feet receive the public hearing notice in the mail."

With a large number of out-of-state and Canadian property owners, the town and village work hard to meet those requirements and consistently follow the distance and timing requirements consistently. In the future, to help broaden communication, Palumbo would like to use the Town and Village websites more in order to post things like applications, public hearing notices, agendas, and minutes.

GET INVOLVED: If you are reading this article with any interest and want to know how to get more involved, Gary says, "Come to a meeting. Get to know the people who are on the boards and serving in your community's interest." All Planning Board and ZBA meet-

"NOW this... Public Hearings" continued page 14



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REGIONAL NEWS

SUPPORT FOR NON-PROFITS

Community Fund provides \$18,000 to initiatives/projects in Cattaraugus County



photo / Danny Bush

An Olean Kindergarten student reads in an Out of School Learning Lab at the Olean YMCA.

OLEAN, NY - Nine agencies recently received grant support from the Cattaraugus Region Community Foundation's Community Fund, to support new projects and initiatives that provide for the changing and immediate needs of Cattaraugus County residents in light of the COVID-19 pandemic.

YMCA of The Twin Tiers received \$2,500 to support Out of School Learning Labs that provide safe spaces and technology for students to utilize in the midst of school closures and a hybrid school schedule.

The grant allows the YMCA to provide a sliding fee schedule for families based on their household income and size, so that families can afford the cost of additional childcare at a time when more families than ever are finding additional need for childcare that they typically wouldn't need due to children being in school.

The YMCA has set up five locations to provide out of school learning labs and is currently serving children from the Olean, Portville, Allegany-Limestone, Cattaraugus-Little Valley, Hinsdale, Ellicottville and Pioneer school districts.

YMCA of the Twin Tiers CEO Barb Sweitzer said that the impact of the grant will be both immediate and long-lasting.

"The impact will last decades because each child served in the program has been given the opportunity to keep up with their school work and not fall behind causing educational inequities and to be in a caring and safe environment during a time of uncertainty," said Sweitzer.

Connecting Communities in Action (formerly Cattaraugus Community Action) received \$2,500 to support a new initiative, Trauma Informed Action Labs, to educate and train organizations involved with the Trauma Informed Coalition (TIC) in Cattaraugus County in order to build community resources to prevent and overcome trauma.

The TIC is comprised of 40 organizations and 133 members. TIC meetings and efforts are organized and facilitated by Cattaraugus Community Action.

Studies have shown that people who experience events of trauma are more likely to face serious physical and mental health issues. The goal of the Trauma Informed Action Lab is take a data-driven approach to explore and educate on issues of trauma to improve the overall health of Cattaraugus County residents. The final goal of the coalition is to create a toolkit to be used by agencies that support all tenants of trauma-informed care.

Ellicottville Central School received \$2,500 to supply iPads to students to help with remote learning.

Kevin Guest House, which provides housing for people undergoing medical treatments in the Buffalo area, received \$2,500 to help the agency provide for improved safety of immunocompromised patients and caregivers, a need underscored due to the COVID-19 pandemic.

Kevin Guest House provides its services more to residents of Cattaraugus County than from any other region.

Mercy Flight Inc. received \$2,000 for the purchase of Sigma Spectrum IV Pumps, which allow for consistent, regulated delivery of life-saving medications that require very specific doses.

"Community Fund" continued page 12

THE RETURN OF SUMMER FUN

Greater Olean Area Chamber of Commerce looking ahead to 2021 events



photos courtesy GOACC

OLEAN, NY - It's been a tough "Go" with the pandemic, but the Greater Olean Area Chamber of Commerce (GOACC) was able to host seven of their 2020 events, keeping the spirit of community and business alive during unprecedented times. As the organization looks to their 2021 calendar, they are excited to announce the return of some signature showcases.

GREATER OLEAN HOME SHOW: May 21st-23rd at the William O. Smith Recreation Center. The Home Show is a "spring into summer" kickoff, brimming with practical ideas, real solutions and a host of applicable ideas to take home. Show-goers will have the opportunity to talk with a number of area experts and learn about construction, decorating trends, accessories, cabinets, appliances and more - all in one place! Displays will include patios, window replacement, siding, heating and air conditioning, pools, spas, furniture, computer technology and much more.

COMMUNITY-WIDE GARAGE SALE: Saturday, May 22nd from 9:00am-4:00pm. The Chamber is encouraging area residents to get in their attics, basements, and garages and start sorting and cleaning. Coinciding with the Greater Olean Home Show, this community-wide garage sale is always well attended. Host a garage sale at your home or join with neighbors to hold block sales. Anyone interested in hosting a garage sale will need to register their address with GOACC in order to be placed on the Garage Sale Map (\$5 fee). Deadline to enter is Wednesday, May 19th. Maps depicting the locations of garage sales will be available on Friday, May 21st. The GOACC office will also have maps available the morning of the sales beginning at 7:00am.

