

Ellicottville NOW

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FREE

The Biggest Party of Ski Season is Here!

Holiday Valley's Winter Carnival and Ellicottville's Mardi Gras Parade This Weekend



@holidayvalley

BY BRENDA PERKS

It is without a doubt one of the most fun and zany events you'll experience in Ellicottville. Mardi Gras Weekend delivers a New Orleans style celebration with a ski town twist. This weekend, March 10-12, Ellicottville will host its annual Mardi Gras Parade and Holiday Valley no doubt has a full schedule of fun planned for their Winter Carnival celebration.

"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."

We can't think of a better way to close out winter than with a wild, village-wide costume party! Pull out the masks, break out the beads, get those skis and snowboards waxed up and let's get prepped for Ellicottville's Mardi Gras Weekend! Find a breakdown of the top 5 Mardi Gras grabs plus a complete schedule inside.

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HANDCRAFTED IN E'VILLE: TOP FLIGHT LAUNCHES FAMILY LINE OF KNIVES

Known by most as the mayor of Ellicottville, John Burrell is the last living knife maker of the Case family, whose members started, owned, or ran 32 different cutlery companies in the greater Ellicottville area over the decades. Last year, Burrell founded his own company, Top Flight Early American Cutlery, through which he has sold knives and razors from his extensive collection and for other knife collectors and enthusiasts. Now, Burrell is excited to share the newest phase of his business: the launch of his own custom knives.

Burrell's plan is to make a total of eight different patterns honoring the members of his family that were involved in the management of Burrell Cutlery Company. Beginning next week, the first knife pattern, Addy Case Burrell, will be available!

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PET STORE EXPANDS ANIMAL AND OUTDOOR ADVENTURE OPTIONS

It's hard to put a label on Ellicottville Aquatics Pet Store. They've gone from being a tiny shop with a few aquariums, to taking over the whole of the old Green Gables Antique store building. [ellicottvilleNOW](http://ellicottvilleNOW.com) recently discussed all the hard work and new things coming our way with owner Skyler Martens. "We've put a lot of time and resources into creating the best space possible for our customers to visit and for our animals to call their temporary home," he told us. The shop carries saltwater fish, freshwater fish, reptiles such as bearded dragons and ball pythons, and small animals including hedgehogs, chinchillas and skinny pigs. They also feature many new sportsman items - from hunting, fishing and camping gear to bbq grills, Squatch soap and more ... page 10

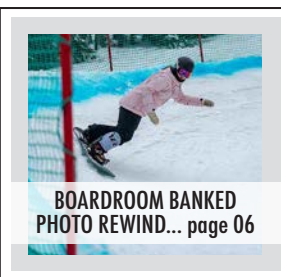
ECS Drama Club to Perform "Fiddler On the Roof"

When "Fiddler on the Roof" opened on Broadway, it was nominated for ten Tony awards and it won nine of them. Then it broke the record for the longest-running musical, held that record for almost a decade, and it has been tremendously popular worldwide ever since. It is a wonderfully entertaining and emotionally powerful musical full of colorful characters, with universal appeal and unforgettable songs. On March 24-25, "Fiddler" will be performed by students of Ellicottville Central School... page 09

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SHOWCASING END-OF-SEASON SPECIALS AND DISCOUNTS AT AREA RETAILERS

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Destination FUN

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When Doodling Turns Into a Business

Springville Man Faces Adversity with Creativity; Hot Wing Designs is Born



@hotwingdesigns

BY RICH RUMFOLA

Like most people during the early days of the Covid-19 pandemic, Springville resident Greg Culver found himself at home with lots of time on his hands. Unlike most people; however, the 53-year-old had been diagnosed with kidney cancer in the months leading up to the great lockdown. To top it all off, Culver was let go from his job around the same time. It was as if fate was trying to pile on enough overwhelming adversity to break the man, but what happened instead makes for an inspiring story of perseverance and hope. Culver found himself awake late at night, bingeing Netflix. With a background in creative arts, graphic design and marketing, Culver's late night TV habit started to include doodling electronically on his iPad. This is where his story really begins.

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TIMBERHUT CABIN CO. EXPLODES INTO A NEW MARKET

Marble counters with waterfall edges, hardwood flooring, and acoustic panels for noise control... If you think these features can't be found in accommodations at a remote campsite, then you don't know TimberHut Cabin Company. Founder and CEO Brooks Anderson is excited to share his three-year-old company's newest hospitality-bound cabin models, which are currently being installed at properties throughout the United States. Since receiving their accreditation to manufacture park-model RVs, TimberHut has been able to standardize building methods and expand into a new market... page 10

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Publisher's PICK

HANDCRAFTED IN ELLICOTTVILLE

Top Flight Early American Cutlery Launches Historical Family Line of Knives



The first knife pattern being hand produced by Ellicottville's John Burrell (left) commemorates his grandmother, Addy Case Burrell (top right).

BY MARY HEYL

Known by most as the mayor of Ellicottville, John Burrell is the last living knife maker of the Case family, whose members started, owned, or ran 32 different cutlery companies in the greater Ellicottville area over the decades. Last year, Burrell founded his own company, Top Flight Early American Cutlery, through which he has sold knives and razors from his extensive collection and for other knife collectors and enthusiasts. Now, Burrell is excited to share the newest phase of his business: the launch of his own custom knives, which he has been making in his shop over the past two months.

Burrell's plan is to make a total of eight different patterns honoring the members of his family that were involved in the management of Burrell Cutlery Company. Each of these knives have serial numbers, and Burrell plans to make 40 of each pattern. Beginning next week, the first knife pattern, Addy Case Burrell, will be available!

"Addy Case Burrell, my grandmother, was Jean Case's daughter," Burrell explained. "Jean and his two brothers started the first Case brothers-owned company. As a teenager, Addy worked in and eventually ran the office in Little Valley. In 1926, she joined her brother, husband and father at Kinfolks Cutlery in Little Valley." In 1940, Addy and her husband, Harold Burrell, started Burrell Cutlery Company in Ellicottville, where John Burrell began working in 1967 upon his return home from the army, until international competition forced the company to close in 2006.

"My grandmother was active in those three companies for a total of 67 years," said Burrell. "I've just finished making the 40 knives in her pattern, and now they are going to the engraver. Each will be sold in a cherry wood presentation box with a glass top." Burrell expects to be able to ship these knives by mid-March. While most of the 40 knives have already been preordered by members of the Top Flight Early American Cutlery Facebook group, the ones that are left will be taken to a knife show in Pigeon Forge, Tennessee, where Burrell is looking forward to sharing them with collectors March 17-19th.

By the end of 2023, Burrell hopes to manufacture knives for three more patterns. "The next one will honor my grandfather, Harold Burrell; then my father, Dean Burrell; then my uncle, John Kearn. He was the vice president of Burrell Cutlery and was a captain in World War II. The inspiration for his knife will be a World War II fighting knife."

Using one honing machine from Burrell Cutlery, as well as more recent acquisitions including a multi-purpose grinder and buffer, Burrell crafts each knife entirely by hand. Many of his materials come from Burrell Cutlery, and he also sources raw materials from other places in the United States. The handle of the Addy Case Burrell knife is made from leather, brass, and Rocky Mountain elk antler, one of Burrell's favorite materials. "Many knives use stag in the handle, which usually comes from India," he explained. "All of the materials in Top Flight knives are sourced in the U.S. I bought the antler from a company in Montana that buys all of the antlers the Boy Scouts have collected out there - antlers that have been shed by the elk."

Burrell has enjoyed the process - and the learning curve - of making his own knives by hand. "There's a difference between overseeing many people that are doing 30 different operations on a knife and then actually building that knife myself," he said. "I'm used to doing 40 knives at a time, and now I'm making one knife at a time by hand!"

Some collectors have already spoken for all eight of Top Flight's forthcoming patterns. The primary marketplace is Top Flight Early American Cutlery by John Burrell of the Case family, a private Facebook group he created in June of 2022. Now 800 members strong, the group includes knife enthusiasts, authors, and some of the most well-known knife collectors in the industry. Not only does the Facebook group provide a platform through which to buy and sell knives, but it's also a place where Burrell can share his knowledge and family history with members. "So many of these members know much more about knives, their collectability and their rarity, but they don't know about the people who made them," he pointed out.

"Not only do I have that background with the Case family members, but the fact that I was in the industry for 40 years and made knives for a lot of different companies is something I can offer."

Speaking of history, each of the knives in Top Flight's eight patterns will include a historical note about the person for whom the knife was designed, as well as a personalized letter of authenticity from Burrell. Those who are interested can request to join the Facebook group and send a private message to Burrell to order.

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Ellicottville's Mardi Gras Celebration This Weekend!



By BRENDA PERKS

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We can't think of a better way to close out winter than with a wild, village-wide costume party! Pull out the masks, break out the beads, and let's get prepped for Ellicottville's Mardi Gras Weekend...

First stop - your hotel. We suggest driving in Thursday afternoon so you can unpack, unwind and get settled, because this is the calm before the storm. Grab yourself a glass of wine (you can pick up your favorite bottle at E-Ville Spirits or the Winery of Ellicottville on your way in), and sip away while you plan your weekend warrior rounds at all the downtown hot spots. Because after all, Ellicottville knows how to throw one helluva party, and you can count on live music just about anywhere you go!

LET'S BREAK IT DOWN

1. THE MUSIC: It. Will. Be. Everywhere! Go to Balloons Friday and rock out with the Girls of Grosh. Experience The Brass Machine Saturday at Villaggio. Finish out the weekend Sunday with The Chillbillies at the Gin Mill. Find a full schedule at ellicottvillenyc.com. Whatever your music style, you'll want to hit them all up. Mardi Gras takes bar hopping to a whole new level!