CORPORATE CHALLENGE 5K AND WALK: Thursday, June 24th at JCC-Olean. This event was originally created by GOACC with the goal of supporting companies in developing internal wellness programs. The 5K Corporate Challenge is about living healthy. But for some, it's also about competition. The race is open to both corporate and community teams. The challenge concludes with "Olean's Largest Office Party" following the race, complete with awards to the Fastest CEO, the Fastest Team, the Most Spirited Team, and T-Shirt Design Contest Winner, among other awards.

CORPORATE GOLF CLASSIC: Monday, July 12th at Bartlett Country Club. This event is in format phase, but the Chamber will invite corporates and community to partake in this classic golf outing.

STROLEAN: The ever-popular StrOlean event will be back again this year - not just once or twice - but three times! The events committee has set dates for June 4th, August 13th and October 1st, and will be working on some fun and exciting features for this year's series.

The remainder of the 2021 events calendar will feature:

- Gus Macker: June 4th-6th
- Chamber Clambake: June 9th
- Chamber Golf Classic: July 12th
- Taste of Olean: July 25th
- Allegheny River Running Fest: Sept. 11th
- Sports, Rec and Fitness Expo: Sept. 25th-26th
- Santa Claus Lane Parade: Nov. 26th
- Visits with Santa: Dec. 1st and 8th

Watch for additional details about all GOACC sponsored events to appear in future issues of ellicottvilleNOW. GOACC is committed to bringing a full slate of events to the community in 2021, however, their top priority remains in the health and safety of guests, vendors, volunteers and all involved who help make these events GREAT! For more information, call the GOACC office at 716-372-4433 or email events@oleanny.com.

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BUSINESS

ALICE IN GREAT VALLEY

The Mad Crazy Batter baking up a wonderland of confections to fancy your sweet tooth



By ELIJAH GEORGE

I always envisioned my first article would be something that both myself and the readers would really be able to get a firm grasp on and sink their teeth into. Today, we'll take a journey that will allow us to do just that. I hope you're up to date on your dental check-ups; I hope your sweet tooth is ready, because we're entering the wonderland with this one. Without further ado, lift the curtain as we present the Mad Crazy Batter, a freshly opened bakery located at 4915 Route 219 in Great Valley, NY. Where the conception of confection is abundant, and consumer connection is special. Not too far from home lies an unsuspecting portal to a dimension filled with surprise goodies.

Stepping into the Batter hits you with a pleasant wave of unidentified aroma, a mixed myriad of flavors lingering and mingling in the air. The sweets showcased seem to last forever ... it's no wonder Alice wanted to stay in this wonderland for so long. Much like her, I guarantee you'll also be making a second trip back.

I had the pleasure of interviewing the owners of this pastry-filled palace, and it was an absolute delight! Going back and forth with people who are passionate about their craft and absorbing the information they put out is a marvelous experience. Here is a snippet of that conversation, introducing the two stars of this show, Dawn Rowland and Rachael Ferguson.

ELIJAH: The first thing that comes to mind when I say "Mad Crazy Batter" out loud is Alice In Wonderland and the Mad Hatter. Is that where the inspiration for the name came from?

RACHAEL: Yes, the name is inspired from the Mad Hatter; I am a big Disney person and love Alice In Wonderland.

ELIJAH: What is it like branching out and starting a business from scratch?

RACHAEL: It's a little stressful at times but also really fun, decorating and making it your own.

ELIJAH: What types of sweets do you bake? Any specialties?

RACHAEL: We bake pretty much everything and are always trying new things. Our specialties right now are probably our cinnamon rolls, danishes, and cream puffs. They seem to be the most popular for sure!

ELIJAH: What is your personal favorite bakery item?

RACHAEL: My favorite item to make is the giant brownies because I can do anything! I love eating the cream puffs.

DAWN: Cinnamon rolls and danishes. I love eating the sugar cookies, too!

ELIJAH: Any "interesting" custom orders so far?

RACHAEL: I'm thinking the Neapolitan cake with strawberry crunch crumbs on the outside; our most unique so far.

ELIJAH: Who inspired you to start baking?

RACHAEL: I went to culinary school and when it came to the baking class I fell in love.

DAWN: It was never really in "the plan." I just started doing it and seemed to be good at it and kept learning and growing. I look forward to seeing what I can do in the next few years.

ELIJAH: Who supported you the most on your journey to owning a bakery?

"The Mad Crazy Batter" continued page 12

A 'GROWING' OPERATION

Ellicottville Greens expands its footprint; purchases Vertical Fresh Farms



By MARY HEYL

Despite Punxsutawney Phil's prediction of a longer winter, warm weather is certainly on the horizon! For many, that means a new season of fresh greens from local producers or even one's own garden ... at last! But what if you knew you didn't have to wait until summer to enjoy locally grown salads and herbs? What if you could count on local organic, non-GMO greens all year long, even in February?

Thanks to Ellicottville Greens and their home subscriptions, you can receive fresh batches of bibb lettuce, cilantro, arugula and more all year! Founded in 2018, Ellicottville Greens is the largest sustainable vertical farm in western New York. According to co-owner Gabe Bialkowski, the business began with just one shipping container that he and his business partner, Sal LaTorre, outfitted as a hydroponic farm in Ellicottville. Now, Ellicottville Greens operates six shipping containers in western New York, including locations in Clarence and Williamsville behind the Eastern Hills Mall.