2. THE BEADS: Word on the streets is that Ava Grace Fashions has ordered an ungodly supply of Mardi Gras beads and will be handing them out to customers with every in-store purchase. If you haven't shopped Ava Grace yet, do yourself a favor and pop over there Saturday afternoon. No doubt you'll walk out with a cozy sweater, a fashionable bandana or a trendy puffer bag (to fit all your Mardi Gras party favors in), and of course, claim your complimentary Mardi Gras beads in the process.

3. THE PARTY: If you're looking to crash a party, swing into ERA Team VP Real Estate during Saturday's Mardi Gras Parade. Don't worry - they encourage it! Everyone's invited to meet the ERA team, enjoy some festive refreshments, and take in the parade from their doorstep (it's perhaps the best spectator spot in town!) Skeptical on a real estate company throwing a bash? Wait until you see the transformation of their office into a New Orleans-inspired venue. These agents know how to throw a party!

4. THE PARADE: Speaking of parade, this year's Mardi Gras Parade will be Grand Marshaled by none other than Punxsutawney Phil. The REAL Punxsutawney Phil! Get downtown early so you can watch the zaniest walking groups, motorized floats and who knows what else will make their way down Washington Street to the Gazebo. Remember The Brass Machine (mentioned in #1)? Before they take the stage at Villaggio, they'll actually take the stage IN THE PARADE! Jam out to this lively group of musicians as they "float" their way down the main drag. Talk about entertainment!

5. HOLIDAY VALLEY'S WINTER CARNIVAL: The resort has a ton of activities going on all weekend. But perhaps two of the most anticipated ones are the Costume Parade down Mardi Gras slope on Sunday (usually led by the King and Queen from Saturday night's Mardi Gras Parade), followed by the Dummy Downhill race. Yes, it is exactly how it sounds. Handmade dummies of all sorts, strapped to skis and sent flying down the lower portion of Yodeler. Grab a beer at the Snobar, manned by Holiday Valley's own snowmaking crew.

It's always a bitter sweet feeling when Sunday morning rolls around. Pack up your bags, get some hydration at Thrive IV Lounge (book your chair at thriveivlounge.com), and head back to the mountain where you can enjoy one last hurrah before returning to reality. The work week sure does sneak up on you quick, doesn't it?

Want more? Ellicottville always has something on the docket. Go to ellicottvillenyc.com for a year of festivals to choose from. We guarantee you'll be back! Because one trip to Ellicottville is never enough! Cheers!

HISTORY OF MARDI GRAS

How Ellicottville's Iconic Parade Came to Be



By CAROL FISHER-LINN

The most frequent question about Ellicottville's Mardi Gras Parade is that it's in March, weeks after Shrove Tuesday and well into the season of Lent, yet it is called Mardi Gras, which is over. True, true, and true. The parade was so named because the weekend chosen is customarily Winter Carnival weekend on the ski slopes. The launch pad for the parade was in Jane Eshbaugh's office at Holiday Valley. The decision was made to choose the HV Winter Carnival King and Queen in the village after the parade, so it seemed logical that we would name the parade after the hill that the Winter Carnival festivities traditionally were held on. Hence, Mardi Gras Parade!

Why nighttime? Again, there are so many ski-related events for visitors during the day that it only made sense to wait until folks could kick off the skis and head to town for something taking place in the evening. That way, people got the best of both worlds.

According to our Chamber of Commerce, the parade "is perhaps one of the most fun and zany events of the winter!" (Thank you, C of C, for sponsoring and managing this parade every year.) And remember our visitors are invited to participate in the event as well as our locals. Gather up a band of friends, choose a theme and a name, create zany costumes, and join the fun!

There are always surprises and the ever-present mystery of who will be selected by applause as the 2023 King and Queen of the parade. Their Highnesses will also have the honor of leading the parade on the slopes at Holiday Valley the following day. It seems fitting to pay homage to our long-time King of Mardi Gras, King Ken Brown, whose sparkling personality was accentuated by the lights he wore, the cape, the wild hat, the glitter that followed him like a sunny trail, the stilts, the gigantic gloves, the glitzy necklaces, his generosity, and his huge heart overflowing with love for his adopted village, Ellicottville. Although he left us 11 years ago, his fun-loving spirit lives on. He left behind big boots to fill. Who will be our royal couple this year? Be sure to get to town for the event so you can participate in the selection at the gazebo at the end of the parade. Oh, yes, and bring a canned food product to drop into the Holiday Valley Ski Patrol shopping carts as these tireless volunteers walk the route collecting for our local food pantry.

In the early years, there were horses in the parade until insurance concerns became an issue. Business owners, even those not happy with a crazy parade at night in winter were, from the get-go, supportive of the parade and all the shenanigans that go with it. The parade, in essence, created a new season in the community with windows decorated and street music playing weeks before the actual event. Weather permitting, we have been known to have elaborate ice sculptures in town for photo opportunities. The bonus was the increased trade the parade brought to the community, and the increased fun for our visitors.

If you've never seen the parade, it may astound you when you witness the size of the floats and the amazing costumes that could easily have come to our streets straight from NOLA. Massive ski hills complete with lift chairs have been seen in the middle of Washington Street, clusters of Minions spreading their love and silliness along the route, and Disney characters populating scenes straight out of the movies.

The Mardi Gras parade is a family-friendly event so you can be assured that no alcohol is permitted in the parade. Get the kiddoes close to the front of the lines so they may be able to reach out for the trinkets and candy handed out by the revelers. It's going to be one of the most fun times in Ellicottville. Don't miss it!

CHILDREN'S BOOK GIVEAWAY

March 21 & 30 at CCA in Salamanca; Courtesy Ianna Maybee Memorial

Three-year-old Ianna Maybee passed away on March 21, 2008. She was an enrolled member of the Seneca Nation, Turtle Clan. To commemorate her young life, her family will host a children's book giveaway at Connecting Communities in Action (CCA), 25 Jefferson Street, Salamanca NY, on Tuesday, March 21 from 3:00-4:00pm and Thursday, March 30 from 10:00am-noon. These books will be available to anyone FREE OF CHARGE. Bring your children for some free stories and to honor Ianna's memory. There will also be a number of door prizes. To donate books, you may drop them off at CCA. If you would like to donate a door prize, please contact Esther Maybee at 716-801-2607.



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EVENT SCHEDULE

SATURDAY, MARCH 11th

- 10AM - 5PM..... Safety Patrol Cookout @ the base of Yodeler
- 11AM..... Winter Golf Classic
- 11AM - 1PM..... Face painting @ Creekside
- 11:30AM - 4:30PM.... Snowbar
- 11:30AM - 1PM..... Hot Dog Cookout @ Creekside
- 1PM..... Scavenger Hunt @ Creekside
- 2PM..... Ski Patrol Toboggan Event @ Lower Yodeler
- 2:30PM..... Beer Slalom @ Lower Yodeler
- 6:30PM..... Mardi Gras Parade @ Downtown Ellicottville

SUNDAY, MARCH 12th

- 9AM..... Ski Patrol Pancake Breakfast @ MT. Top Warming hut
- 10Am - 5PM..... Safety Patrol Cookout @ Base of Yodeler
- 11AM - 4:30PM..... Snowbar
- 11:45AM..... Line up for Costume Parade @ Edelweiss Lean (Top of Mardi Gras)
- 12PM..... Costume Parade for all ages @ Mardi Gras
- 12PM..... Lederhosen Ski Club Hot Dogs for Lounsbury (near Clocktower)
- 12PM..... Ellicottville Ski Club Wine & Cheese (near Clocktower)
- 2PM..... Icecream Sundaes @ Creekside
- 2:30PM..... Dummy Downhill @ Yodeler
- 3PM..... Mercy Flight Raffle Drawing @ Snowbar

PHOTO REWIND

140 Riders Bring the Heat to Boardroom Banked Slalom

Last Sunday, March 5 saw yet another epic display of community coming together to not only support one another, but to help others in need. The Boardroom Snowboard Shop hosted the 5th annual running of the Boardroom Banked on Champagne slope at Holiday Valley, with all proceeds donated to P.U.N.T. Pediatric Cancer Collaborative, a Buffalo-based non-profit that assists families affected by pediatric cancer. Close to \$5,000 was raised for the cause, outshining last year's efforts, thanks to the generosity of all those who love to snowboard. Congrats to this year's winners: GROM: 1-Tosh Klein 2-@gunner_shreds 3-Willem Johnson ★ WOMEN'S OPEN: 1-@carliharri 2-@jennytimineri 3-@ab_enormal MENS OPEN: 1-@degandcompany 2-@empty_gil_net 3-@philmashyana ★ OG: 1-@dggoneriding 2-@chrisperks_716 3-@pisurfboards

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MENU



INSIDE THE CLASSROOM

HIGH SCHOOL HOOPS

Huge Third Quarter Comeback Not Enough Against Panama

photo / Rich Rumfola



By RICH RUMFOLA

Looking up from the bottom of the deep, dark hole the Ellicottville boys dug for themselves at the start of their Class D semifinal matchup against #4 seed Panama last Monday evening, it was almost impossible to see a way out for the #1 seed Eagles. And though they mounted a spectacular, fan-pleasing comeback in the third quarter, ultimately the Eagles' bid for a Section VI title fell short by a 47-36 margin on the hardwood floor at neutral site, Jamestown Community College.