Bialkowski is pleased to announce, "We just bought Vertical Fresh Farms, based in Buffalo, too. They're one of the largest microgreen farms in the area and have been in operation since 2015. Now we've taken that over and are operating that as a microgreen facility."

Currently, the business has several large buyers from the local restaurant industry. Since more and more restaurants have reopened or expanded their hours in recent months, Ellicottville Greens has scaled up production and has grown from a two-man operation to a team of eight including farmhands, a marketing specialist, and operational and financial chiefs.

But unlike many producers that offer their products exclusively to large buyers, Ellicottville Greens offers their full range of crops to local customers who can purchase home subscriptions! What can customers expect? "We have 20 different types of microgreens we offer. Our top crops are bibb lettuce, and for microgreens people love sunflower shoots," Bialkowski explained. "People also like micro arugula and micro cilantro - both are very popular. Other herbs we grow include Italian basil, lemon basil and dill."

Bialkowski noted, "Everyone is used to great produce in the summer, but once it gets to be mid-winter, produce often comes from out west or other countries. Transportation causes harm to the produce and the environment. By bringing our farms to certain locations, we're able to get produce in the hands of people much quicker, more efficiently and in a way that's better for the environment."

Customers who live in the Ellicottville, Clarence, East Aurora or Williamsville areas can choose home delivery all year. "Being in the local communities and providing great customer service is really important to us," said Bialkowski. "Reach out through email or by calling and we'll walk you through the subscription process. We'll ask what kind of crops and microgreens you want and any allergies you have. We have some pick-up locations that we can arrange if people live outside our home delivery area. Basically, we'll work with you to figure out what's best!"

Why not make Ellicottville Greens your personal farm? Reserve a spot now for weekly or monthly deliveries! For more information, email info@ellicottvillegreens.com or call 716-296-0826. More information is also available online at ellicottvillegreens.com and on Facebook and Instagram.

Bialkowski said, "We're really trying to expand within the community and outside the community. We want to start bringing more farms and products to people, anyway we can do that. We're always open!"

MEETING NOTES

Ellicottville Chamber discusses Mardi Gras, Fall Fest, and Influence Marketing with merchants

BY BRENDA PERKS

The Ellicottville Chamber of Commerce hosted a membership meeting Friday, Feb. 19th with in-person participation at the Wingate and virtual participation via Zoom.

MARDI GRAS / WINTER CARNIVAL: Barb Pump, the Chamber's Project Development Manager, announced that this year's Mardi Gras Parade is cancelled due to Covid restrictions. However, the Chamber's thoughts for this year are to tag onto Holiday Valley's Winter Carnival celebrations and promote the entire weekend of March 13th-14th as "Ellicottville's Winter Carnival".

One activity the Chamber is looking to feature is having Eric Jones create a snow sculpture on the lawn of the 1887 Building where the photo frame cutouts currently stand. Brian McFadden, Executive Director of the Chamber, suggested that perhaps Holiday Valley or HoliMont could transport a big pile of snow for Eric to work with.

The current cutouts, which reflect a Christmas theme, are being taken down. The Chamber suggested to have new cutouts with more of a general winter theme created and erected next to the ski tree. Cathy Pritchard (Team Pritchard, ERA) suggested a snowboarder and a skier.

Barb asked those in attendance if anyone had other ideas for downtown activities for Winter Carnival Weekend, such as window decorating or special contests. Anyone with suggestions can email Barb at barb@ellicottvillenyc.com

FALL FESTIVAL: Barb reported that the Chamber has eliminated 25 vendor booths for this year's Fall Festival, which is scheduled for Oct. 9th-10th, but is still pending at this time. New this year, business owners located on Monroe and Washington Streets who are members of the Ellicottville Chamber will be offered booth space on the street in front of their business at no charge.

Brian expressed that the Chamber's long-range plan is to cut down on the size of Fall Festival over the course of the next several years. The committee also agreed to proceed with the elimination of the carnival rides beginning in 2021.

CONTESTING: Barb introduced the name, Roger Brooks, a tourist and destination consultant known around the country. In his latest videos, Roger Brooks discusses influencers, working with influencers, and as businesses, doing things differently to help boost business growth during a pandemic.

In response to these Roger Brooks videos, the Chamber has decided to take part in a couple of different sponsorships and run some contests/giveaways featuring local businesses as a way to develop a better presence for Ellicottville and increase interaction amongst our visitors and community members.

An example that Barb gave is a promotion they are currently working on with Seasons Inn. The B&B is giving away a one-night stay through the Chamber's new marketing plan. The Chamber will be promoting "Enter to Win" posts on both Facebook and Instagram.

Barb expressed to members that businesses can offer something on their own, or partner together with other member businesses to create a unique package.