With starting center and top-scorer Gavin Dietrich sidelined by an ankle injury, and with Ellicottville shooters battling nervousness, as well as the tough Panama defense to start the game, more than seven minutes ticked off the clock in the first quarter before the Eagles got their first score - a put-back basket from underneath by senior guard Brad John. John's shot made the score 17-2, Panama, and only 56 seconds remained in the opening quarter.

"In the first half, I thought we were rushing things a little too much," explained Eagles Coach David McCann. "One of the things we talked about at halftime was just to settle down and play at our own pace."

With every basket the Panthers buried in the opening stanza, and with every empty trip up the floor for the Eagles, frustration and a bit of desperation began to mount. Winners of 12 of their last 13 games entering this contest, the Eagles found themselves staring into the void of the end of their season. Shots didn't fall for them. Passes were intercepted and starters began drawing fouls.

"In the first half, we let the other team force us to make bad decisions," admitted senior guard Braylon Wyatt. It was a sentiment echoed by twin brother, Caedon Wyatt, the team's point guard and floor general. "We kept wanting to shoot the three, but as soon as we took

"Boys Basketball" continued page 22

LADY EAGLES FALL TO SHERMAN, 29-17

It's possible that the gremlins who covered the Ellicottville girls' basket with plexiglass at the start of their Class D semifinal playoff game last Wednesday at Jamestown Community College won't ever be caught. In a big-time high school hoops game that featured an unsettling number of missed shots by both teams - think gremlins - the #2 seed Ellicottville Lady Eagles' magical run toward a Section VI title ended March 1 in a low-scoring, 29-17 defensive slog versus the #3 seed Lady Wildcats of Sherman on the neutral site at JCC.

Time and again throughout the entire game, would-be Ellicottville scorers watched helplessly as their shots bounced inexplicably once, twice, three times off the rim and/or backboard and then dropped harmlessly to the floor. Too often, Ellicottville shots missed everything.

"Our game last year here at JCC was the same thing," admitted Lady Eagles point guard Dalayla Alexander after the game. "We played here and we just couldn't hit anything." Alexander's assessment was echoed by Ellicottville Coach Tracy Rozler, who added, "We had a lot of shots tonight - they just wouldn't drop."

To put the outcome of this game into perspective, the last time the Lady Eagles scored fewer than 20 points in a game was in their season opener on Nov. 29 at Clymer - a 38-18 loss that was avenged on the last night of the regular season by a 21-point Ellicottville victory over the visiting Lady Pirates.

In the 20 games that followed that season-opening loss at Clymer, Ellicottville never scored fewer than 20 points in a game and only scored less than 30 points on just two occasions - both of those games took place on the road and both games were played versus Class B competition. Defensively, the Lady Eagles did just about everything that could have been expected of them in a game of this magnitude.

While there was no reasonable expectation that they'd stop everything the #3 seeded Lady Wildcats threw at them, the Ellicottville defenders tenaciously repelled the vast majority of Sherman scoring attempts and stood toe-to-toe with their adversary until the final horn sounded. "We played perfect defense tonight really - we held them to just 29 points," Rozler reflected after her team's heart-breaking loss. "They played hard, they played with their hearts and they never gave up - I can't ask for a better team."

"Girls Basketball" continued page 22

FIDDLER ON THE ROOF

ECS Drama Club to Perform Broadway Hit Later This Month



photo courtesy Ellicottville Central School

By BARBARA ARNSTEIN

When "Fiddler on the Roof" opened on Broadway, it was nominated for ten Tony awards and it won nine of them. Then it broke the record for the longest-running musical, held that record for almost a decade, and it has been tremendously popular worldwide ever since. Why is that? If you can relate to family togetherness, romantic love or changing times, and you enjoy joyous singing, energetic dancing, or down-to-earth humor, then you'll certainly enjoy Fiddler on the Roof. It is a wonderfully entertaining and emotionally powerful musical full of colorful characters, with universal appeal and unforgettable songs. On March 24 and 25, "Fiddler" will be performed by the Ellicottville Central School Drama Club.

THE CAST

Fiddler on the Roof takes place in a small village in Russia at the turn of the last century. Two of the main characters - Tevye, a poor milkman, and his wife Golde - will be played by sophomore Mikey Kerns and senior Sarah Weber, respectively. Other students who have been cast include Katie Krotz who plays two parts - Grandma Tzeitel and Rifka; Samantha Stock playing the role of Bielke (one of Tevye's five daughters); Aaliyah Winslow who will be handling stage crew responsibilities, and Bryce Wood who will be handling the sound board. All are seniors at ECS.

ECS juniors involved include Abby Chudy as Tzeitel (Tevye and Golde's oldest daughter); Shelby Colburn as Nachum; Gwendolyn DeChane as the Rabbi; Cameron Kaleta as Mendel; Morgan Krotz as the matchmaker Yente; Emma Lafferty as Mordecai; and Gaby Spross as Sasha.

Sophomores playing a role include Alarice Krause as the constable; Liam McGuire as Fyedka; Grace Priviera as Shprintze (another of Tevye's daughters); Siyung Sun as Yussel; Sophia Sundeen as Chava (another of Tevye's daughters) and also as Fruma Sarah; Colton Taylor as Perchik; Adelaide Weber as Hodel (another of Tevye's daughters); and Henry Frank who will be handling the light board.

Acting freshmen include Keira Baldwin as the fiddler and also as Avram; Talyn Wyatt as Lazar Wolf, and Sky Wood as Motel. Shawne Hunt is the play's producer, and Jamie Edwards is the rehearsal accompanist.

Many parents became involved in helping their children participate in Fiddler. The two teachers co-directing the musical are Wendy Burch, who is also the vocal director, and Elizabeth Weber, who is also the choreographer and teaches 7th and 8th Grade English.

"I used to be the choreographer for the High School and Middle School musicals until I had to step away due to family reasons," said Mrs. Weber. "It was an extremely difficult decision for me to choose to be involved this year, but I wanted to make sure that we had a musical for all of our talented students. That is one of the main reasons we chose Fiddler on the Roof. We knew there were many parts that could highlight everyone's talents. The students overall seemed very excited about the choice of musical even though not all of them were familiar with it. This has been a learning experience for all of us."

THE STORY

When the musical begins, the first song, "Tradition" spells out the social responsibilities required of each person in town: fathers must work hard, but their word is traditionally law at home, and the mothers keep their households running smoothly. The sons learn a trade at an early age, and both sons and daughters must wait to marry until they are matched by the village matchmaker. However, life is beginning to change for everyone. The plot includes a wedding with wonderful dancing and a hilarious dream sequence. One of the songs, "Sunrise, Sunset" is frequently played at weddings because it beautifully describes the feelings of parents watching their child get married. Another song, "If I Were a Rich Man", humorously details Tevye's daydreams about having an easier life. Serious challenges arise and the villagers face them together.

Throughout Fiddler, you are entertainingly reminded about what keeps the villagers going: their families, their faith, and their sense of humor. Tevye is an Everyman, torn between the old ways he's always known, and the modern world on the horizon, with new freedom and unknown dangers.

The musical will be performed in The Ward at the Ellicottville High School at 7:00pm both evenings and welcomes the community to attend. ECS is located at 5873 Route 219, Ellicottville, NY. Tickets are \$7 apiece and will be available at the door.

BUSINESS

HOSPITALITY-BOUND CABINS

TimberHut Cabin Company Explodes Into a Nationwide Market



By MARY HEYL

Marble counters with waterfall edges, hardwood flooring, and acoustic panels for noise control... If you think these features can't be found in accommodations at a remote campsite, then you don't know TimberHut Cabin Company. Founder and CEO Brooks Anderson is excited to share his three-year-old company's newest hospitality-bound cabin models, which are currently being installed at properties throughout the United States.

"We've now been credited as a producer of park-model RVs, which allows us to put our product on anything from a campground to a destination resort to any place that requires a certain standard for guest accommodations," said Anderson. "Our design and production of these hospitality-bound cabins that we're building has sort of exploded, and we're not seeing an end to it right now!"

TimberHut Cabin Company began with just a handful of employees making designer glamping units of approximately 144 square feet suitable for everything from a day on the slopes to a day at the beach. The response to these artisan-quality units was immediate, and TimberHut quickly outgrew its original Buffalo location and moved to a much larger site on Route 219 in Great Valley in 2021. At that time, Anderson hoped to hire five people and eventually have around 10 employees. Now, TimberHut is a team of more than a dozen employees, including eight builders led by Randy Wiser, AIA (American Institute of Architects) Architect Ken Klapper, Director of Commercial Projects Jim Dailey, Business and Purchasing Manager Mychelle McNeil-Wedvik, and Tom Kiddoo, southwest representative, builder, and site consultant.

Since receiving their accreditation to manufacture park-model RVs, TimberHut has been able to standardize building methods and expand into a new market. "Because the RV Industry Association (RVIA) is a much bigger governing body, this opens us up to building for a KOA all the way to a five-star destination," Anderson explained. "That whole industry, which we used to think of as just glamping, has now really taken on a new meaning. There are many different players who are either building or acquiring new properties at a quick clip. Our goal is to find a number of those who we want to grow with us."

TimberHut's newest models include the Journey Model, a park model RV sized at 300 to 400 square feet and built on a trailer chassis, as well as the DayTrip Model, an accessory dwelling unit (ADU) sized at 80 to 200 square feet that sits directly on the ground. All cabins are built to last with 35-year weatherproof siding, top-quality windows and doors, and a standing seam metal roof. The possibilities are truly endless, for not only are these suitable for the glamping experience, but also for studios, cabanas, vendor kiosks, festival rentals, and so much more.