POP-UPS AND PARTNERSHIPS: As Brian and Barb expressed, "We're not sure what we'll be able to do with our events this year," so they are currently working to come up with ideas for pop-up activities for things like Winter Carnival. Another suggestion they had was an Open House Wedding Weekend which would invite future brides/grooms to check out all sorts of vendors and businesses in our area.

As Brian explained, pop-ups aren't events, but rather open-invites where people can come

at their leisure. "We won't have to worry too much about limitations, and gatherings can be controlled."

The Chamber has developed partnerships with Buffalo Rising and Step Out Buffalo to help promote pop-ups and feature short videos on things like, "Top 5 activities for those who don't ski" and "The best of Ellicottville in the summertime".

"It's all a part of Influence Marketing," Brian commented. "Roger Brooks guides you on how to redevelop and rethink your town post-Covid."

Another partnership the Chamber is securing is with Griffis Sculpture Park. The park is receiving a number of new sculptures this summer, one of which they are offering to Ellicottville to display downtown.

The sculpture, which is of Cheryl Strayed (writer/feminist), is expected to arrive in June or July, and the Chamber is planning to market it with a "women-owned business" theme. According to Brian, "Approximately 80% of businesses in Ellicottville are women-owned. Let's make a women's business month. I think it will be a good thing for Ellicottville and have a big draw."

The Chamber plans to get together next month to begin working out details on how to promote its women's business month.

TRAINING: As Barb explained, one of the things Roger Brooks mentions in his workshops is the value of using Trip Advisor to see what customers have to say about the businesses in your town. This way, it's not YOU saying these things. It's a third party.

Barb spent some time on Trip Advisor, researching reviews on our local businesses. Although there were more positive comments than negative, she expressed that the negative comments were all pretty much the same across the board: complaints about customer service.

Barb mentioned that last year, the Chamber hired a "secret customer" to experience Ellicottville, and the message reported back was: "employees weren't welcoming or helpful."

As a result, the Chamber is considering offering a training for business owners and their employees. If there is enough interest, the Chamber will look into bringing in consultants and guest speakers to discuss various topics such as customer service, social media, etc.

"We think it will be helpful," Barb said. "If people are interested, the Chamber will organize it."

If interested, please let Barb know by emailing her at barb@ellicottvillenyc.com or calling the Chamber office at 699-5046.

WEBSITE: Barb asked members to take a few moments and check their listing on the Chamber's website; make sure your contact information is correct and images appear as you'd like them to. Barb mentioned that members can add their social media handles and video clips to their listing as well. (Videos must be provided as a YouTube link).

Barb also expressed that if anyone wants to do a Facebook Live or has a video to share, feel free to reach out to her. It could be a promotion your business has going on, a new release, or just a general tour of your business.

FROM THE FLOOR: Closing out the meeting, Frank Maduri (Monroe St. Brick & Brew) asked if the Village has set any rules for outside dining this year. Brian replied, saying he is going to be meeting with the village soon to discuss.

OUR VETERANS, THEIR STORIES

Cattaraugus County begins recording veterans project; calling on veterans interested in sharing their stories and artifacts

LITTLE VALLEY, NY - Cattaraugus County officials are actively seeking veterans to participate in a new project that seeks to record their tales.

The project, titled "Our Veterans, Their Stories," aims to preserve the oral histories of county veterans to preserve the human face of American History for generations to come and honor the men and women from our area who swore to defend and protect the United States.

Video recordings will be made of interviews with the veterans, which will then be made available to the veterans themselves, and the general public both online and at the Cattaraugus County Museum and Research Library. Veterans from all service branches, including National Guard and reserves, are encouraged to take part.

"I hear these stories on a regular basis," said county Veterans Service Director Steve McCord. "We want to sit down with any veteran that wants to tell their story and we will record it."

In addition, an official kick-off event is being planned at the County Museum on Armed Forces Day, May 15th. An accompanying exhibit at the museum is also in the works, and veterans will be asked if they have any artifacts from their service they would be interested in displaying.

If you are interested in participating, or know anyone who might be, contact Steve McCord at 716-701-3298 or SEMCCord@cattco.org. The County Museum can also be reached at 716-353-8200.

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HEALTH & FITNESS

Core Performance: Diet Trends

By KIM DUKE, CERTIFIED PERSONAL TRAINER, CORE PERFORMANCE

After being in the fitness industry since 1983, I have seen my share of fitness and diet trends come and go. These trends/fads not only drive me crazy - but many of them can prove to be dangerous. In my last article I addressed workouts that are designed to be done very quickly to get in shape, which as I pointed out is not an option that should get as much media buzz as it's receiving. In this article I'd like to address some of the diet trends that have come and gone, and some that just re-market themselves under a different name.

Let's begin with The Atkins Diet / Keto Diet. Both are low-carb diets that may benefit weight loss, diabetes management and heart health. Their main difference is that you gradually increase carb intake on Atkins, while it remains very low on the keto diet, allowing your body to stay in ketosis and burn ketones for energy. The main problem with both of these diets is the intense amount of animal protein an individual consumes can lead to higher cholesterol levels, muscle weakness, tiredness and dehydration, making physical activity less enjoyable. Plus, diets high in animal protein and low in fiber can wreak havoc on your digestion process and ability to eliminate waste.