"Because we're building in volume, we're able to dedicate our design services for that customer," said Anderson. "We design for their aesthetic, as well as the place where it's going. A unit bound for Maine will be entirely different than one for a resort down in Florida or a location in the desert. Whether or not it's up on a trailer chassis or on a shed platform all depends on the property. The properties we sell to have different requirements based on their local codes and zoning laws, which we make it our priority to know and understand."

Anderson's goal for TimberHut is to build anywhere from five to 20 to 50 units at a time for any particular property to develop a dedicated customer base that knows their product, like their product, and appreciates their process. "Our first big order came from a resort out in Utah," said Anderson. "We have 10 units being built right now. Two are on the way, and the rest will be going out in the next six weeks." The order has been an important learning experience for Anderson and his team, who have been working out the logistics of transporting these units to remote locations on the other side of the country. To that end, Anderson works with Kiddoo in Colorado, who helps coordinate the west coast orders and installations.

While the west coast orders are keeping TimberHut busy, Anderson's focus is also on producing out of the Great Valley facility for a radius of about 400 miles. This radius includes Maine, Michigan, and North Carolina, which are big markets, Anderson noted. "We are also beginning to fine tune our focus in the seasonal housing or institutional market," he added. "A place like Ellicottville has limited options for housing seasonal employees or hospitality employees. We're working to develop a program where we can put 10 or 20 units together that focus on low cost, very nice housing for these employees. This is a need that's all across these hospitality-driven, destination resort towns."

"TimberHut Cabin Co." continued page 21

THE GREAT OUTDOORS

E'ville Aquatics/Martens Outdoors Expands Animal & Outdoor Adventure Options



By JESSICA SCHULTZ

It's hard to put a label on Ellicottville Aquatics Pet Store. Located at 4343 South Whalen Road in Great Valley, they've gone from being a tiny shop with a few aquariums, to taking over the whole of the old Green Gables Antique store building. They've got a lot to offer and ellicottvilleNOW had the chance to discuss all the hard work and new things coming our way with owner Skyler Martens.

Skyler is very proud of what he and his team have built. "It's hard to believe we've been here for seven years," he told us. "My team is myself, my dad, my shop keep Brandon and a couple other friends. We've all put a lot of time and resources into creating the best space possible for our customers to visit and for our animals to call their temporary home."

FROM LAND TO SEA

The shop carries saltwater fish, freshwater fish, reptiles such as bearded dragons and ball pythons, and small animals including hedgehogs, chinchillas and skinny pigs. Skyler makes sure their space fits them and any growth they might have before they find their forever homes.

"We're always looking to improve and something is always being upgraded," explained Skyler. "Most recently our 280-gallon display tank is in the process of being turned into a saltwater tank for semi-aggressive saltwater fish - like Lionfish, puffer fish and sting rays, to name a few. Our reptile habitat is growing and we've expanded the enclosures for the other animals to have more free space. Healthy animals make happy pets."

PET SUPPLIES AND ACCESSORIES

He had a lot to say about the importance of keeping the pet store in tip-top shape. "A lot of people get a bit uneasy about the care that larger retail stores give their animals. In our case, we pride ourselves on our animals' comfort and health. And we'll help you find exactly what you're looking for. We offer a more personal shopping experience. We've also tried to get our customers more involved. To that end, we've made a great new addition."

Skyler advised that they've put in a self-serve dog wash station. Customers can bring their pets in, their own soap (or use what's provided by the shop) and use the walk-in ramp for the commercialized size tub and give their furry friends a clean-up. Right there in the shop... so handy!

FISHING, HUNTING AND CAMPING

But they don't just carry pet supplies, food and toys. And they don't just set up tanks for local businesses. (Have you seen the tank inside Ellicottville Pharmacy? It is beautiful!) This is where Skyler's vision has transformed to include a second aspect of his business, dubbed Martens Outdoors. They also feature many new sportsman items for the humans that accompany the fur babies. Skyler said, "New camping gear is coming in all the time now - tents, chairs, utensils. We carry a lot of Zippo products - besides lighters, of course - including waterproof matches and fire starters."

Skyler has also developed a partnership with Brewmate, allowing the shop to carry reusable water bottles, drink cozies, etc." He went on to say, "We carry the whole line of Dr. Squatch soap, the one you see in commercials on tv all the time. Perfect to take on long outdoor excursions, and they make great gifts or just to take home for yourself."

The shop is also working on expanding its fishing section and hunting item line-up, not to mention the indoor archery range and certified selection of pistols and firearms. "And we are an official dealer of Broil King equipment, so if you are in need of a grill this summer, we're the place to come," said Skyler. Broil King offers over 30 models - from small personal bbqs to large patio bar insert versions. They're well designed, made in North America, and according to Skyler, are noted for having one of the best warranties on the market.

VIEW PETS AND PRODUCTS ONLINE

Ellicottville Aquatics is more than just an aquarium and pet store; they've become a full blown outdoor retailer. The shop is open daily Monday through Friday from 10:00am-5:00pm and Saturday and Sunday from 10:00am-3:00pm. You can find more about their newest pet arrivals on their Facebook page. For a view of the items for tank upkeep and pet supplies, visit evillpetstore.com. And if you have any questions, call 716-265-2857. Skyler's team is ready to assist you in all your pet and outdoor adventure needs!

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Good for the Spirit Gifts
11 Martha St. • EVL
716.699.2871
goodforthespiritgifts.com

Crystals come in all shapes, sizes and orientations - from rough form to polished tumbles, spheres, towers, and more. Each crystal has specific healing properties that can benefit your mind, body and soul. Simply choose what crystal you are drawn to; just keeping them close will have an effect on the energy around you! Shop a large assortment priced from a few dollars to a few hundred... something for everyone!



HOT FLANNEL

Daff Dry Goods
17 Washington St. • EVL
716.699.2293
daffevl.com

Daff always stocks great deals on great items all winter long, and their end-of-the-season sale is no exception. Men's flannels are a hot commodity. Sacce big! The sale also boasts some of the best brands like Patagonia, Kavu, Pendleton and more. With up to 30% off all men's and woman's winter-wear, this is a sale you don't want to miss. Come in and get started on your wardrobe for next season today!



EVERYDAY GLITZ

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

The sale items on Gado-Gado's website are fabulous. From clothes to jewelry, there are excellent buys to be had. Like the 22" Wrap Stone Bracelet. Sold in 5 colors, it is both durable and versatile. You can use it four ways: as a bracelet, as an anklet, as a necklace or even as a hair accessory. The perfect way to add some glitz to your everyday style or add a little flash to a fancy outfit. Visit the website for more great items!



SWEETEN THE SEASON

Nature's Remedy
26 Monroe St. • EVL
716.699.4372
naturesremedy.com

Nature's Remedy doesn't just sell supplements. They've got a wide variety of healthy products, including whole foods and local honey. The store carries honey from two local vendors: Crystal's Honey from East Otto, NY and Country Honey from Maples, NY. Use it in your tea as a natural sweetener alternative or add it to baked goods; it's a very versatile item! You can even pick up a jar of bee pollen - a natural supplement!



LIGHT & REFRESHING

Ellicottville Salt Cave
32 W. Washington St. • EVL
716.699.2068
ellicottvillesaltcave.com

As the season is winding down, it's always good to do some spring cleaning. Want a way to clear the air of your home as well? The Salt Cave carries a variety of salt lamps, in many shapes and sizes. Place one in your living room, kitchen, office or anywhere you'd like a little extra zen. Salt lamps emit positive ions to help bring the benefits of the Salt Cave into your home - cleaning the air, easing allergies, and mood improving.



IT'S NEVER TOO EARLY

Holiday Valley Resort
6557 Holiday Valley Rd. • EVL
716.699.2345
holidayvalley.com

This winter season might be ending soon, but it's never too early to plan ahead and save money. When you purchase your 2023-24 Holiday Valley Season Pass today, the Early Season sale gives you the lowest price of the year and payment plans are available for select passes. Visit www.holidayvalley.com/winter/passes for more details. And don't forget, when the slope season ends, the golf season is just around the corner!



STORY OF PIE

Lucky Day Homestead
5111 Roszyk Hill Rd. • Machias
716.353.0193
facebook.com/luckydayhomestead

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10 Washington St. • EVL
716.699.5621
alexandragiftsonline.com

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Photo / Robert Kuechle Photography

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11 Martha St. • EVL
716.699.2453
facebook.com/ellicottvillebikeandbean

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716.699.8996
evilleoasis.com

Oasis' newest service, The Fire and Ice Massage, will hit the spot. Treat your aches and pains with the therapeutic Fire effect of heated Basalt Rocks, and add the Ice effect of Cryoderm, a cold therapy spot treatment to target those areas that really need attention. Sore muscles, an aching back, stressed out shoulders or an old football injury... the girls at Oasis will tend to your specific areas with this special Hot Stone massage.



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5 E. Washington St. • EVL
716.244.3286
thriveivloungewny.com

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The Boardroom
6113 Route 219 • EVL
716.699.5620
boardsandpowder.com

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SALE OF THE YEAR

Mud,Sweat n' Gears
18 Monroe St. • EVL
716.699.8300
mudsweatgears.com

It's that time of year when everything (well, almost everything) is on sale. Now is a good time to get yourself a deal on the gear you really wanted back in December. If you've been holding out to buy new equipment or you've had your eye on some new outerwear, it's time to make your move. Shop early while the selection is good. Quantities are limited! Shop both locations in Ellicottville and East Aurora!