In that same category is the Paleo Diet. This one I tried a few years back since it seemed to be a gentler way of eliminating unhealthy carbs such as sugar, dairy, and anything our caveman ancestors could not hunt and gather. In this plan you get to eat fruits and vegetables but still consume a lot of animal protein. Sadly, the Paleo cuts out whole grains, oats, lentils and legumes, which removes sources of certain B vitamins such as thiamine, folate, niacin and riboflavin. And while Paleo has its merit for stressing whole foods versus prepackaged and processed foods, it can also lead to serious deficiencies. What it all boils down to: our early ancestors had rigorous physical demands of living outdoors; hunting and gathering and foraging for food surely contributed to an overall health but could also lead to certain death. So comparing our modern-day human species with our caveman ancestors seems 'archaic'.

Lastly, I'd like to discuss the Mediterranean Diet. Here's a little-known story behind the Mediterranean Diet: In the 1950s people living in the Mediterranean, especially on the Island of Crete, were lean and virtually free of heart disease. Yet over 40% of their caloric intake came

from fat, primarily olive oil. If you look at the diet they consumed back then, you will see the Cretans ate mostly fruits, vegetables, beans and some fish. These people also worked hard in the fields, often they were pushing a plow or working other manual labor jobs. Americans didn't see this diet as eat loads of vegetables, beans, fruit and do loads of exercise; they just accepted that olive oil is a health food and started to consume it in mass quantities. Coincidentally, today, the people of Crete are fat, just like us. They still consume a lot of olive oil, but their consumption of fruits, vegetables and beans is down. Meat, cheese and fish are their new staples, and their physical activity level has plummeted. Today, heart disease has skyrocketed and more than half the population of both adults and children in Crete is overweight. Also, it turns out that ounce for ounce, olive oil is one of the most fattening, calorically dense foods on the planet. It packs even more calories per pound than butter (butter: 3,200 calories; olive oil: 4,020).

So, what should you do if you are trying to lose weight? For starters, don't go on a diet. As most of us already know, the conventional "solution" to being overweight - low calorie dieting - doesn't work. The reason for this is simple: for the vast majority of people, being overweight is not caused by how much you eat but by what you eat.

One of my favorite books on this subject, *Eat to Live*, was written by Joel Fuhrman, M.D. Dr Fuhrman, a world expert in nutrition and obesity research, goes beyond the dietary guidelines set up by the National Institutes of Health and the American Heart Association. He states, "Your key to permanent weight loss is to eat predominantly those foods that have a high proportion of nutrients (noncaloric food factors) to calories (carbohydrates, fats, and proteins)."

Eating to live does NOT REQUIRE any DEPRIVATION. On the contrary, instead, you can eat large quantities of high-nutrient foods which effectively blunts your appetite, and you lose weight. Think of raw leafy greens such as romaine lettuce, kale, and spinach, just to name a few. A huge green salad, void of cheese, meats and oils is less than 100 calories per pound. Vegetables, eaten raw or cooked can be eaten in abundance. Plus, fresh or frozen fruit, raw

"Diet Trends" continued page 14

Inner Peace and Strength: What Kids Say About Love

By LAURA WIDGER, LCSW



February marks the month of love, a time to celebrate Valentine's Day and remember love, while emphasizing the importance of love in our lives. With Valentine's Day, love, admiration, friendships, affection, and self-love spotlight this month, why not incorporate what our children have to say about it all. Because as the saying goes, kids do say the darndest things ...

I had the pleasure of interviewing 12 kiddos ranging in age from 2-17 this past Valentine's Day. The questions posed to them were: 1) What is love? 2) How do you know when two people love each other? and 3) How do you love or take care of yourself?

Beginning with the first question "What is Love?", the interviewees took their time to ponder, articulate, and express their answers both verbally and through their body language. Beginning with newly 2-year-old Cooper, when posed the question in between basement hot laps on his shiny Radio Flyer Deluxe Hot Rod Bike, he throws his leg off the bike and without a single hesitation bear hugs his mama as if love is something he absolutely comprehends. Toddlers Marin (age 3) and Kella (age 4) concur that love is visual, clear, and expressive in emphasizing love being a heart, giving people huggies, and making others happy. Moving right along to our latency aged little ones, Simone (age 6), Sarah (age 6), Colin (age 7), and Mara (age 9). Simone embarks with the brilliant statement that "love does mean different things for different people you know." All four of these littles commented that love is "my family, my friends, people loving or liking each other, people showing kind-

ness towards others, and distinctly knowing just how much you like your parents." Luke (age 15) concludes with, "Love is when two people have a bond that allows both of them to be themselves, knowing that they won't be judged for who they are."