SO MANY SERVICES

The City Garage
5 Monroe St. • EVL
716.699.2054
citygarageskishop.com

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TAKE SOME OFF

Loud Underground
16 E. Washington St. • EVL
716.699.9162
loudperformance.com

It's Sale season! Any current year product, hard and soft goods are marked down 20%, while all non-current year products are marked down 30-50%. Featured: ThirtyTwo STW Double BOA, a staple boot that offers the perfect balance of performance, adjustment, and moldability, and the Strata Cobra Dog Custom House Bindings are a limited production binding from Union Binding Company. (Both are 20% off!)



SWANKY SOCKS

The Purple Doorknob
11 Washington St. • EVL
716.699.2084
purpledoorknob.com

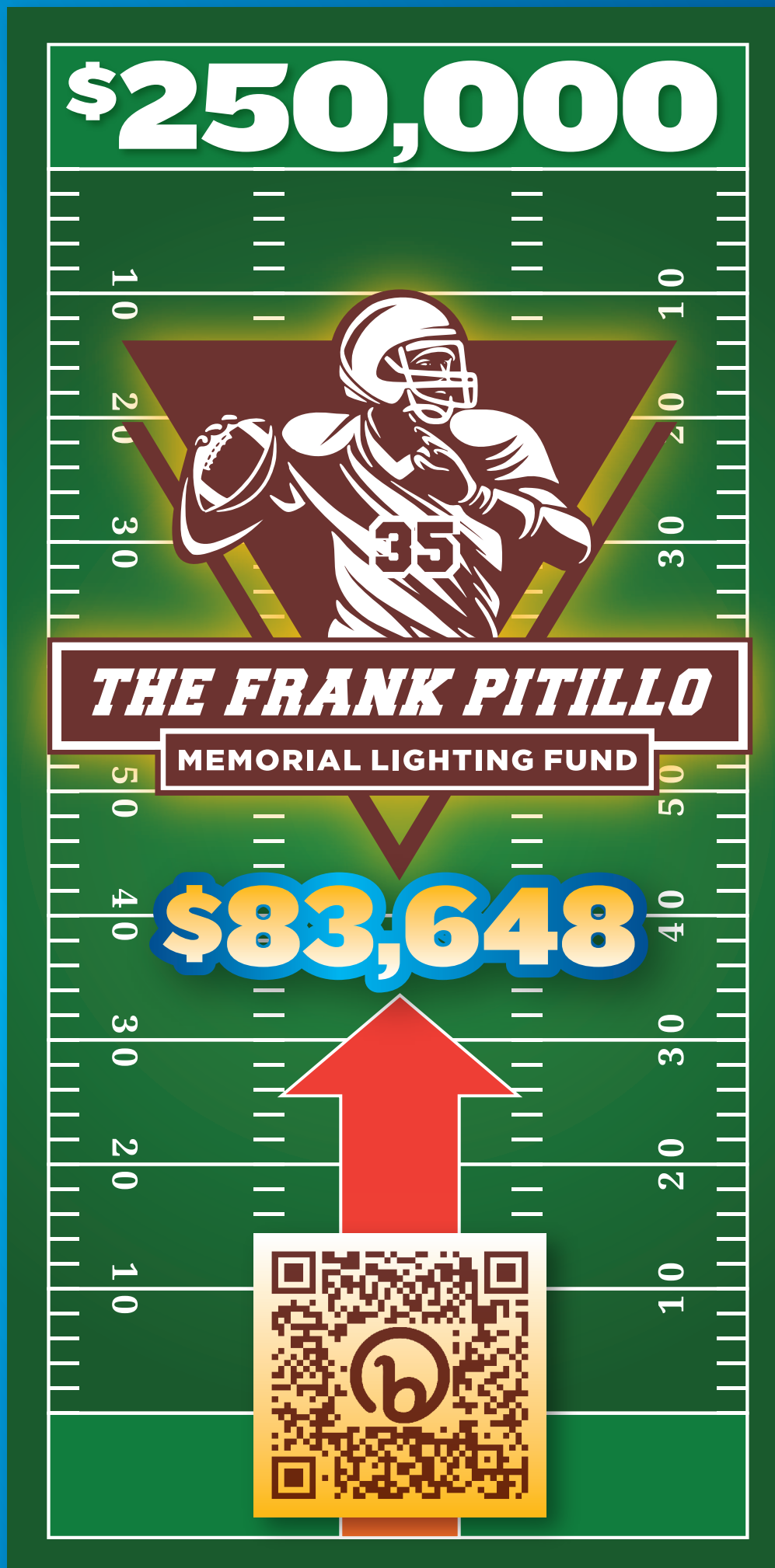
Socks are made for every occasion. No place makes that point better than The Purple Doorknob. Home to an amazingly wide variety of socks - from sharks and sleek bamboo, to rainbows, unicorns, four leaf clovers and pots o' gold. If you are looking for a unique gift or maybe just a spur of the moment splurge for fun, this is the place to visit. They even have purposefully mismatched pairs of socks for the wild at heart.



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13 Monroe St. • EVL
585.322.2237
facebook.com/modernbabyco

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Holiday Valley

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Saturday, March 18

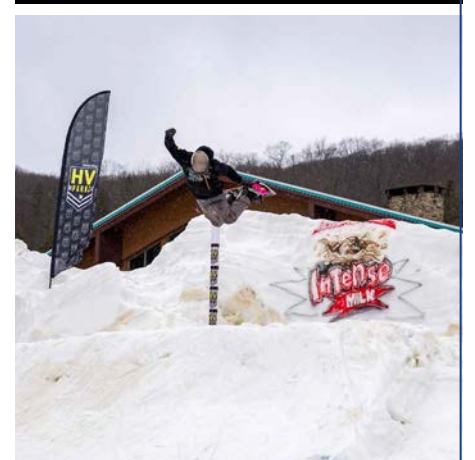
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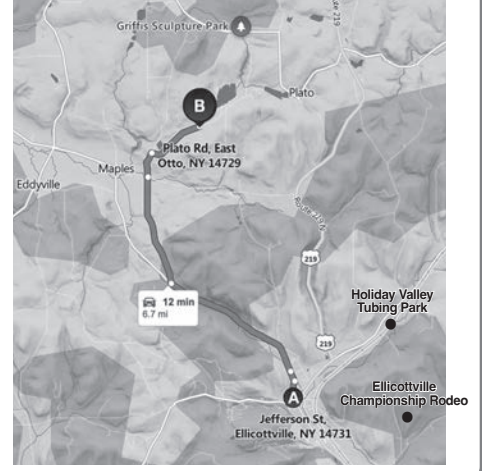
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INSPIRATION

Hot Wing Designs: Facing Adversity, Springville Man Turns Doodling Into an Iconic Buffalo Staple

By RICH RUMFOLA



Like most people during the early days of the Covid-19 pandemic, Springville resident Greg Culver found himself at home with lots of time on his hands. Unlike most people; however, the 53-year-old husband and father had been diagnosed with kidney cancer in the months leading up to the great lockdown. To top it all off, Culver was let go from his job around the same time. It was as if fate was trying to pile on enough overwhelming adversity to break the man, but what happened instead makes for an inspiring story of perseverance and hope.

“So here I am fighting stage four kidney cancer and I lost my job in the middle of a pandemic,” Culver said, summing up his situation in a single sentence. He found himself awake late at night because of the steroids he had to take after the first round of radiation, and admitted, “So what am I doing? I’m doing like everyone else is doing and I’m binging Netflix stuff.”

With a background in creative arts, graphic design and marketing, Culver’s late night TV habit started to include doodling electronically on his iPad. “My iPad had a drawing program on it and I sometimes used a pencil with it to take notes at meetings,” he explained. “But this was the first time I started to use it creatively.”

Inspired by a real-life character on one of the shows he was binging, Culver sketched the first of what would become a small army of original cartoon characters (Joe Exotic from the true crime documentary, *The Tiger King*) and the seeds were planted for his fledgling graphic arts and design company, Hot Wing Designs.

Culver remembered fondly the creative session where he discovered another use for his old iPad, saying, “By the time I was finished drawing the *Tiger King*, I thought, boy this drawing with the iPad is pretty cool because you don’t burn up sheets of paper and there’s no eraser shavings all over.” Noting how clean and portable the new technology was, he says he started taking the iPad to his appointments at Roswell Park Cancer Institute and creating while he waited. About the same time, Culver took inspiration from the classic movie, “*A League of Their Own*,” and imagined a “league” for proud Buffalonians and the people of Western New York to belong to - *The Buffalo League*.

“I feel like people in Buffalo are in a league of their own,” Culver explained. “We have crappy weather, the sports teams don’t win - it’s definitely a challenge just living here!” he joked. “Seriously, there’s so much more than just sports here. I hear people say a lot that they’re Buffalo fans - not necessarily football fans - but they love Buffalo and love being from here.” Culver explained that the Buffalo League emblem was made to look like a major league sports logo with the way it was colored; but instead of a sports figure at the center of the design, it has a white Buffalo.

BUFFALO LEAGUE IS BORN

After a televised zoom interview with Channel 2 News’ Kate Welshofer aired in February of 2021, Culver’s story and artwork caught the eye of Bill Herman from Identity Ink, a large screenprinting/embroidery operation in North Buffalo and the two collaborated on the idea for a design that was Buffalo-themed and could be marketed and sold - and so it was that Culver’s league for Buffalonians came to life.