Moving along with the second question, "How do you know when two people love each other?", the interviewees had a much easier time narrating and expanding upon these answers. When posed the question, newly 4-year-old Easton Tymber began to slowly turn his body, tilt his head, enhance the glimmer and shine in his eyes, while contagiously smiling, and ultimately stating, "there is a big heart between the two people," and then immediately began to inch and scoot closer and closer to his mama. Simone (age 6) can concur that love between people is all about the "sparkly eyes," adding, "when I love someone I smile the funny smile with the big eyes. When I give my dad a funny smile he always gives me a funny smile back; it is like a special smile." Luke (age 15) adds, "People show love by working together to better their relationship." Colin (age 7) comments that "two people that love each other are usually together all the time. They can even write letters to each other." Lastly, Sarah (age 6) adds, "We give people we love chocolate."

Lastly, the question, "How do you love or take care of yourself?" amounted in a plethora of perspectives. Greg (age 17) pinpoints self-love as "being honest, disciplined, and appreciative of yourself," adding, "it is also important to take action in order to make yourself happy." Sam (age 2) touches upon self-discipline by stating, "I can walk and talk. I brush my hair and I brush my teeth and I wash my face." Colin (age 7) highlights self-appreciation by focusing on exercise as a way to love yourself. Keenan (age 13) sums up self-love in stating, "I love and care for myself by eating healthy (most of the time), working out, not hurting or criticizing myself, and being truthful to me." In closing, Kella (age 4) states, "I give myself a big hug" and Easton (age 4) just begins to laugh and laugh, painting the picture that humor is life's remedy.

From the brilliance of our kiddos: give bear hugs, make others happy, show kindness, scoot closer to people, show others the sparkly eye, give people lots of chocolate, practice self-discipline/honesty/appreciation, and don't ever forget to laugh.

Laura Widger is a NY State Licensed Clinical Social Worker with 15 years of experience in the field of emotional wellness and mental health. She currently works for CCA-Connecting Communities in Action and specializes in trauma healing with children and adults. She lives in Cattaraugus County with her husband, children, and German short haired dog. Laura personally and professionally strives to promote internal self leadership and the discovery of true genuineness and balance within.



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COMMUNITY FUND

cont. from page 04

As rural communities, including those in Cattaraugus County, have seen an increase in closure of hospital facilities or a reduction in services from local hospitals, Mercy Flight has reported an increase in demand for its life-saving services.

Southern Tier Health Care Systems received \$2,000 in support of its Cribs for Kids Program, which provides safe and reliable cribs to families in need to help reduce injuries and deaths in infants related to unsafe cribs.

According to Alicia Broadbent, STHCS director of planning and development, since the program began in 2016, no infants involved in the program have succumbed to an unsafe sleep related death. This year, 21 local families received cribs for their infants.

Brookside Community, a low-income senior housing facility in Olean, received \$1,530 for enhancements to outdoor spaces and facility security. The facility provides apartments to 38 individuals 62 and older.

The Ellicottville Skatepark Fund received \$1,500 toward its campaign to build a concrete skatepark in the Ellicottville Village Park. All contributions and grants to the project are matched by The Skatepark Project (formally known as the Tony Hawk Foundation), a joint effort led by the Ralph C. Wilson Jr. Foundation.

Lastly, the Little Valley Food Pantry received \$1,000 to purchase a new freezer for the pantry, which has been dedicated to serving residents of the Cattaraugus and Little Valley area throughout the pandemic.

CRCF Executive Director Karen Niemic Buchheit said these grants are a signal of the Community Fund's growth and its value in meeting the changing needs of the community.

"The Community Fund is our vehicle for unrestricted grantmaking, and it serves an important purpose to fund new projects that make life better for those living in Cattaraugus County," said Buchheit. "We have all seen community needs shift rapidly during the COVID-19 pandemic, and it is a blessing to be able to step up to meet some of those needs through this fund. We are grateful to all of those who have given to and fostered the growth of the Community Fund. We hope the fund will continue to grow and have an even bigger impact for those in need in our region."

Donations can be made to the Community Fund at CRCF, 301 North Union St., Olean, NY 14760 or online at cattfoundation.org

The Cattaraugus Region Community Foundation is the area's supportive, responsive and trusted community foundation. Established in 1994, CRCF is growing good by connecting donors to the causes they care about most in the region. Grants from the foundation support many areas, including education, scholarships, health care, the arts, community development, human service, and youth development. To learn more, call 716-301-CRCF (2723), email foundation@cattfoundation.org, or visit online at www.cattfoundation.org.

THE MAD CRAZY BATTER

cont. from page 07

RACHAEL: My mom and dad were the most supportive while opening the bakery. They were there all the time helping to get it ready as quickly as possible before the holidays.

ELIJAH: How has the COVID-19 pandemic changed the way you run the business?

RACHAEL: The pandemic hasn't been too difficult actually. Just making sure everyone wears masks in store is the hardest part.

ELIJAH: If you didn't go into baking, what career path would you be on right now?

RACHAEL: I would probably be doing something with animals.

DAWN: I would most likely be working to live, not living to work. My career isn't necessarily my focus. Love, laughter, happiness, and joy is my focus. That is found in my family, my friends, and activities. My employment gives me a means to do the things that are most important.

ELIJAH: What particular aspects surrounding your establishment set you apart from your competition?

RACHAEL: I think we all have a little something to offer to everyone.

ELIJAH: Final question ... what do you envision for the bakery in the future?

RACHAEL AND DAWN: We hope to have an Etsy shop soon for people to order online. We want to grow a little bigger and expand our storefront more in the future also. Maybe a food truck someday.

It was so nice, I'll say it twice: Having the opportunity to converse with Dawn and Rachael was delightful, perhaps even more than their sweet treats. Here's two people who truly love what they do, and are kind and genuine. And you, too, can have your day brightened, when you call and place an order at their business, 716-265-8585. Give them a follow on Facebook and Instagram (@themadcrazybatterllc) for their hours and to see what specialties they're whipping up each week. They've got a business email as well, themadbatter4915@yahoo.com.

Alice is certainly going to return to wonderland for a third time; maybe she'll stay for good this time. I think I fancy one of those cinnamon rolls right about now ... this concludes our tour. If delicious baked delicacies are your forte (we know it is), stop by the Mad Crazy Batter today!



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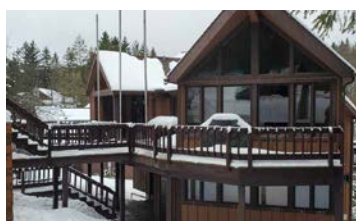
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- Health Insurance

Applications are also being accepted for substitutes in the following areas: Teachers, Teacher Aides, Cleaners, Bus Drivers, and Cafeteria Workers.

Candidates are requested to download and fill out an application from the District website (www.eville.wnyric.org) or call 716-699-2368 (ext. 1300) between the hours of 7:30am-4:00pm for an application.

Candidates should submit an application and letter of intent to:

Ellicottville Central School
ATTN: Melissa Sawicki,
District Clerk
5873 Route 219
Ellicottville, NY 14731

The deadline to apply is Friday, March 12, 2021. EOE.

RENTALS

ERA TEAM VP REAL ESTATE & VACATION RENTALS offers over 200 privately owned and professionally managed vacation rental homes and condominiums in Ellicottville, Chautauqua Lake and Chautauqua Institution. View all of our rentals at MyTeamVP.com or call 800-344-2198 to speak with a seasoned reservationist.

SERVICES

ROVER MAKEOVERS: Professional pet grooming. Owned and operated locally by mother and daughter, Teresa Mercer and Calla Wagner. Call 716-699-8345 for an appointment. 16 Elizabeth St., Ellicottville. "YOUR DOG IS OUR DOG." Pet collars and other accessories available for sale. Please wear a mask when entering.

MARTENS CLEANING SERVICE. Local, professional carpet cleaning, deep cleans, construction clean-up, grout and tile cleaning, residential and business cleaning, rental property flips. Call Christina Martens, 585-435-7158.

PLACE YOUR CLASSIFIED D: \$10/issue, 40 words or less; 25¢ each additional word. Call 716-699-9816 or email info@ellicottvillenow.com.

ADOPT ME

please?

Hiya! My name is Archie. I am an **extremely** active, energetic and **playful** dog. I am **loyal** once I get to know you and am very willing to **learn**. I am **not** a **city** or **apartment** dog and need someone who **moves around** all day long. I **prefer** women, I will **avoid** men and be too much for **small** kids. I like to **play** with other dogs, but might be **too active** for some. I will be so **good** for the **right** environment.



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

NOW THIS .. PUBLIC HEARINGS

cont. from page 03

ings are public – even if there are no scheduled public hearings. The Chairperson will often give residents in the audience an opportunity to ask questions and in the age of COVID with online meetings, you can do this from the comfort of home, wherever that may be. “When public hearings are held on zoning amendments or updates to the comprehensive plan, there is an early opportunity to have your questions and comments heard – before changes in policy or regulations are adopted.”

Bottom line, don't stop coming to meetings even if there isn't a public hearing. Call and ask for an agenda to be sent to you. This is all public knowledge that we can access thanks to the Freedom of Information Law in New York State. It just takes a little question asking on the part of the resident. Continue to follow the papers that cover these topics and participate when your interest is piqued ... This is how we continue to grow effectively as a community, through input and involvement.

Caitlin Croft is a resident of Ellicottville and team writer for ellicottvilleNOW. She works as a real estate agent for Keller Williams Realty, is the U19/16 Team coach at HoliMont, and sits on the Ellicottville Town Planning Board. Proud member of Phi Alpha Delta.

DIET TRENDS

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nuts and seeds, whole grains and plenty of herbs and vinegars for flavor.

Some readers may be thinking there is not enough protein in a diet rich in vegetables since we have been indoctrinated since early childhood to believe animal protein is a nutrient to be held in high esteem. When in reality nothing could be farther from the truth. Plants are packed with protein, nutrients and minerals; what they lack is animal fat and cholesterol, two toxic nutrients for humans.