“I thought it was really cool that a guy I never met before had seen my story and said, ‘Hey I’m going to give this guy a go,’” Culver admitted. And with Herman’s guidance, they opened an online store for a trial period of 30 days and offered a limited selection of Buffalo League logo’d apparel for sale, including hats, sweatshirts and stickers. Their startup enterprise took in a modest number of orders but after that first month, it was on to the next endeavor for both men. “Working in the retail business for as long as I have, I realized that 30 days was just not a long enough amount of time to get a new brand to stick,” Culver said. “So I thought I’d stay with it for a little while longer and I went and got some Buffalo League stickers made and that was the start of the whole sticker business,” he reflected.

EXPANDING INTO THE MUSIC SCENE

Culver admits that his love for classic rock music is set deep in his DNA, thanks to the music his parents listened to while he was growing up in Hamburg, NY. “My parents’ collection was filled with everything from Santana to the Moody Blues,” he reflected. “They listened to all the good stuff.”

Considering the way his favorite music had been a treasured part of his childhood and adolescence, it made perfect sense that the next cartoon-style character to come to life under the tip of Culver’s drawing wand would be legendary Grateful Dead frontman, Jerry Garcia. “I’ve always been a Grateful Dead fan,” Culver confided. “I’ve seen way too many of their shows in my day and it was just natural for Jerry to be the next one I’d draw.”

And with a bright smile that seemed to involve his whole face, he added, “And then I went to Sticker Mule and had 20 of those stickers made and then there were three stickers in my collection!”

Without ever really lamenting the medical challenges he faces on a daily basis, Culver went on to explain how his young business began expanding and branching out with every new personality he added to his colorful tribe of soulful characters. With the enthusiasm of a 10-year-old painted all over his face, Culver explained the next logical evolution in his work, saying, “After I drew Jerry, I started going off on this jag of drawing guitar players - and then it branched off onto all kinds of musicians, not just guitar players.”

Culver’s guitar gunslingers collection includes names like Dave Grohl, Eric Clapton, Derek Trucks, Susan Tedeschi, Duane Allman and many, many more. His collection of “not just guitar players” includes notables such as Mick Jagger, Gord Downie (*Tragically Hip*) and Michael Jackson.

Culver explained how during the pandemic, he fell in love with the southern rock band, Blackberry Smoke, and especially loved watching the on-stage performance of their lead guitarist, Charlie Starr. “I was watching a Youtube video of the band and I paused it with (Starr) jumping around on stage and I grabbed my iPad and drew him with his cherry-red Gibson guitar and that’s how there came to be a Charlie Starr sticker.”

After posting his newest cartoon creation to the band’s fan page, Culver says his Starr drawing brought down the house with the dedicated followers of Blackberry Smoke. “People went bonkers!” he explained. “They were all asking where can I buy this? Their fans are just as emphatic as Deadheads - they love everything they can get with these guys on it!”

By this time, Culver’s stable of musician-themed drawings numbered around a dozen and with them, he created a hand-signed, limited-edition printing of all his existing characters. He then bundled the collector’s edition print together with a sticker and a t-shirt for one low price.

He admits this marketing strategy was working well - until the day the band’s manager gave him a call. Culver says the two shared a pleasant conversation about the limits of his marketing endeavors involving the performers in Blackberry Smoke, after which, he ended up drawing the entire band by request!

His artist’s catalog currently includes more than 100 characters and designs on sticky paper, with about 50 more designs that are nearing completion. He attributes a breakthrough in the success of his sticker business to the online store he set up on the e-commerce platform, Etsy.

“Once I set up the shop on Etsy, not only was I shipping stickers all over the country - I was sending them out to countries all over the world - to places like the Netherlands and Japan!”

Culver’s designs are also available at various locations throughout the region, including the Mountain Shop at Holiday Valley and The City Garage ski shop in downtown Ellicottville (the first bricks and mortar location to offer Buffalo League hats and stickers).

“We have customers come into this shop from all over the world,” explained Patra Lowes, who owns and operates The City Garage with her brother, Sean. “Don’t be surprised if you’re traveling internationally and you come across one of Greg Culver’s hats - they’re very popular!”

EVERYONE’S FAVORITE FOOTBALL PLAYERS

Aside from his series of music-themed characters and designs, Culver also created a wildly successful collection of football-playing cartoon stickers based on the professional team in Buffalo. In fact, his Bills-themed stickers are fan favorites in all the places in the world where the Bills have fans.

He drew the Josh Allen figure first and says it has been very popular - so popular in fact, that the Josh Allen sticker turned up stuck to the side of a collapsible beer funnel in a random TikTok video that Culver just happened to see!

Hot Wing’s designs have also made it onto enameled pins created in limited amounts for the highly-sought-after collectibles market. Culver recently pre-sold 48 pins out of a pro-

“Hot Wing Designs” continued page 21

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It is perhaps one of the most fun and zany events of the winter! An event that invites both locals and visitors to put their creative minds to work in preparation for the biggest party of ski season. An event that 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. The Mardi Gras Parade is a family-friendly event coinciding with Holiday Valley's Winter Carnival weekend.

SUNDAY, MARCH 12

FAT TIRE BIKE RACE AT HOLIMONT RESORT
holimont.com



Join HoliMont for their Winter FUNnel Fat Tire Bike Race on Canfield Funnel Trail! Competition, bikes, snow... what's not to love? If you're missing your two-wheeled summertime friend, hop on a fat bike and sign up for this fun, snowy race. Men's and Women's categories for beginners and intermediate riders. For more information or to register for the Winter FUNnel Fat Bike event please go to <https://loom.ly/EzwrQu8>. Registration is FREE!

SATURDAY, MARCH 18

HOLIDAY VALLEY RESORT
Tickets and schedule at www.railriderjam.com



It's the return of the Rail Rider Jamboree. Taking place on Saturday, March 18, 2023 this will be year two of the one-day music festival, which last year saw over 1,800 people in attendance. Dark Star Orchestra will headline the event, playing two sets of Grateful Dead music. GANTZER & Friends, Aqueous, along with Northeast up-and-coming artists and a number of local vendors are also part of the line-up. The weekend will kick off on Friday, March 17 at Holiday Valley.

SATURDAY, MARCH 18

HOLIDAY VALLEY RESORT
holidayvalley.com



Come out to Holiday Valley Resort and showcase your park skills at the base of Yodeler with an end-of-the-season specialty park build. This Jam-style format competition will have prizes for best female and male overall riders as well as prizes for best trick. Waiver is required and can be downloaded at holidayvalley.com and brought to the event (along with a parent signature for anyone 18 and under). Helmets are mandatory. Brought to you by Intense Milk.

THURSDAY, MARCH 23

CHAMBER DAY AT HOLIMONT RESORT
holimont.com



It's that time of year again! Time to take a break and hit the slopes of HoliMont with the Ellicottville Chamber of Commerce for their annual Chamber Day event. The Chamber invites members and guests to get outside for a day of skiing and fun. You can indulge in the Apres ski party, complete with food provided by Dina's at the Mont and live music to jam out to at the end of the day. The perfect excuse to break free from the office and start the weekend a little early. Search the event on the Chamber's Facebook page for registration link.

SATURDAY, MARCH 25

POND SKIMMING AT HOLIDAY VALLEY RESORT
holidayvalley.com



The zaniest of all spring events, Pond Skimming challenges skiers and snowboarders to skim across an ice water-filled pond at the bottom of Yodeler slope. Some will make it all the way across, but many end up getting very wet... (and cold!) Prizes are awarded in multiple categories, costumes encouraged! Registration is free and starts at 11:00am at the base of Yodeler, with the Pond Skimming event kicking off at 1:00pm. Kids under 18 must have a parent signature, minimum age is 8 years old. All participants get a one day pool pass for the Holiday Valley summer pool complex.

SATURDAY, MARCH 25

DITCH DAZE AT HOLIMONT RESORT
holimont.com



Let's celebrate this season with a fun jam-style session in the park! All are welcome: skiers, snowboarders, members, and the public. Registration is from 9:00-10:30am, with an option to purchase Dina's hot dogs on the hill. There will be a course full of features, including a wall ride and halfpipe. Prizes for best trick, highest air, and more! The HoliMont Park Crew is looking forward to seeing you all on Snowbird from 11:30am-4:30pm! Spread the word! Thanks to LOUD Performance for hosting!

FRIDAY, MAY 26

BIKE PARK OPENING AT HOLIMONT RESORT
holimont.com



The HoliMont Bike Park will open for the season Memorial Day weekend and will run the lift access weekends through October 8th. Hours will be Friday noon-7:00pm and Saturdays/Sundays 10:00am-4:30pm. *AFTER HOURS USE OF THE TRAILS IS AT YOUR OWN RISK.* HoliMont currently offers 8 mountain bike trails, making up just under 10 miles of track, with plans to build additional trails this season! For Bike Park pass info, head to holimont.com.