I typically have my clients keep a food journal and then we look for ways to make small changes week by week. Change is hard and trying to eat perfectly can be an unrealistic task. But, by being mindful and creating a new diligence in what you consume, you will begin to see changes in your physical, mental and emotional well-being. I am available for guidance and am always excited to help anyone truly interested in developing a healthier dietary routine.

For more information about how to adjust / alter your diet, feel free to email me at kduke65@gmail.com.

Kim Duke is a certified personal trainer and owner of Core Performance Fitness & Training, 55 Bristol Lane, Ellicottville, NY. For more information about her studio visit her Facebook page or www.coreperformancefitness.com.

ellicottville**NOW**

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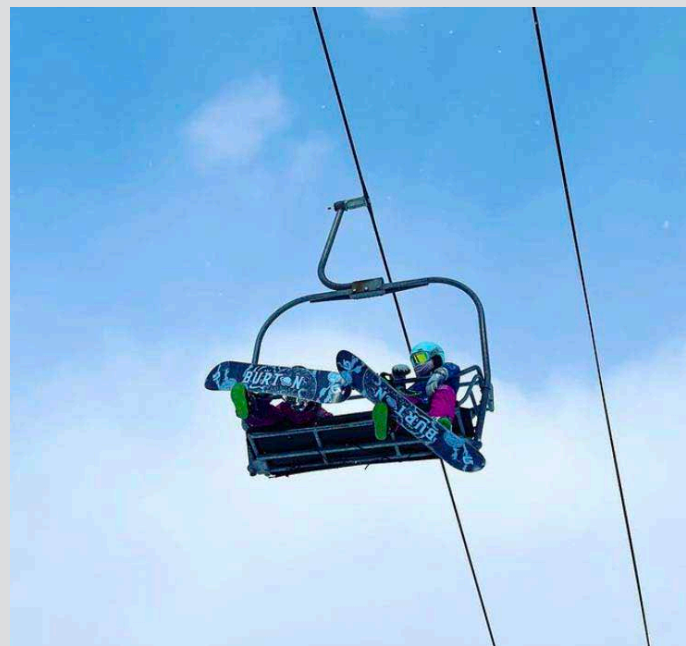
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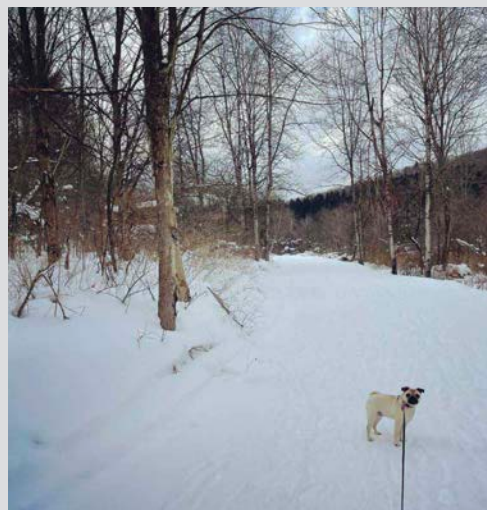
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skibikerunt: She's been asking all season to try snowboarding... #andshelovesit #evlnow #winterishere #playoutside



pugwallyollie: There's snow place like the HoliMont snowshoe trail #snowdog #snowday #hiking #evlnow



lcove1: Blue bird ski day #ladiesskiday #skigirls #perfectskiconditions #evlsnowedin #evlnow



caylinmoss: #skiday #evlnow @ellicottvillenow



seancornelius80: Finn taken over the weekend. @ellicottvillenow



bonabobvw: #bonafamily @gin_mill_ellicottville #evlnow



agow24: Welcome to the white room @holidayvalley #winter #snow #lakeeffect #lakeerie #skitheeast #beastcoast #ellicottville #evlnow



dimple_rock: I sure do love winter #snowdog #evlsnowedin #evlnow



thenewphskiev: Checking out some fun terrain @holimont #skigirl #littleripper #getoutside #evlnow #skithetrees



amachantelle: #freshpowpow #skiing #goodforthesoul #evlnow



robert_kuechle: @holimont #evlnow #skiingislife #sun #snow



jenniferkuhn: Weather report from Ellicottville @ellicottvillenow



Events: 2021

Greater Olean Area Chamber of Commerce



- MAY 21-23 HOME SHOW
- MAY 22 COMMUNITY-WIDE GARAGE SALE
- JUNE 4 STROLEAN
- JUNE 4-6 GUS MACKER
- JUNE 24 CORPORATE CHALLENGE 5K RUN/2 M WALK
- JULY 12 CHAMBER GOLF CLASSIC
- JULY 25 TASTE OF OLEAN
- AUGUST 13 STROLEAN
- SEPTEMBER 11 ALLEGHENY RIVER RUNNING FEST
- SEPT 25, 26 SPORTS, RECREATION, AND FITNESS EXPO
- OCTOBER 1 STROLEAN
- NOVEMBER 26 SANTA CLAUS LANE PARADE
- DECEMBER 1, 8 VISITS WITH SANTA

GOACC is bringing a full slate of events to the community. GOACC's top priority remains in the health/safety of our guests, vendors, volunteers & all involved who help make these events GREAT!

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