SATURDAY, JUNE 17

HOLIDAY VALLEY RESORT
www.holidayvalley.com



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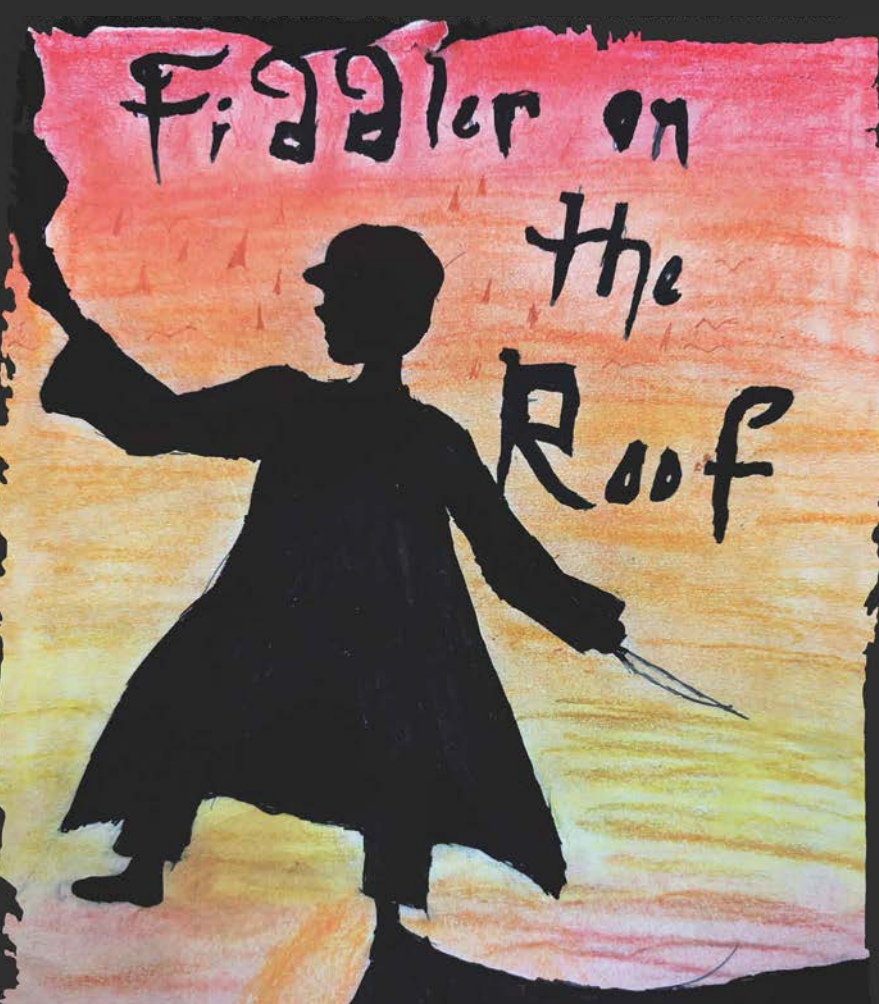
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HEALTH & FITNESS

Core Performance: Why Core Strength is Non-negotiable

By **KIMBERLY DUKE, CERTIFIED PERSONAL TRAINER**

I have been in the fitness industry for exactly 40 years. (God that makes me feel old.) And as I have written numerous articles about fitness trends that have come and gone, one thing that has been tremendously important throughout the years and is literally a fundamental training principle at Core Performance Fitness is core strength.

Core strength training may be the most important term in the fitness world, but to really appreciate core strength you have to fully understand what it means and where the term comes from.

Joseph Hubertus Pilates (December 9, 1883 - October 9, 1967) was a German-born physical trainer credited with inventing and promoting the Pilates method of physical fitness. Pilates was actually a sickly child who suffered from asthma, rickets and rheumatic fever. Because of this, he dedicated his entire life to his physical strength. He was introduced by his father to gymnastics, body-building and martial arts. By the age of 14, he was fit enough to pose for anatomical charts. Pilates came to believe that the “modern” lifestyle, bad posture and inefficient breathing lay at the roots of poor health. He ultimately devised a series of exercises and training techniques, and engineered all the equipment, specifications and tuning required to teach his methods properly.

During WWI, the British authorities interned Joseph Pilates along with other German citizens to concentration camps. During this imprisonment, Pilates studied yoga and the movements of animals and trained fellow inmates in fitness and exercise. He later said that the intuitive movements of cats, in particular, inspired many aspects of his fitness regime. It was while he was imprisoned that Joseph Pilates began refining his minimal equipment system of mat exercises that later became “Contrology”. This term is still one of the strongest features of Pilates and one I try to instill with every single person I work with. Contrology is related to encouraging the use of the mind to control the muscles and focusing attention on the core postural muscles that help keep the body balanced and provide support for the spine. In particular, Pilates exercises teach awareness of breath and the alignment of the spine and strengthen the deep torso and abdominal muscles.

After WWI, Joseph Pilates moved to the United States. He and his wife Clara founded a studio in New York City which developed a devoted following from dancers and performing artists alike. The Pilates regimen built flexibility, strength and stamina.

Since Joseph Pilates, there have been many other experts and enthusiasts who can all agree that “core stiffness” is mandatory and essential to carry heavy loads, run fast and change direction quickly. It determines the rate of speed for movement of the arms and legs making it very clear: Training the core is non-negotiable.



Core stiffness is also universal, meaning that you do not need to be an athlete to find the value in it - everyday movements like lifting a child/grocery, cleaning your home, playing an instrument (as one of my clients describes their flute playing is better than ever by engaging core strength while playing).

To learn more about how to strengthen your core, check out Core Performance Fitness and Training. With 40 years of experience we have been teaching our clients what it means to engage your core. We also offer Pilates with Rae Dove.

Kim Duke is a certified personal trainer and owner of Core Performance Fitness and Training, 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.

TIMBERHUT CABIN CO.

cont. from page 10

Coming from a marketing and business development background, Anderson is used to potential customers hanging up the phone or not even taking the call. However, that's not been his experience at all with TimberHut!

“What we're finding in this is that if we target the right customers directly, they always pick up the phone. Everyone seems to be interested in our products and our novel approach to design and fabrication,” he noted. “Our products speak for themselves. Getting that initial call to action is a lot more efficient than in other industries. With our trajectory right now, we stand to be a nationally-recognized brand name in the next

few years.” Anderson is looking forward to “big things” that are coming very soon.

“We are considering a major production relationship with a national commercial contractor to produce units regionally,” he said. “We'd still do most of the research, development and prototyping locally but production likely will occur at a number of geographies next year.”

TimberHut's production capacity will grow from 50 to 75 units in 2023 to over 250 in 2024. He added, “There are a couple of high-profile projects in Chautauqua County that we, if all goes well, will be able to announce soon!” To learn more about TimberHut Cabin Company, visit www.timberhut.com or follow TimberHut Cabin Company on social media.

HOT WING DESIGNS

cont. from page 17

duction run of 50 of the collectibles on the first day they were available to the public, despite the fact that the pins hadn't even been produced yet.

HOT WING DESIGNS IS GOING PLACES

Over the past year, the production capabilities at Hot Wing Designs have increased exponentially, as Culver added pieces of equipment to his basement workshop that eliminate costly steps, bypass a few ‘middlemen’ and give him the flexibility to output as little as one hat or one sticker at a time. He admits he learned a great deal about how to outfit his workshop with the machines necessary to expand his business from long-time business acquaintance, Jim Sessanna, of Quality Imprints in Colden, NY.

“Jim's been in the screenprinting and embroidery business for decades,” Culver explained. He added his sincere appreciation for Sessanna, saying, “We've been doing business together for a long time now and he was sympathetic to my situation, so he opened his back door and showed me all the equipment I would need to get on my feet and produce hats myself.”

Now equipped with his own heat press for hats, Culver is able to order embroidered patches in bulk and create his own finished product on-site.

The lion's share of the Hot Wing Designs marketing campaign comes by word of mouth, as well as through personal contact with band members, band management and fans. In fact, Culver is not shy about walking right up to the stage and putting his cartoon creations directly into the hands of the musicians themselves. He says the performers have always accepted his artwork with child-like enthusiasm and heartfelt appreciation.

The Hot Wing Designs pop-up tent has been a staple at various outdoor events where Culver mostly sells hats and stickers, but also offers custom t-shirts created on the spot with his mobile production facility. Last year, he teamed with 42 North Brewery for their entire “Tap Trekker” Series of events, which featured live music, craft beer and lifestyle vendors and was held at various locations throughout Western New York.

As winter's weak grip loosens altogether and temps climb even higher this spring, Culver's artwork will be front and center at a number of warm-weather venues and fun events.

“I'm really looking forward to setting up at the East Aurora holiday market the day before

Easter,” Culver said. “I'm already registered for a bunch of other events this summer, but the biggest one for me will probably be the Cobblestone Live music festival at the Buffalo Iron Works in July.”

The former owner of Slider's snowboard and bike shop just down the road from the Kissing Bridge ski area in Colden, snow sports have been a part of Culver's life since he rode the ski school bus to KB with his high school sweetheart (and now wife, Jen). Few people know this, but back in the late '90's, Culver was actually one of the very first people in all of Western New York who understood the process for learning how to ride a snowboard, and as manager of KB's first staff of snowboard instructors, he actually helped “write the book” on how to teach the newest way to slide down a hill.

Because of his long-standing affiliation with the ski industry, Culver also took advantage of opportunities for the Hot Wing Designs tent to “pop-up” at various locations this past winter, such as at Swain ski area's recent winter carnival, held last weekend.

Without setting limits for himself, Culver's upcoming projects include creating a star-studded coloring book that features all his favorite big-name characters - think the Rolling Stones, Prince and Michael Jackson! At the moment, he's also working on illustrations for a children's book, which was authored by a friend in the mountain biking community.

“I'm really trying to stay creative and keep working for other people as a freelance graphic designer and illustrator,” he said. “I'm also focused on trying to grow the sticker business into something that's sustainable down the road.”

Toward the end of our long conversation, my friend of 25 years sat back in his chair, sighed and explained his situation in this way:

“I wouldn't have picked this direction. I was the marketing director of the largest private ski area in North America and I was home there - so I didn't see myself changing directions - but it's been a good thing in a way... People think I'm crazy when I say that stage 4 cancer has had some positive effects, but it has. I've slowed down quite a bit. I'm not in such a hurry to do things and I definitely put a value on spending more time with friends and family.”

Grateful to have been able to hear his story, I still couldn't resist asking one last question. If you have the talent to recreate the likeness of almost anything you see, how did you decide on a smiling, hot chicken wing as the face of your new enterprise?

Reflective of his deeply-felt connection to his roots, Culver explained, “I wanted the image of my services to reflect where I was from.”

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-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 info, call 716-699-2316.

CAN AND BOTTLE DRIVE: In honor of Catholic Sisters Week, The St. Elizabeth Motherhouse of Allegany, NY is holding a Community Can & Bottle Drive now through Monday, March 13. All proceeds from the Can & Bottle Drive will be donated to Pfeiffer Nature Center of Portville, NY. Please bring all your cans and bottles to recycle and help support Pfeiffer Nature Center. No sorting necessary, drop-and-go services are provided. Drop off location is West End Beverage & Redemption, 2828 W. State Street, Olean, NY.

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EMPLOYMENT

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Mathematics/Physics Teacher (MS/HS): The Ellicottville Central School District has an immediate opening for a full-time, 4-year probationary MS/HS Mathematics Teacher. Candidates must be certified in Mathematics; preference given to candidates dual certified in Mathematics and Physics. Salary based on experience and the current ETA Contract. EOE

Social Studies Teacher (MS/HS): The Ellicottville Central School District has an immediate opening for a full-time, 4-year probationary MS/HS Social Studies Teacher. Candidates must be certified in Social Studies. Salary based on experience and the current ETA Contract. EOE

Candidates are invited to apply at: <https://ellicottvillecentral.recruitfront.com/JobOpportunities>

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.

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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 or email info@ellicottville.com. Ads can also be placed directly on our website at ellicottvilleNOW.com.

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."

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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.

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.

GIRLS BASKETBALL

cont. from page 09

Once again reinforcing her coach's evaluation, Alexander talked about the almost surreal feeling of the way neither team could score points, saying, "Keeping them to just 29 points tonight is crazy - and then us scoring just 17 points without hitting a single (three-point shot) in the whole game is pretty crazy, too!"

And just to prove it was not all gloom and doom for the Lady Eagles in this one, it should be noted that Ellicottville actually led this game with about four minutes to go in the first half, as center Ryah Quinn hit on a six-foot jump shot to make the score 8-7, Ellicottville. Later on in the fourth quarter, Ellicottville battled back and cut the Lady Wildcats' double-digit lead to just a two-score margin, 22-17, with under five minutes left in the game.

So it was that close midway through the final quarter, that a three and a layup would've tied the thing for Ellicottville, despite the fact that they trailed for all but about 30 seconds in the game. Unfortunately for Ellicottville, Sherman was the team which scored next - and they scored next after that and then that was all she wrote.

While you could say that the Lady Eagles' offense completely abandoned them in the biggest game of the year, that would only partially explain the team's smallest point total in any of the 22 games it played this year. In fact, the Sherman defense proved to be every bit as tenacious and unyielding as Coach Rozler's girls - plus a little bit more.

Speaking on how effectively the Lady Wildcats played defense, Rozler explained, "We had to rely on outside shots (when we could get them) and they just weren't falling. When we passed it on the inside, we couldn't hang on to the ball. They would strip it from us, or we either couldn't catch it or it'd go off of our leg."

Leading up to their semifinal appearance at JCC last week, the Lady Eagles had been on fire, winning 14 of their final 15 contests, including a complete beat-down of league competition in the Cattaraugus-Chautauqua Athletic Association's East 2 division. In 10 CCAA East 2 league games this season, the Ellicottville ladies were a perfect 10-0 and racked up nearly twice as many points per game as their competitors. On average, the Lady Eagles offense dropped 52.3 points per game on opponents, while their stingy, smothering defense allowed only a measly 26.4 points per game against.

For those watching from the stands this season, many of the Lady Eagles' league games were effectively 'over' by halftime, and in some of those games, the contest had all but been decided before the opposing coach could call their first timeout of the game.

The Lady Eagles' success in 2022-'23 was powered in large part by senior forward Allison Rowland and the junior floor general, Alexander. Rowland was equally a threat on both sides of the ball and was at the heart of her team's ball-hawking defense this season. Rowland's scoring mark of 174 points trailed only Alexander for the team lead this season and ranked her #17 in all of Class D for scoring in 2022-'23. The senior forward was the team's leading rebounder this season, and with 166 boards pulled down, she owned the 6th best tally for all Class D rebounders.

The junior point-scorer Alexander led all Lady Eagles in 2022-'23 with 224 points - almost half of which came on a whopping, 36 three-point shots! Her points total was the 12th highest in all of Class D this year, but more impressively, her tally of 102 steals qualified Alexander as the second-best ball thief in the conference this year.

Center Ryah Quinn was the end of the line for many opponents' scoring chances in 2022-'23, as the defensive-minded senior in the middle of the paint hauled in 146 rebounds and blocked 12 shots. Those totals put her in 11th place among all players in Class D for rebounds and 12th place for blocks, respectively.

Forward Natalee Leiper had a strong sophomore campaign, scoring 140 points and hauling in 86 rebounds. Leiper also added 41 steals to her impressive stats totals on the season.

Guards Addison John and Ande Northrup tied for fourth place on the team in scoring with 98 points. A rock-solid, all-around contributor in every game she appeared in, John filled out the stat sheets on her line with 44 rebounds, 34 steals and 32 assists.

Just a freshman in 2022-'23, Northrup served notice to the entire CCAA that she will be a long-range scoring threat and front-line defender for years to come, as the young guard knocked down 19 three-point shots. That total was the 16th most three's scored by any shooter in Class D this year.

BOYS BASKETBALL

cont. from page 09

it back inside, it helped us a lot and we were able to get to the foul line and shoot a lot of free throws."

Out of the locker room to start the second half, the Eagles used a "Win one for the Gipper" speech by Coach McCann as the driving force behind a huge, third quarter comeback that all-but erased the 27-11 deficit Ellicottville found itself in at the half.

"We came out firing on all cylinders," recalled senior guard Gian Nuzzo, who scored seven of his team-high eight points in the epic, third quarter comeback alone. "At halftime, coach gave us a good game plan to change our mindsets and we really came out firing!"

Nuzzo nailed a three-point shot that fired up the Ellicottville crowd and pulled the Eagles to within three points with just under two minutes to play in the third quarter, then Panama called the quick timeout to stop the bleeding; however, the Eagles' suddenly stingy defense ended up with the ball immediately out of the stoppage in play and Nuzzo found the ball in his hot hands once more. With a strong move to the basket, he drove the lane and convinced a finger-roll layup to drop; and with 50 seconds left in the quarter, the Panthers' 16-point halftime advantage had blown away, like dust in the wind.

Unfortunately for the Eagles and their fans, however, that's as good as it ever got. "Once we started playing our game in the third quarter, we were fine," McCann explained of his team's big rally. "But in coming back from that 16-point deficit, we kind of started to run out of gas."

Out of the timeout between the third and fourth quarters, the Panthers extended their lead, then came up with a quick defensive stop, which led to another quick bucket and in the blink of an eye, Panama's lead was back in the double digits once more and the dream of a Class D championship was over in EVL.

Post-game, Eagles players pointed with pride to the great season they ended up having - especially after beginning the year with losses in six of their first eight games. "We faced a lot of adversity this year," Nuzzo explained. "We had injuries and foul troubles and it took us awhile to get everyone in the right mindset, but we figured out our true identity, turned it around, went on our (8-game) winning streak and won our league. I couldn't be more proud of the things our team did this year."

The Eagles finish the 2022-'23 campaign with a 14-8 record overall, including a dominant run from Christmas break until the end of the season, in which Ellicottville prevailed in an impressive 12 of its final 14 games.



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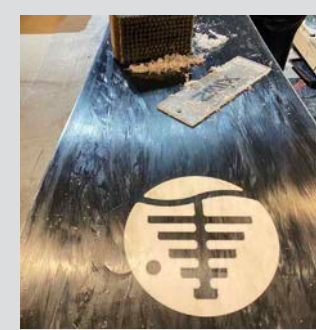
thecitygarage: Could this be it... March will be our finest hour! #evlnow #ellicottvilleny #winteriscoming #skitheeast



holiday_valley_race_team: Tuckered out from a weekend full of racing! #youthskiracing #giantslalom #skitheeast #holidayvalley #evlnow



escornelius80: The @holimont_freeride team @holimont Rail Jam



gregculver: Had fun at the Boardroom Banked! #evlnow



shannonlshepherd: Three generations - that's why I love this sport! #skiandride #ellicottvillenow #friezurbunzoff



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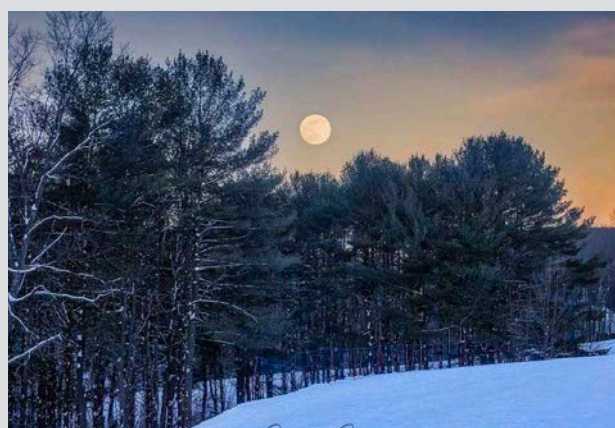
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